



公眾教育及推廣參與

Public
Education
and
Engagement



公署於2013年3月20日與香港貿易發展局及工業貿易署合辦講座，向中小企講解直銷規管新條文。

Co-organised with Hong Kong Trade Development Council and the Trade and Industry Department, a seminar about the enhanced regulations on direct marketing was held on 20 March 2013, targeting SMEs.

推動尊重私隱的文化

Fostering a privacy-respectful culture

公署的主要工作目標之一是加強市民對條例的理解和提升對個人資料私隱保障的意識，機構傳訊部負責推廣工作，並由其他部門的同事提供支援。年內，我們透過公眾教育、培訓、社區活動及大眾傳媒，廣泛宣傳修訂條例的生效以及向市民講解條例所帶來的影響。

A key objective of the PCPD is to promote the community's understanding and awareness of data privacy protection under the Ordinance. Our promotional activities are the responsibility of the Corporate Communications Division, supported by other members of staff. During the year, we widely promoted the commencement of the Amendment Ordinance and the changes it brings about, through education, training, community outreach activities and mass communication.



左：在專業團體及行業的刊物刊登廣告，向資料使用者推廣新指引。

右：特別製作圖鑑，闡釋消費者如何在日常生活中應用直銷規管新條文。

Left: Advertisements were placed in professional and trade publications to inform data users of the new guidance.

Right: An infographic was created to illustrate how consumers may apply new rules on direct marketing under the Amendment Ordinance to real life situation.

推廣修訂條例

為鼓勵各界遵從修訂條例，特別是於2013年4月1日生效的條文，加強了規管直接促銷活動。公署由2012年9月起，針對收集和使用個人資料作直銷用途的資料使用者，和資料當事人（消費者）這兩個目標群組，推出宣傳及公眾教育活動：

- 在2012年9月至2013年3月31日期間，為主要的合作夥伴舉行九次研討會，包括：
 - 香港中小型企業總商會
 - 政府決策局及部門
 - 香港僱主聯合會
 - 香港總商會
 - 香港投資基金公會
 - 香港美國商會
 - 香港零售管理協會
 - 香港貿易發展局
 - 香港社會服務聯會
- 於2013年1至3月舉行了12場以直銷規管新機制為題的專業研習班，參加者主要來自銀行、保險、電訊及零售業的保障資料主任、循規人員、法律人員及市場推廣從業員，也有個別公眾人士和商業機構代表參加。

PROMOTING UNDERSTANDING OF THE AMENDMENT ORDINANCE

To facilitate compliance with the Amendment Ordinance, in particular the new requirements of the regulatory regime on direct marketing activities, which came into force on 1 April 2013, the PCPD launched promotional and public education activities for two target groups in September 2012: data users involved in the collection and use of personal data for direct marketing activities, and data subjects, i.e. the general public. These efforts included the following:

- Nine seminars were conducted between September 2012 and 31 March 2013 to major partners, including:
 - Hong Kong General Chamber of Small and Medium Business
 - Government bureaux and departments
 - Employers' Federation of Hong Kong
 - Hong Kong General Chamber of Commerce
 - Hong Kong Investment Funds Association
 - The American Chamber of Commerce in Hong Kong
 - Hong Kong Retail Management Association
 - Hong Kong Trade Development Council
 - Hong Kong Council of Social Service
- Twelve professional workshops on new direct marketing regime were held from January to March 2013. Participants included data protection officers, compliance officers, legal practitioners, marketing practitioners and personnel from the banking, insurance, telecommunications and retail industries, as well as members of the public and other private sector firms.

公署於2012年9月26日特別向傳媒代表講解修訂條文的內容及其帶來的影響，其後又於2013年1月15日的新聞發佈會上簡介修例的重點內容，3月28日發出新聞稿提醒公眾直銷規管新條文和法律協助計劃於2013年4月1日正式生效。以上議題獲傳媒廣泛報道。

The PCPD briefed the media on the changes brought about by the Amendment Ordinance on 26 September 2012. The second media briefing was conducted on 15 January 2013, and a media statement was issued on 28 March 2013 to remind everyone concerned of the implementation of new rules on direct marketing and the legal assistance scheme, which came into force on 1 April 2013. The issues were extensively covered in the mass media.

介紹修訂條例的推廣及公眾教育活動詳情 > 詳見附錄2

Full list of promotional and public educational activities for introducing the Amendment Ordinance > see Appendix 2



簡介《2012年個人資料(私隱)(修訂)條例》的短片
Short Video on the Personal Data (Privacy) (Amendment) Ordinance 2012

- 為了介紹修例的重點，公署製作了20分鐘的短片介紹：(1) 直接促銷規管新機制；(2) 未經資料使用者同意而取得和披露個人資料；(3) 法律協助計劃；(4) 加強私隱專員的執法權力；(5) 查閱資料要求；(6) 外判資料處理程序，以及(7) 新的豁免安排。短片由2012年10月起在公署網站播放，截至2013年3月31日，共有19,738人次收看。
- A 20-minute video was produced featuring the amendments: (1) the new regulatory regime on direct marketing, (2) disclosure of personal data obtained without the data user's consent, (3) the legal assistance scheme, (4) strengthening of the Commissioner's enforcement power, (5) data-access requests, (6) outsourcing personal data processing, and (7) new exemptions. This has been on the PCPD's website since October 2012; 19,738 views were recorded by 31 Mar 2013.

