



提升資料保障意識

Promoting Data Protection Awareness

教育及推動參與

Education and Engagement

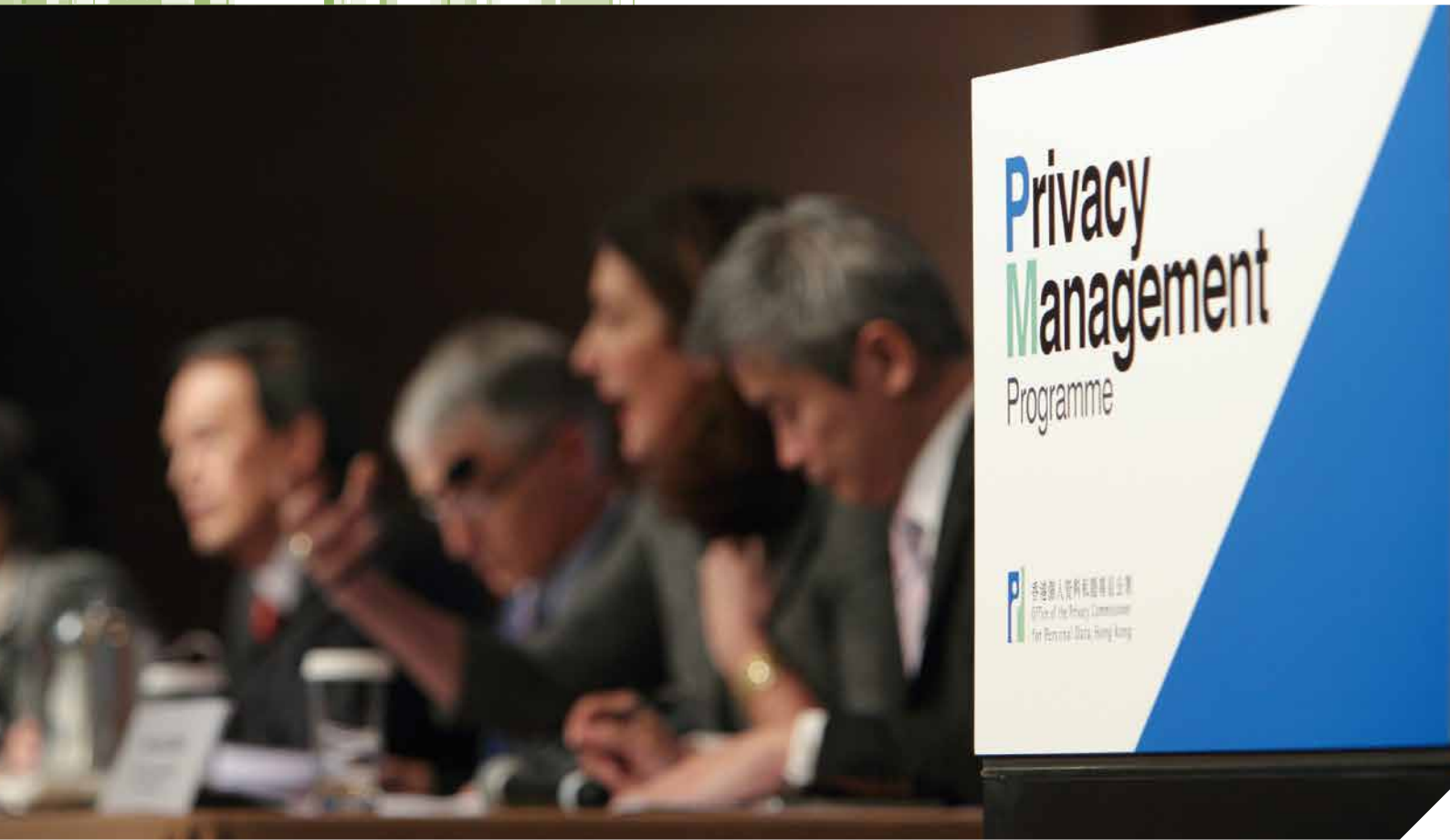
機構傳訊部運用傳媒、刊物及公眾教育宣傳推廣條例，舉辦培訓以促進機構認識條例的規定，與傳媒及持份者建立夥伴關係。

The Corporate Communications Division promotes the Ordinance through the media, PCPD publications, and public-education programmes; organises and conducts training for organisations on the requirements under the Ordinance; and manages media and stakeholder relationships.



機構傳訊部
Corporate Communications Division





推動機構保障私隱

公署倡導私隱管理系統的工作

公署為推廣私隱管理系統及表揚承諾推行的機構，在 2013 年 12 月至 2014 年 2 月期間舉行了一系列活動。

2013 年 12 月 17 日 - 個人資料及私隱保障 CEO 專題早餐會議

前英國個人資料專員 Richard THOMAS 來港分享個人資料保障對企業管治的重要性，有近 70 名來自政府部門、銀行、保險、電訊、公共事業、商會、專業團體的行政總裁和高層行政人員出席，其中包括行政及立法會成員。

ENGAGING ORGANISATIONS IN PRIVACY PROTECTION

What the PCPD has done to promote Privacy Management Programme "PMP"

To promote PMP and to acknowledge the support of the pledging organisations, the PCPD organised a series of activities between December 2013 and February 2014.

17 December 2013 – CEO Breakfast Meeting on Privacy and Data Protection

Mr Richard THOMAS, the former UK Information Commissioner, was invited to share his views on the importance of data protection from a corporate-governance perspective. The talk was well attended by some 70 CEOs and senior executives of local organisations in different sectors, such as government, banking, insurance, telecommunications, public utilities, chambers of commerce and professional bodies. Also among them were members of the Executive Council and Legislative Council.



Richard Thomas (右) 與一眾行政總裁和高層行政人員分享其在企業管治及資料保障方面的經驗。

Mr Richard Thomas (right) shared with CEOs and senior executives his experience in privacy protection in corporate governance.



行政會議成員陳智思先生和立法會政制事務委員會主席譚耀宗先生均有出席。

Among the attendees were Executive Council member the Honourable Bernard Chan and Chairman of the Legislative Council Panel on Constitutional Affairs the Honourable Tam Yiu-chung.

2014年1月17日 - 向政府部門首長作簡報

私隱專員應邀出席由政務司司長主持的政府部門首長會議，簡介公署這方面的工作。

17 January 2014 – Briefing to Department Heads of the HKSAR Government

The Commissioner delivered a presentation at a meeting of Government's Department Heads chaired by the Chief Secretary.

2014年2月11日 - 保障私隱與企業管治國際會議

會議邀請了多位本地和海外私隱保障專家和顧問在會上分享如何推行以問責為本的私隱管理系統，並提供了專業而實用的工具和範本。本地及跨國企業主管私隱保障的專業人員均分享了推行成功私隱管理系統的心得和經驗。逾 250 名政府行政人員及本港企業的法律及符規專業人員就如何在各自的機構內建立及推行私隱管理系統向講者汲取實際經驗。

11 February 2014 – International Conference on Privacy Protection in Corporate Governance

Local and international privacy practitioners and consultants spoke at the Conference and provided the best-in-class tools and templates for implementing PMP using the accountability-based approach. Insights and experience on implementing successful PMPs were also shared by representatives of local and multinational corporations. Over 250 government administrators, as well as legal and compliance professionals, picked up practical advice from speakers on how to build and maintain PMPs in their organisations.



會議吸引了逾 250 名不同行業的行政人員、資料保障主任和顧問出席。

The conference attracted the participation of over 250 administrators, data protection officers and consultants from various sectors.