www.pcpd.org.hk/chinese/review_ordinance/reviewordinance_video.html

www.pcpd.org.hk/english/review_ordinance/reviewordinance_video.html

在這年度，公署為各行各業
提供了 The PCPD reached more than **18,752** 人
people in various sectors

through **242** 次講座、研討會和研習班，
talks, seminars and workshops,

當中包括 **12** 場直銷規管新機制的研習班。(詳見附錄3)
including **12** workshops on new Direct Marketing regime. (see Appendix 3)

商界參與

「保障私隱 全面貫徹」研討會

公署於2012年6月舉辦「保障私隱 全面貫徹」研討會，旨在推動本地機構把私隱和保障資料的符規做法視為設計和管理資訊科技系統的預設元素，而非在事故發生後才作出補救。

這次研討會是香港保障私隱界的盛事。公署邀請了海外和本地資深的講者演講，包括澳洲、加拿大、美國聯邦貿易委員會及新西蘭的私隱專員，國際保障私隱的顧問和本地專家。他們就如何把私隱視為機構的優先處理事項，以及在當今資訊社會中維護自由和信任的先決條件分享經驗。這次研討會有超過**260人**參與，他們主要為保障資料的專業人員、法律及循規專業人士、資訊科技專業人員、決策者、私隱權倡議者、學者及商業機構的行政人員。

ENGAGING BUSINESSES

Privacy-by-Design Conference

In June 2012, the PCPD organised the Privacy-by-Design Conference to promote to local organisations the approach of embedding privacy and data protection as the default into the design and management of ICT systems, rather than having to provide remedies for privacy breaches, after-the-fact.

The conference was a privacy landmark event in Hong Kong, with a panel of distinguished speakers, including the Privacy Commissioners of Australia, Canada, New Zealand and the US Federal Trade Commission, as well as international consultants and local privacy professionals. They shared their experience and practical advice on how to embrace privacy as an organisational imperative and as a critical enabler of trust and freedom in our present-day information society. There were over **260 participants**, mostly data protection professionals, legal and compliance professionals, ICT professionals, policy makers, privacy right advocates, academics and business executives.



本地私隱保障專業人士出席「保障私隱 全面貫徹」研討會。

Participation of local privacy professionals in Privacy-by-Design Conference.



公署於2012年6月13日在本港首次舉辦「保障私隱 全面貫徹」研討會。

The PCPD organised the Privacy-by-Design Conference on 13 June 2012.

貫徹私隱的設計

「貫徹私隱的設計」，最先由加拿大的安大略省資訊及私隱專員Dr Ann Cavoukian於九十年代創立，這理念建基於七項基本原則，在國際間得到廣泛的認同，更被推許為全球保障私隱的新標準，七項原則如下：

- 1 進取而不是被動；防範而不是補救問題
- 2 保障私隱是預設而不是後加的設定
- 3 將保障私隱的概念融入系統的設計之中
- 4 發揮功能 — 視貫徹私隱設計為增值，而不是零和的元素
- 5 貫徹保安 — 資料整個生命周期的保護
- 6 顯眼和具透明度 — 保持政策公開
- 7 尊重用家的私隱 — 以用戶為本

資料來源 Source: www.ipc.on.ca/english/privacy/introduction-to-pbd/

Privacy-by-Design

Based on seven Foundational Principles, *Privacy by Design* was first developed by the Canadian province of Ontario's Information and Privacy Commissioner, Dr Ann Cavoukian, in the 1990s. This made-in-Ontario solution has gained widespread international recognition, and was recently recognised as the new global privacy standard. The seven Foundational Principles are as follows:

- 1 Proactive not Reactive; Preventative not Remedial
- 2 Privacy as the Default Setting
- 3 Privacy Embedded into Design
- 4 Full Functionality – Positive-Sum, not Zero-Sum
- 5 End-to-End Security – Full Lifecycle Protection
- 6 Visibility and Transparency – Keep it Open
- 7 Respect for User Privacy – Keep it User-Centric

“恭賀公署舉辦這次成功的會議。這樣的成功不是僥倖而得的，而是無數努力和周詳計劃的成果。”



Congratulations for organising such a successful conference. Such success does not come by chance. It is the result of a lot of work and meticulous planning.”

Malcolm CROMPTON
董事總經理
Managing Director
Information Integrity Solutions Pty Ltd



保障資料主任聯會

公署於2000年創立保障資料主任聯會，為機構的保障資料人員提供一個交流經驗和培訓的平台，促進知識的增長和符規的實踐。

在本年度，公署為保障資料主任聯會會員安排了五次的簡佈會，介紹私隱保障事宜的新知，並在2012年9月12日和2013年1月22日先後舉行兩次特別簡佈會，協助會員了解修訂條例的內容和直銷規管新條文。

截至2013年3月底，聯會有**350名會員**(包括個人及機構會員)，會員來自公私營機構，多有循規、法律事務、規管、執法和客戶服務方面的背景。

Data Protection Officers' Club

The PCPD established the Data Protection Officers' Club (DPOC) in 2000 to provide practising data protection officers with a platform for advancing the knowledge and practice of data privacy compliance through experience sharing and training.

During the year, PCPD held five briefing sessions for DPOC members in relation to the latest privacy protection issues. Two special briefing sessions on the Amendment Ordinance and new regulatory regime on direct marketing were organised for DPOC members on 12 September 2012 and 22 January 2013, respectively.