會議主持 Moderator

Mr Malcolm CROMPTON, Managing Director, Information Integrity Solutions Pty Ltd, Australia and Former Australian Privacy Commissioner

大會講者 Speakers

Ms Bojana BELLAMY, President, Centre for Information Policy Leadership at Hunton & Williams, UK

香港電訊集團 高級法律顧問 鄭衛賓先生

Mr Chris CHENG, Senior Group Legal Adviser, HKT Group, Hong Kong

八達通控股有限公司 行政總裁 張耀堂先生

Mr Sunny CHEUNG, Chief Executive Officer, Octopus Holdings Limited, Hong Kong

中華電力香港有限公司 法律總顧問 (香港) 鍾王穎婷女士

Mrs Elaine CHONG, General Counsel-Hong Kong, CLP Power Hong Kong Limited, Hong Kong

Mr J Trevor HUGHES, President and CEO, International Association of Privacy Professionals (IAPP), US

Ms Karinna NEUMANN, Certified Privacy Professional, Nymity, Canada

討論會講者 Panel Speakers

Mr Mikko NIVA, Director, Privacy, Nokia Corporation, Finland

Ms JoAnn STONIER, Executive Vice President, Chief Information Governance and Privacy Officer, MasterCard Worldwide, US

Mr Scott TAYLOR, Vice President and Chief Privacy Officer, Hewlett-Packard Company, US



本地及海外私隱保障專家交流如何在機構內建立及推行私隱管理系統。
Local and overseas privacy professionals exchanged views on how to build and maintain a PMP in organisations.

回響

Feedback

「感謝私隱專員籌辦這個精彩會議……會議的質素、安排及參加者的踴躍，都令我印象深刻。」

“Let me add my thanks to the Commissioner for the wonderful event... I was very impressed with the quality of the programme, the organisation, and the strong attendance.”

Mr J Trevor HUGHES, President and CEO, International Association of Privacy Professionals (IAPP), US

「……我們互相學習、交流在資料私隱管理及循規方面的最佳行事方式，藉此建立聯繫，實在是難得的盛會。」

這次會議令我們獲益良多，而且籌辦水準一流，本地和外地講者演講內容精彩……」

“... These are all invaluable moments of sharing and mutual learning, that really do build bridges and common best practices in data privacy management and compliance.

We all thoroughly enjoyed the conference and thought it was superbly organised and executed, with excellent content both from local and foreign speakers...”

Ms Bojana BELLAMY, President, Centre for Information Policy Leadership at Hunton & Williams, UK

「我們在香港期間，多謝公署的接待。我很高興得悉會議成功舉辦，而我們的環節亦深受好評。」

“Thank you for being such a wonderful host while we were in Hong Kong. I am very happy to hear that the conference was a success and that our session was well received.”

Ms JoAnn STONIER, Executive Vice President and Chief Information Governance and Privacy Officer, MasterCard Worldwide, US

「會議內容豐富，非常有用，安排妥善。」

“(The meeting) It’s very informative, useful and well-organised.”

孖士打律師行資深顧問黃錦山先生

Mr Kenny WONG, Senior Consultant, Mayer Brown JSM

「你（私隱專員）領導企業和社會的影響力、活動的規模、對消費者的重視以及熱誠的團隊，都令我留下深刻的印象……」

“I was very impressed by so many things – your (the Commissioner's) influence amongst the business and political leadership, the scope of your activities, the emphasis on consumer satisfaction, the enthusiasm of your staff...”

Mr Richard THOMAS, Former Information Commissioner, UK

2014年2月12日 - 私隱影響評估專業研習班

由個人資料私隱策略顧問、前任澳洲私隱專員 Malcolm CROMPTON 講授兩節研習班，逾120人參加。

12 February 2014 – Professional Workshops on Privacy Impact Assessment (“PIA”)

More than 120 people attended two workshops delivered by Mr Malcolm CROMPTON, a data privacy strategies consultant and former Australian Privacy Commissioner.



參加者在研習班中分析私隱影響評估個案。
Participants analysed PIA cases in the workshop.

2014年2月18日 - 私隱管理系統推展儀式

在特區政府、香港保險業協會和香港通訊業聯會的協力提倡下，香港特別行政區政府與25間保險公司、九間電訊公司及五間其他行業的機構，均承諾推行保障私隱系統。私隱管理系統推展儀式由政制及內地事務局副局長劉江華擔任主禮嘉賓。

18 February 2014 – Privacy Management Programme Pledge Ceremony

With the tremendous support of the HKSAR Government, the Hong Kong Federation of Insurers, and the Communications Association of Hong Kong, pledges to implement PMPs were made by the HKSAR Government bureaux and departments, 25 companies from the insurance sector, nine companies from the telecommunications sector and five organisations from other sectors. The pledge ceremony was officiated by Mr LAU Kong-wah, Under Secretary for Constitutional and Mainland Affairs.



私隱專員感謝特區政府、香港保險業協會和香港通訊業聯會協力提倡推行私隱管理系統。

The Commissioner acknowledged the help and support provided by HKSAR Government, the Hong Kong Federation of Insurers and Communications Association of Hong Kong in advocating the implementation of PMP.



推行私隱管理系統得到保險業界總裁和高層行政人員的大力支持。

CEOs and senior executives from the insurance industry showed unstinting support for the implementation of PMPs.





香港保險業協會和香港通訊業聯會的代表出席儀式，以表支持。
Representatives from the Hong Kong Federation of Insurers and the Communications Association of Hong Kong attended the ceremony to show their support.



私隱專員與主禮嘉賓政制及內地事務局副局長劉江華先生、莫乃光議員、香港通訊業聯會代表及承諾推行私隱管理系統的電訊公司代表合照。

Group photo of the Commissioner; officiating guest Mr Lau Kong-wah, Under Secretary for Constitutional and Mainland Affairs; the Honourable Charles Mok; Representatives from the Communications Association of Hong Kong; and the pledging companies in the telecommunications industry.



五間來自其他界別的大型機構均承諾推行私隱管理系統。
Five major organisations from other sectors also pledged to implement PMPs.

**2014 年 2 月 - 推出私隱管理系統網站
(www.pcpd.org.hk/pmp)**

公署透過新推出的私隱管理系統網站，表揚承諾推行或支持私隱管理系統的機構，並提供一系列資源協助機構建立其私隱管理系統。

February 2014 – Launch of the Privacy Management Programme Website (www.pcpd.org.hk/pmp)

The PCPD established an online platform to acknowledge the organisations which have pledged to support or implement PMPs. Organisations are also welcome to refer to the resources on the website when formulating their PMPs.



今年度參與籌備的多項「私隱管理系統」系列活動中，以「保障私隱與企業管治國際會議」令我特別難忘。我們很榮幸，邀請到來自世界各地的專家出席，與超過 250 名與會人士分享經驗。今次會議這樣成功，關鍵實有賴同事間的緊密合作。會議在社會上帶起了尊重私隱的文化，證明這年來我們的努力是沒有白費的，亦是對我們團隊的肯定。

Among the various activities related to the PMP organised this year, the preparation for the International Conference on Data Privacy in Corporate Governance deeply impressed me. We were proud to have invited experts from all over the world to share their experience in implementing PMP with over 250 participants. In retrospect, close cooperation among my colleagues was the key to the success of the event. The Conference helped foster a culture of respect for privacy in the community, which proved that our efforts during the year were worth it, and our hard work was recognised.



張釗文 機構傳訊部 行政助理
Kavin CHEUNG
Administrative Assistant, Corporate Communications Division

推廣規管直銷活動機制的規定

規管直銷活動機制的規定於 2013 年 4 月 1 日生效。為促進各方依從規管直銷活動的機制，公署夥拍下列商會舉行了八場研討會：

- 香港中華廠商聯合會
- 香港總商會
- 香港資訊科技商會及香港互動市務商會（連同立法會（資訊科技）莫乃光議員）
- 香港生產力促進局中小企一站通
- 香港零售管理協會
- 香港貿發局中小企服務中心