DPOC **membership reached 350** by the end of March 2013. The individual and organisational members have backgrounds in compliance, legal affairs, regulatory fields, law enforcement and customer relations, in both the public and private sectors.

“今年二、三月，加強規管直銷活動的新條文實施在即，我在主講講座時不時遇上參加者的提問，不少人都對新條文不甚了解，甚至擔心新例會窒礙公司的行銷推廣和業務運作；更有一些人遲遲才知道新條文的要求。這些反應，讓我深深體會到推廣及公眾教育工作的重要性。我們要找出更有效的渠道，用更有效的方法去接觸不同界別的社會人士，讓他們了解條例內容，知而後行。

From time to time I give talks on data protection. In February and March this year, I observed that some participants appeared to be anxious about the new regulations on the use of personal data in direct marketing activities which were to be implemented in April. They were worried that the new rules would hinder their sales and marketing, and even affect the overall operation of their companies. Some did not recognise the changes until the last minute. This feedback reminded me that public education and promotion is of the utmost importance. We need to use effective channels and means to reach people in different sectors in order to enhance understanding and ensure compliance.”



余卓寧 助理傳訊經理
Charly YU
Assistant Corporate Communications Manager

26 次保障個人資料私隱的講座 seminars
1,691 名從業員參加 participants
21 間物業管理公司 property management companies

行業保障私隱活動

公署與香港物業管理公司協會合辦為期**六個月**的物業管理業保障私隱活動，主題為「提昇優質管理 保障住戶資料」。這是公署自2007年來推出的第六屆行業保障私隱活動。期間有21間物業管理公司響應，1,691名從業員參加了先後26次保障個人資料私隱的講座及相關活動。

公署亦與物業管理公司協會合力製作了一款海報，**派發給三千名**前線的物業管理員，提供他們在日常工作中實用的保障個人資料貼士。



為物業管理從業員特別設計的海報。
 A tailor-made poster for front-line practitioners in the property management industry.

Industry-specific privacy campaign

The PCPD organised a **six-month programme** during the year called *Privacy Campaign for the Property Management Industry*, on the theme “Enhancing Quality Management to Protect Residents’ Personal Data”, in partnership with the Hong Kong Association of Property Management Companies (HKAPMC). This was the sixth industry-specific campaign launched since 2007. Throughout the campaign, 26 seminars and related activities were conducted, attracting a total of 1,691 participants from 21 property management companies interested in the requirements under the Ordinance.

The PCPD also produced an educational poster jointly with the HKAPMC providing practical tips on safeguarding personal data privacy, and **distributed 3,000 copies** to frontline practitioners.



私隱專員蔣任宏先生(右)與香港物業管理公司協會會長鄺正煒先生主持「物業管理業保障私隱活動」開展儀式。

The Commissioner Mr Allan Chiang (right), and President of the Hong Kong Association of Property Management Companies, Ir Alkin Kwong, JP, officiated at the inaugural ceremony of the Privacy Campaign for the Property Management Industry.

“你們的講座讓我們對《個人資料(私隱)(修訂)條例》有深入的了解，我們樂於與合作夥伴分享你們的訊息。



I write to show our appreciation for your sharing as well as your excellent presentation of the Personal Data (Privacy) (Amendment) Ordinance. Thank you.”

文鳳玲 恒益物業管理有限公司助理總經理
 Florence MAN
 Assistant General Manager
 Hang Yick Properties Management Limited



為物業管理公司安排保障個人資料的講座。

The PCPD gave talks to participating property management companies.

教育及培訓

保障個人資料專業研習班

公署自2011年4月起定期舉辦專業研習班，讓機構深入了解如何遵從條例的要求。在本年度，這些專業研習班的需求殷切，超過**2,400人**參與共**75次**研習班，滿額的研習班比率高達九成七。

我們邀請了**26個專業團體**和**行業協會**成為專業研習班的支持機構，研習班因應不同行業和工作環境的需要而設計了以下**十個課程**：

- 資料保障法律研習班
- 資料保障導師培訓
- 資料保障與查閱資料要求
- 銀行/金融服務的資料保障
- 直接促銷活動的資料保障
- 人力資源管理的資料保障
- 保險業的資料保障*
- 內部資訊科技管理的資料保障
- 物業管理的資料保障
- 最新的資訊及通訊科技與資料保障*

* 於2012/13年度新增的主題

Education and Training

Professional Compliance Workshops

To provide in-depth knowledge of how to comply with the Ordinance, the PCPD has been conducting professional compliance workshops on a regular basis since April 2011. These workshops were in high demand during the year, with **75 workshops** receiving over **2,400 participants**. Ninety-seven per cent of the workshops were full.

Supported by **26 professional organisations** and **trade associations**, these professional compliance workshops featured the following **10 topics**, tailored to the needs of business executives across different industries and work contexts:

- Legal Workshop on Data Protection
- Train the Trainers in Data Protection
- Data Protection and Data Access Requests
- Data Protection in Banking/Financial Services
- Data Protection in Direct Marketing Activities
- Data Protection in Human Resource Management
- Data Protection in Insurance*
- Data Protection in Internal IT Management
- Data Protection in Property Management
- The Latest ICT and Data Protection*

* Topics introduced in 2012/13

為個別機構提供講座

公署在本年度為57間公私營機構提供了72場度身訂造的培訓講座，講解修訂條例實施的情況。

In-house Seminars

To meet the growing demand resulting from the commencement of the new rules introduced by the Amendment Ordinance, the PCPD delivered 72 tailor-made training sessions for 57 organisations in the public and business sectors during the year.

演講

為推動機構建立尊重私隱的文化，私隱專員與公署人員在年報期內應邀在商會和專業團體舉辦的會議和講座中作19次演講。私隱專員藉著這些機會，呼籲機構高層採取主動，確保機構制訂全面的保障私隱策略，將私隱和資料保障的概念融入所有業務過程及營運程序中。他亦提倡機構在策略上要做到真正以客為本和尊重私隱，才能達致持久及高度的成功。

Speaking Engagements

To foster the inculcation of a privacy-friendly culture in organisations, the Commissioner and his team gave 19 presentations at conferences and seminars organised by trade associations and professional organisations. These opportunities were used to impress upon senior management the importance of being proactive in ensuring that a corporate-wide privacy strategy is in place, with privacy and data protection firmly embedded in all business processes and operational procedures, and to advocate the strategic importance for an organisation to be truly customer-centric and privacy-assuring in order to achieve enduring and higher level of success.



私隱專員蔣任宏的演講 *Speaking engagements by the Commissioner Mr Allan Chiang:*

2012

04.03

為香港浸會大學新聞學系主講**如何在私隱保障及新聞自由之間取得平衡**

Special lecture to journalism students on the topic **How to Strike a Balance between Privacy Protection and Press Freedom**, organised by Hong Kong Baptist University

06.16

在澳門個人資料保護辦公室主辦的國際經驗分享講座上主講**在公眾利益與私隱權之間作出平衡**

Talk on **The Balance between Public Interest and Privacy Rights** at the International Experiences on Personal Data Protection seminar, organised by the Office for Personal Data Protection, Macau

09.12

在國際私隱專業人員協會及德勤關黃陳方會計師行舉辦的活動上發言

Introduction to the Amendment Ordinance at a **Privacy After Hours** event, hosted by the International Association of Privacy Professionals and Deloitte Touche Tohmatsu

12.08

在香港華人基督教聯合會真道書院演講

Talk entitled **Perseverance is the Secret of Success** at the Hong Kong Chinese Christian Churches Union Logos Academy

私隱專員蔣任宏的演講(續) *Speaking engagements by the Commissioner Mr Allan Chiang (continued):*

2013

02.06	在香港投資基金會午餐會主講 私隱與個人資料的保障	Talk on Privacy and Data Protection at a Hong Kong Investment Funds Association luncheon
03.14	在外國記者俱樂部午餐會上主講在 私隱權和公眾利益之間的平衡	Talk on the Balance between Privacy Rights and Public Interest at a luncheon event of the Foreign Correspondents' Club
03.22	出席由香港美國商會舉辦的午餐會，就 私隱與個人資料保障 作演講	Presentation on Privacy and Data Protection at a luncheon event jointly organised by the American Chamber of Commerce in Hong Kong

資訊科技顧問張宗頤博士的演講 *Dr Henry Chang, IT Advisor spoke on the following occasions:*

2012

05.17	在雲端安全聯盟香港及澳門分會區講座上主講 私隱循規：建立受信任的平台	Privacy Compliance: The Road to a Trusted Platform at the "Building Trust in Cloud Computing Summit 2012", organised by the Cloud Security Alliance Hong Kong and Macau Chapter
05.30	出席由香港微軟及香港社會服務聯會為非牟利機構主辦的 雲•創無限 鞏固資訊保安 活動，就保障個人資料和雲端發言	Personal Data Protection and the Cloud at NGO Day 2012, organised by Microsoft Hong Kong Limited and the Hong Kong Council of Social Service
06.05	亞洲國際防火、保安及安全系統展覽會及會議的個人資料研討會上，主講 生物特徵識別應用和個人資料私隱	Biometric Applications and Personal Data Privacy at the personal data protection seminar of Asian Securitex 2012.
06.27	在香港互動市務商會探討品牌建立及危機管理的電子商貿會議上分享 品牌建立方面的資料保障要訣	The Four P's of Brand Building at the eCMO Conference 2012 – Brand Building & Crisis Management, organised by Hong Kong Association of Interactive Marketing
11.07	在政府資訊科技總監辦公室主辦的流動應用程式研討會上分享 開發流動應用程式的個人資料保障	Personal Data Protection in Mobile App Development at Mobile App Development with Security and Data Privacy in Mind, organised by the Office of the Government Chief Information Officer

資訊科技顧問張宗頤博士的演講(續) *Dr Henry Chang, IT Advisor spoke on the following occasions (continued):*

2012

11.13

在第三屆亞洲雲端世界論壇上就雲端應用與私隱保障發言

Privacy Protection in the Midst of Cloud at the 3rd Annual Cloud World Forum Asia, organised by Keynote World Media

向政府的雲端保安及私隱工作小組就雲端平台上個人資料的保安發言

Spoke to the Government Working Group on Cloud Security and Privacy on the topic of **Personal Data Protection on Cloud**

12.03

在香港無線科技商會和香港生產力促進局合辦的會議上以題為保障私隱，提升商機發言

Spoke at **Connected Anywhere** held by the Hong Kong Wireless Technology Industry Association and the Hong Kong Productivity Council