（詳見附錄三）

Promoting understanding of the new requirements of the regulatory regime on direct marketing activities

The new provisions on the regulation of direct marketing activities came into force on 1 April 2013. To facilitate compliance with the new requirements in relation to direct marketing activities, eight seminars were conducted in partnership with the following organisations:

- Chinese Manufacturers' Association of Hong Kong
- Hong Kong General Chamber of Commerce
- Hong Kong Information Technology Federation and the Hong Kong Association of Interactive Marketing (in conjunction with Legislative Councillor (IT) Honourable Charles Mok)
- Hong Kong Productivity Council SME One
- Hong Kong Retail Management Association
- Hong Kong Trade Development Council SME Centre

(See Appendix 3 for details)

直接促銷的專業研習班場次

Number of Workshops on Direct Marketing **26**

參加人數

Number of Participants **1,079**

公署並舉辦了 26 場有關直接促銷的專業研習班，其中包括兩個行政工作坊，由法律界從業員擔任講者。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。

26 professional workshops on direct marketing were also held including two executive workshops on the topic from a legal practitioner's perspective. 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.



夥拍不同商會舉行研討會推廣規管直銷機制的規定。

Seminars were conducted in partnership with various organisations to promote understanding of the new requirements of the regulatory regime on direct marketing.

回響

Feedback

「衷心感謝你（機構傳訊經理陳培玲女士）的精彩演講。會員對這新例的了解肯定增加不少。你與參加者的交流有助澄清他們對新規定的疑慮及疑問。」

“Please accept our heartfelt gratitude for your (Ms Carol Chan, Corporate Communications Manager) inspiring presentation. Our members have definitely learnt a lot about the new law from you. The exchange between you and seminar participants is believed to help clarify worries and queries regarding the new regulation.”

香港總商會政策及中國商務副總裁陳利華先生

Mr Watson CHAN, Senior Director, Policy & China Business, Hong Kong General Chamber of Commerce

「你（機構傳訊經理陳培玲女士）的演講資料豐富，甚具啟發性。參加者從你的智慧之言肯定獲益良多，並對直接促銷的資料收集及使用獲得寶貴的見解。」

“Your (Ms Carol Chan, Corporate Communications Manager) speech was most informative and enlightening. The participants have no doubt benefited immensely from your words of wisdom and gained valuable insight into data collection and use for direct marketing.”

香港中華廠商聯合會經理顏紅曉先生

Mr Hilson YAN, General Manager, The Chinese Manufacturers' Association of Hong Kong

「研發流動應用程式 顧及保障個人資料」講座

鑑於流動應用程式普及，2013年5月公署抽查60款應用程式，結果顯示它們的私隱政策透明度普遍不足。公署於是加強教育工作，在2014年1月起，為應用程式開發商舉辦「研發流動應用程式 顧及保障個人資料」講座，這講座獲得十個專業機構支持。

- 香港通訊業聯會
- 香港電腦學會
- 香港互動市務商會
- 香港資訊科技商會
- 香港無線科技商會
- 互聯網專業協會
- 香港互聯網協會
- 香港專業資訊保安協會
- 國際信息系統審計協會（中國香港分會）
- 香港工程師學會 - 資訊科技分部

Seminar on Developing Mobile Apps with Privacy Protection in Mind

Mobile apps have become ubiquitous and have transformed business operations and our lives. As revealed in the Hong Kong Sweep of 60 apps in May 2013, transparency, in terms of privacy policy, was generally inadequate. The PCPD has stepped up its educational efforts by conducting seminars entitled "Developing Mobile Apps with Privacy Protection in Mind", targeting app developers since January 2014. The initiative was supported by 10 professional associations.