12.06

為香港互動市務商會的社交媒體會議主講網上行為追蹤

A talk on **Online Behavioural Tracking** at the Social 2.3 Conference, organised by Hong Kong Association of Interactive Marketing

2013

03.21

在香港互聯網協會與數碼港合辦的講座上就雲端運算的私隱關注發言

Spoke on **Keeping on top of the Cloud** at Protecting Security and Privacy on the Cloud, organised by the Internet Society Hong Kong and Cyberport

03.26

在香港互動市務商會的會議上介紹社交媒體在商業上的應用

Talk on **Turn Social Media into Business** at the Social Business Conference, organised by the Hong Kong Association of Interactive Marketing

其他演講 *Other occasions:*



2012

11.09

首席個人資料主任胡美麗出席澳門個人資料保護辦公室主辦的研討會，向資料保障及循規人員介紹香港法例對直銷活動在資料保障方面的要求。

Ms Vanessa Wu, Chief Personal Data Officer, briefed data protection and compliance officers on the Privacy Requirements of Direct Marketing in Hong Kong at a seminar on **Direct Marketing and Protection of Personal Data** organised by the Office for Personal Data Protection, Macau.

2013

02.28

首席個人資料主任梁展華向警務人員簡介修訂後的直銷活動規管條文。

Mr Daniel Leung, Chief Personal Data Officer, briefed police officers on the **New Rules on Direct Marketing under the Amendment Ordinance**.

就網上資料保障向機構提供建議

給企業有關使用雲端運算的提示

鑑於不少機構有興趣使用雲端運算處理資料，我們發出了《雲端運算》資料單張，提醒機構，尤其是中小企，將資料當事人交託的個人資料由公司內部的電腦儲存裝置轉移至雲端前應考慮的因素，以確保資料得到妥善的保障。

例如，有意使用雲端服務的機構（資料使用者）應考慮雲端服務供應商會在哪裡儲存數據；有關的地區在這方面有何法律保障；供應商有沒有將服務分判，以及數據保安的程度等。雲端運算本質上是將資料處理的程序外判，資料使用者宜採取合約規範方法或其他方法，以防止雲端服務供應商（資料處理者）把資料保存的時間超過實際所需，以及避免有人會未經授權或意外地查閱、處理、刪除、喪失或使用有關資料。

提倡流動應用程式業界採取貫徹私隱的設計

智能電話和其他流動裝置的普及速度驚人，如何回應在流動裝置安裝應用程式而產生的私隱問題，變得十分重要。智能電話用戶似乎對應用程式參與者頗為信任，因此，流動程式業界制訂業界標準及指引，以保障客戶私隱及資料是重要的。公署制訂了《保障個人資料私隱：流動應用程式開發商及其委託人須知》資料單張，向業界講解如何將條例的保障資料原則應用在流動應用程式的設計上，建議用技術措施，加強在收集、上載和分享用戶個人資料方面對資料的保護，以及鼓勵程式開發商採納保障私隱的良好行事方式，在程式讀取用戶手機上的資料前，徵求用戶的允許。

Advising businesses on online data protection

Tips for corporate users on cloud computing

In view of the fast-rising popularity of cloud computing among businesses, the PCPD published an information leaflet entitled “Cloud Computing” with the aim of sensitising organisations, especially SMEs, on what specific areas they should pay particular attention to in order to safeguard the personal data entrusted to them by data subjects before they transfer the data they hold from their in-house IT facilities to the cloud.

For instance, potential clients of cloud services (data users) should take into account the location where the cloud provider will store the data, the legal protection in the relevant jurisdiction, whether or not the cloud service involves subcontracting arrangements, the security level the service offers, and so on. Engaging cloud service providers is a form of outsourcing, so data users are advised to adopt contractual or other means to prevent the cloud service providers (data processors) from keeping any personal data transferred to them longer than is necessary, and to prevent unauthorised or accidental access, processing, erasure, loss or use of the data.

Advocating privacy-by-design in the mobile app community

As the popularity of smartphones and other mobile devices continues to increase at an astounding rate, addressing the privacy concerns of mobile apps has become critical. It is observed that smartphone users place a lot of trust in app providers/developers. Therefore, it is important for the mobile app community to develop industry standards and guidelines to ensure customer privacy and data protection. In this regard, the PCPD has developed an information leaflet titled “Personal data privacy protection: what mobile app developers and their clients should know”, which explains how the Data Protection Principles of the Ordinance apply to the design of mobile apps; recommends technical measures for strengthening data protection after its collection, uploading and sharing; and encourages app developers to follow the good practice of getting permission from smartphone users before accessing any data on their smartphones.

“我們本著貫徹私隱的方針，致力建立良好的資料管治系統和創造講求負責任和安全的數據管理環境。”



Using privacy by design approach, we are committed to establishing good governance over data and creating a responsible and secured environment for data management.”

鍾王穎婷 中華電力法律總顧問(香港)
Elaine CHONG
General Counsel – Hong Kong
CLP Power Hong Kong Limited



第六屆私隱關注運動於2012年4月29日揭開序幕。
The sixth Privacy Awareness Week was kicked off on 29 April 2012.



專員與年青人談網上私隱。
The Commissioner discussed online privacy with youngsters on Youth Public Forum.



藝進同學會以輕鬆惹笑的話劇表達關注私隱的重要。
The Artiste Training Alumni Association aroused privacy awareness through a light-hearted drama.

社區層面的公眾教育

私隱關注運動

公署繼續與亞太區私隱機構的成員協作，在2012年4月29日至5月5日期間舉辦「2012年私隱關注運動」，在區內推廣保障個人資料私隱。這一年的運動推廣對象是年青人，並以「在線與離線私隱 同樣重要」為口號，鼓勵年青人上網時，特別是使用社交網站時，保護自己及朋友的個人資料。

保障私隱學生大使計劃

公署舉辦保障私隱學生大使計劃，透過互動的教育活動，鼓勵中學生向朋輩宣揚保障個人資料私隱的重要性。本年度的學生大使計劃特設四格漫畫創作比賽，期間舉辦了四次保障私隱工作坊，讓學生有機會研習和表達他們對這題目的理解。活動吸引了**42間中學**，超過**二千名學生**參與。我們安排了漫畫創作比賽的30幅入圍作品在上環文娛中心展出，並將得獎作品編製成畫集。

REACHING OUT TO THE COMMUNITY

Privacy Awareness Week

The PCPD continued to promote privacy awareness in the region, together with members of the Asia Pacific Privacy Authorities, by organising Privacy Awareness Week 2012 ("PAW 2012"), which was held from 29 April to 5 May 2012. PAW 2012 focused on young people, with the theme: 'Online and Offline Privacy are Equally Important'. Its purpose was to encourage young people to protect their personal data when engaging in online activities such as social networking.

Student Ambassadors for the Privacy Protection Programme

Under the Student Ambassador Programme launched by the PCPD, secondary school students are encouraged to promote the importance of protecting personal data privacy to their peers through interactive educational activities. During the year, a Four-Panel Comic Drawing Competition and four workshops featuring Privacy Protection were organised to give students an opportunity to learn about and express their understanding of privacy protection. Over **2,000 students** from **42 secondary schools** took part in the activities. The 30 final entries were displayed at the Sheung Wan Civic Centre, and a comic book with all the winning comics was published.



大學私隱資訊日

我們在2012年12月至2013年3月間推出一年一度的「大學私隱資訊日」項目，向本地大專院校的教職員和學生推廣保障私隱和個人資料的訊息。期間，我們與相關的學系（例如工商管理及資訊科技）合辦資料保障講座，吸引超過14,000人參加。參與的院校包括香港城市大學、香港浸會大學、香港中文大學、香港理工大學、香港科技大學和香港大學。



University Privacy Campaign

From December 2012 to March 2013, the PCPD rolled out its annual University Privacy Day programme to promote privacy and data protection for the staff and students of local universities and other tertiary educational institutions. Seminars were also organised for students in some disciplines for which data protection is directly relevant (e.g. Business Administration, and Information and Technology). The campaign attracted more than 14,000 university students and staff. Participating universities included City University of Hong Kong, Hong Kong Baptist University, The Chinese University of Hong Kong, The Hong Kong Polytechnic University, The Hong Kong University of Science and Technology and The University of Hong Kong.

吸引
attracted **14,000**
名本地大專院校的教職員和學生參加
university students and staff

提升意識的公眾講座

公署積極推展社區教育，向市民講解資料當事人在條例之下享有的權利和如何行使有關權利。為此，公署全年舉辦了33場免費的條例入門簡介講座。

鑑於科技的迅速發展，智能電話和平板電腦等流動裝置的普及令上網變得更輕易，我們與互聯網專業協會、國際信息系統審計協會（中國香港分會）及網上服務供應商聯盟等協辦機構，每月舉行公眾講座，分享如何在日常生活中善用科技，保障個人資料私隱。

Public Awareness Seminars

The PCPD proactively reached out to the community in order to ensure that individuals were aware of their rights as data subjects under the Ordinance and how to exercise them. Thirty-three free introductory seminars on personal data protection for the general public were held during the year.

Rapidly changing technologies and increasing access to the Internet with mobile devices such as smartphones and tablet computers present particular privacy challenges. Monthly seminars were held, with the support of the Internet Professional Association (iProA), Information Systems Audit and Control Association China Hong Kong Chapter Limited (ISACA) and Online Service Providers Alliance (OSPA), to educate the public on the proper use of communication technologies in daily life.

智能電話用戶的私隱意識調查

隨著智能電話的大行其道，以及其功能不斷進步，智能電話帶來愈來愈多的私隱和資料保安風險。公署訪問了**1,013**名智能手機用戶，結果顯示他們對管理、掌控和保護智能手機上的個人資料態度輕率，調查結果的重點如下：

- 逾**90%**用戶有安裝應用程式，但當中只有**27%**在安裝前，閱讀及考慮應用程式的私隱政策；
- **57%**應用程式用戶不知道他們安裝的應用程式會查閱其電話內甚麼個人資料；
- **51%**社交應用程式用戶不知道他們的聯絡資料及社交關係資料會被上載至中央伺服器；
- 只有**53%**用戶採取步驟保護他們的電話及個人資料，例如屏幕鎖及防毒軟件。