- Communications Association of Hong Kong
- The Hong Kong Computer Society
- Hong Kong Association of Interactive Marketing
- Hong Kong Information Technology Federation
- Hong Kong Wireless Technology Industry Association
- Internet Professional Association
- Internet Society Hong Kong
- Professional Information Security Association
- Information Systems Audit and Control Association (ISACA), China Hong Kong Chapter Limited
- Hong Kong Institution of Engineers - IT Division

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。去年度共舉辦 89 場次的專業研習班，參加人數超過 2,810 人。我們邀請了 28 個專業團體和行業協會成為支持機構，研習班題目計有：

- 資料保障法律研習班
- 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
- 最新的資訊及通訊科技與資料保障

18%

專業研習班參加人數增多
Workshops participants
increased

Professional compliance workshops

To provide in-depth knowledge on how to comply with the Ordinance, the PCPD has been conducting professional compliance workshops on a regular basis since April 2011. During the year, 89 workshops were held with over 2,810 participants. The workshops were supported by 28 professional organisations and trade associations, and featured the following topics:

- Legal Workshop on 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
- The Latest ICT and Data Protection



為個別機構提供講座

公署在本年度為 61 間公私營機構提供了 85 場度身訂造的培訓講座，講解修訂條例實施的情況。

(公署曾提供講座的機構可參考附錄四)

18%

為個別機構提供講座
場次上升
Number of in-house
seminars increased

In-house seminars

To meet the growing demand resulting from the commencement of the new requirements under the Amendment Ordinance, the PCPD delivered 85 tailor-made training sessions for 61 organisations in the public and business sectors during the year.

(See Appendix 4 for details of organisations to which PCPD delivered talks)



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。

本年度，公署為保障資料主任聯會會員安排了四次簡佈會，介紹私隱保障事宜及修訂條例實施的新知。

截至 2014 年 3 月底，聯會有 557 名會員（包括個人及機構會員），較上年度增加 60%。會員來自公、私營機構，他們分別具循規、法律事務、規管、執法 and 客戶服務方面的背景。

Data Protection Officers' Club ("DPOC")

The PCPD established the 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 four briefing sessions for DPOC members in relation to the latest privacy protection issues and the implementation of the Amendment Ordinance.

DPOC membership reached 557 by the end of March 2014 with a 60% increase compared to that of last year. 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.



保障資料主任聯會歡迎會。
Welcome reception for DPOC members.



私隱專員在 2013 年 5 月 2 日舉行的保障資料主任聯會歡迎會上致辭。
The Commissioner delivered a welcome speech to the DPOC members at the welcome reception on 2 May 2013.



會員在「擬備收集個人資料聲明及私隱政策聲明工作坊」中進行討論。
Discussion at the "Workshop on Preparing Personal Information Collection Statements and Privacy Policy Statements".

行業保障私隱活動

零售業前線人員在日常工作中，經常會接觸到客戶和員工的個人資料。有見及此，公署與香港零售管理協會自 2013 年六月合作推展主題為「卓越零售，保障私隱」的行業保障私隱活動，目標是增進業界對條例的認識，提倡良好行事方式。活動更成立了工作小組，分享零售商在營運上會涉及個人資料的業務範疇和業界關注的事項，參與是次工作小組的成員包括香港零售管理協會經理樊麗儀女士、利亞零售有限公司人才管理及發展高級經理潘寶珍女士、香港必勝客管理有限公司市務經理廖婷英女士及美心食品有限公司法律顧問戴敬慈女士。

零售商在許多情況下均會收集及處理個人資料（例如會員計劃、推廣活動等），工作小組因而建議以這些實際運作為基礎，編制了「零售業保障私隱面面觀」講座，並為切合不同工作性質的需要，制定了一系列的培訓課程，務求提昇從業員對個人資料私隱保障的意識。活動於本年度舉辦了 19 場講座及專業研習班。

零售服務業保障私隱活動吸引

來自超過 **110** 間公司約
1,245 名從業員參加

During the "Privacy Campaign for the Retail Industry", the PCPD attracted 1,245 practitioners from over 110 organisations

公署亦製作了一套網上評估測試工具，就零售業前線人員涉及處理個人資料的常見場景，解釋條例的規定，並提供實用貼士，以助從業員在遵從條例要求的前提下，有效地完成相關工作。