最年輕的智能電話用戶（15-20歲組別）是最活躍的用戶，但在保障私隱及資料方面，他們是最不關心或警覺性較低的一群。

針對這次調查結果，我們制訂策略，務求協助互聯網和流動裝置用戶提升保障私隱的意識，包括出版《保障私隱—明智使用智能電話》單張，提供保障個人資料的實用貼士。

Survey on Privacy Awareness among Smartphone Users

The increasing ubiquity and power of smartphones can lead to great privacy and security risks. A survey the PCPD conducted with **1,013** respondents revealed that smartphone users in Hong Kong are quite lax in managing, controlling and protecting the personal data stored on their smartphones, as shown in the following findings:

- Over **90%** of users had installed apps, but only **27%** of them had read and considered the apps' privacy policy before installing them;
- **57%** of apps users did not know what personal data on their phones were accessed by the apps they had installed;
- **51%** of social apps users did not know that their contacts and social relationship data would be uploaded to a central server;
- Only **53%** of users took steps to protect their phones and personal data by measures such as screen lock and anti-virus software.

The youngest smartphone users (aged 15-20) were found to be the most active users, but also the least concerned or vigilant when it came to privacy and data protection.

In response to these findings, the PCPD embarked on a number of initiatives to enhance privacy awareness among Internet and mobile device users, including the publication of a leaflet titled "Protect Privacy by Smart Use of Smartphones", which provides practical tips on data protection when using smartphones.



在2013年教育及職業博覽中擺設攤位，向求職人士傳達保障個人資料的訊息。

The PCPD set up a booth at the Education & Careers Expo 2013, bringing the message of personal data protection to job seekers.

展覽

公署於2012年的11月及12月在六個商場和港鐵站舉行巡迴展覽，向普羅大眾宣揚保障個人資料私隱的重要性，共吸引了超過**37,000**人參觀。

在2013年2月，我們第12年參加教育及職業博覽，以攤位遊戲及展覽形式向**6,000**多名求職者提供保障個人資料的貼士。



Exhibitions

The PCPD hosted a data privacy exhibition roadshow in November and December 2012, spreading the message of the importance of data privacy protection to members of the public at six shopping centres and MTR stations. The roadshow attracted over **37,000** visitors.

For the 12th year, the PCPD took part in the Education and Careers Expo, in February 2013, providing some **6,000** job seekers with tips on protecting their personal data through a game and exhibiton.



發揮傳訊工作的最廣泛效果

透過大眾媒體傳達訊息

本年度內，公署發出了**42篇新聞稿**，回應了**162個**關於條例和個人資料私隱事宜的傳媒查詢，結果錄得超過**750則**在報刊、電台、電視及網上媒體的報道。

私隱專員與他的同事先後接受了**53次傳媒的專訪**，當中20個關於直銷規管新機制帶來的改變。

另外，公署在年內舉行**六次新聞發佈會**，公佈循規查察和調查結果，以及匯報年結工作報告。



MAXIMISING IMPACT THROUGH COMMUNICATION

Communicating through the Mass Media

During the year, the PCPD issued **42 media statements** and responded to **162 media enquiries** about the Ordinance and data privacy issues, which resulted in more than **750 stories** being published in newspapers and magazines, and broadcast on radio, television and the Internet.

The Commissioner and his team gave **53 media interviews**, of which 20 related to the changes brought about by the new rules on direct marketing.

In addition, the PCPD hosted **six press conferences** to announce compliance and investigation reports, as well as the year-end work report.





與香港電台合力製作的劇集《私隱何價》於2012年9月啟播
The Docu-drama "Privacy Beyond Price" was launched in September 2012

獲獎電視劇集

公署與香港電台合力製作以私隱為題材的大型電視節目，一連六集的電視劇《私隱何價》於2012年9月至11月期間在無線電視播的黃金時段播放，有超過40位藝人參與演出。

六集的主題分別探討為商業得益而侵犯私隱；僱員私隱與僱主利益；個人、政府與公共機構使用電子產品及網上裝置時如何防止資料外泄；公眾利益與個人資料私隱權之間如何取得平衡，劇情皆以真實個案為藍本。每集收視平均達一百萬。務求有更佳的傳訊效果，我們配合劇集播放的時間在本地報章刊登特寫文章，以法律面向探討相關題目。

該輯電視劇在第十屆電視節目欣賞指數調查2012中榮登第十位，調查由香港大學民意研究計劃負責。

Award-winning TV Docu-drama

The PCPD launched a large scale TV production in partnership with RTHK. A six-episode TV docu-drama series, entitled "Privacy Beyond Price", featuring privacy issues, was aired on TVB Jade from September to November 2012. The docu-drama had a prime time slot and featured 40 local actors.

Reaching one million per episode on average, the series covers a range of topics, including privacy infringement for commercial gain; employee privacy vs. employer benefits; how individual, government and public organisations can prevent data leakage; the risks of data leakage when using electronic products or online devices; and striking a balance between public interest and the individual's right to data privacy. All storylines are based on real-life cases. To optimise its communication impact, we also placed articles in a local newspaper discussing the legal perspectives of the topics.

The series won applause by being ranked 10th in the 2012 TV Programme Appreciation Index Survey, conducted by the Public Opinion Programme of the University of Hong Kong.

每集收視平均達

1,000,000
per episode on average

電視節目欣賞
指數調查榮登第
Ranked

10th位

Programme Appreciation
Index Survey

出版刊物

公署出版了一系列的刊物，為不同界別的持份者提供保障個人資料私隱方面的指引及建議。本年度內，我們修訂了一份實務守則以及製作了五份資料指引和九份單張。

Our Publications

To provide our sector stakeholders with guidance and advice on personal data privacy, the PCPD published a range of publications. During the year an updated Code of Practice, five guidance notes and nine leaflets were issued.

實務守則	Code of Practice
《個人信貸資料實務守則》 (2013年1月修訂版)	Code of Practice on Consumer Credit Data (Revised in January 2013)
資料指引	Guidance Notes
收集指紋資料指引 (2012年5月修訂版)	Guidance on Collecting Fingerprint Data (Revised in May 2012)
資料使用者如何妥善處理查閱資料要求及收取查閱資料要求費用 (2012年6月)	Proper Handling of Data Access Requests and Charging Data-Access Request Fees by Data Users (June 2012)
妥善處理客戶個人資料：給保險業界的指引 (2012年11月)	Guidance on the Proper Handling of Customers' Personal Data for the Insurance Industry (November 2012)
指引資料：資料使用者如何妥善處理改正資料要求 (2012年12月)	Guidance on the Proper Handling of Data Correction Requests by Data Users (December 2012)
直接促銷新指引 (2013年1月)	New Guidance on Direct Marketing (January 2013)
以資料使用者為對象的單張	Information Leaflets for Data Users
網上行為追蹤 (2012年7月)	Online Behavioural Tracking (July 2012)
《2012年個人資料(私隱)(修訂)條例》 主要條文概覽 (2012年9月)	An Overview of the Major Provisions of the Personal Data (Privacy) (Amendment) Ordinance 2012 (September 2012)
外判個人資料的處理予資料處理者 (2012年9月)	Outsourcing the Processing of Personal Data to Data Processors (September 2012)
披露未經資料使用者同意而取得的個人資料的罪行 (2012年9月)	Offence for disclosing personal data obtained without consent from the data user (September 2012)
雲端運算 (2012年11月)	Cloud Computing (November 2012)
保障個人資料私隱：流動應用程式開發商 及其委託人須知 (2012年11月)	Personal data privacy protection: what mobile apps developers and their clients should know (November 2012)



以資料當事人為對象的單張	Leaflet for Data Subjects
保障私隱—明智使用智能電話(2012年11月)	Protect Privacy by Smart Use of Smartphones (November 2012)
根據《個人資料(私隱)條例》行使你同意及拒絕直接促銷活動的權利(2013年1月)	Exercising Your Right of Consent to and Opt-out from Direct Marketing Activities under the Personal Data (Privacy) Ordinance (January 2013)
根據《個人資料(私隱)條例》提出民事申索的法律協助(2013年1月)	Legal assistance for civil claims under the Personal Data (Privacy) Ordinance (January 2013)
表格	Form
查閱資料要求表格(OPS 003)(2012年9月)	Data Access Request Form (OPS 003) (September 2012)
核對程序要求表格(OPS 002)(2012年10月)	Matching Procedure Request Form (OPS 002) (October 2012)
投訴表格(OPS 001)(2012年12月)	Complaint Form (OPS 001) (December 2012)

公署通訊

我們每半年出版一期《私隱專員通訊》，以讓讀者了解公署在保障私隱方面的工作。在本年度內出版的兩期通訊分別專題報道2012年關注私隱運動和直接促銷規管新機構。通訊雙語出版，發行量為**2,000份印刷本**，另有**約1,600人訂閱網上版**。

Newsletter

In our bi-annually newsletter *PCPD News*, we kept our readers abreast of our privacy protection efforts. The two issues published during the year featured Privacy Awareness Week 2012 and the new regulatory regime on direct marketing. The bilingual newsletter has a circulation of **2,000 in print** and **about 1,600 online** subscribers.



公署2011至12年度的年報榮獲2013年Astrid Awards (封面設計 — 一年報：圖案及文字) 的銀獎，以及第27屆國際ARC Awards (非牟利機構 — 政府機構及辦事處組別) 的銀獎。

The PCPD's *Annual Report 2011-12* won the Silver Prize of the 2013



Astrid Awards (Covers — Annual Reports: Graphics & Text) and Silver Awards in 27th International ARC Awards (Non-Profit Organization — Government Agencies & Offices) respectively.

所有出版刊物可於網上閱覽：
All these publications can be read online: www.pcpd.org.hk (公署出版的刊物及錄影帶 Publications & Videos)

網站

公署網站 (www.pcpd.org.hk) 的首頁在2013年初以新面貌與大家見面，新的版面設計給大家更親切和清新的感覺，閱覽所需資訊也比以前方便。

Website

The homepage of the PCPD's website (www.pcpd.org.hk) had a facelift in January 2013. The new design gives a friendlier and fresher user experience and provides easier navigation.



這年內，網站錄得有**610,879人次**到訪(較上年度增加28%)，平均每月到訪次數為五萬。高瀏覽量說明公眾人士對私隱課題的興趣日增，而網站是他們方便地獲取私隱資訊和其他網上資源的平台。

During the year, the site received **610,879 visits** (up 28% from the previous year), an average of around 50,000 visits a month. The high traffic shows that the growing interest in privacy issues and that people find the website a convenient platform to obtain privacy information and other online resources.

最高瀏覽量的網站內容 The most viewed sections of the website:

排名 Rank	內容 Section	總瀏覽量 Total page views
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