Industry-specific privacy campaign

Frontline retailers are frequently required to handle the personal data of their customers and co-workers in their daily duties. In view of this, the PCPD collaborated with the Hong Kong Retail Management Association ("HKRMA") in June 2013 to launch an industry-specific campaign, called "Driving Retail Excellence through Privacy Assurance". The purpose of the campaign was to promote understanding of data-protection requirements under the Ordinance and share good privacy practices among industry members. Also, a working group was set up for retailers to discuss compliance issues in various business environments and other concerns. Members of the working group included Ms Veronica FAN, Manager of the HKRMA; Ms Carol POON, Senior Manager-Talent Management & Development of the HRA Division of Convenience Retail Asia Ltd; Ms Liane LIU, Marketing Manager of Pizza Hut Hong Kong Management Ltd; and Ms Rachel DAI, Legal Counsel of Maxim's Caterers Ltd.

Since retailers in their business operations collect and handle personal data for various purposes (e.g. membership applications and promotional activities), the working group suggested focusing on these data practices. The collaborative effort resulted in the organisation of a "Retail Operation Seminar". The working group also planned a series of training programmes to enhance compliance among retail workers with different job types. During the year the PCPD organised 19 seminars and professional workshops.



在 2013 年 6 月 25 日舉行的「零售業保障私隱活動」開展儀式。

The kick-off ceremony of the "Privacy Campaign for the Retail Industry" was held on 25 June 2013.

Aiming to help frontline staff in the retail sector do their job efficiently without violating the Ordinance, the PCPD has also developed an online assessment tool to explain the stipulations set out in the Ordinance, together with some useful tips, using common scenarios involving personal data processing by retailers.



私隱專員與香港零售管理協會主席麥瑞琮女士（右）為「零售業保障私隱活動」揭開序幕。
The Commissioner and Chairman of the Hong Kong Retail Management Association Ms Caroline Mak (right) officiated at the kick-off ceremony of the "Privacy Campaign for the Retail Industry".



業界代表中華電力有限公司法律總顧問鍾王穎婷女士（右）及公署機構傳訊部經理陳培玲女士即場解答問題。
Industry representative Mrs Elaine Chong, General Counsel, CLP, and Ms Carol Chan(right), Corporate Communications Manager of the PCPD, responded to questions on the spot.



這套網上評估工具為零售業前線人員解釋條例的規定，並提供實用的應對貼士。
The PCPD developed an online assessment tool to explain the stipulations set out in the Ordinance, together with some practical tips, useful for frontline retail practitioners.



公署為零售服務業界舉行不同的講座，令從事不同範疇工作的零售業從業員了解條例的規定。
The PCPD organised a series of training programmes to enhance compliance among the retail workers with different job types.

回響 Feedback

「我們的同事很欣賞經驗分享、實例應用及播放的短片。這講座肯定提高了他們對條例的了解，有助他們履行職責。」

“Our participants enjoyed the sharing, application examples as well as the videos played. The seminar definitely increased their understanding on the Ordinance and facilitated their exercise on job role responsibility.”

牛奶有限公司培訓及發展部陳啟珊女士
Ms Anna CHAN, Learning & Development Team, The Dairy Farm Company, Limited

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本年度向不同持份者，特別是高層行政人員發表了 26* 次演講，鼓勵機構制訂全面的保障私隱策略。公署相信機構在策略上尊重私隱，有助機構做到真正以客為本，業務持續成功。

* (包括在 2013 年的行業保障私隱活動致辭)

Speaking engagements

To foster the inculcation of a privacy-respectful culture in organisations, the Commissioner and his team delivered 26* speeches during the year, engaging a broad range of stakeholders, in particular senior executives, to encourage them to incorporate a corporate-wide privacy strategy in their organisations. The PCPD believes that the strategic importance of privacy-friendliness is that it helps an organisation to be truly customer-centric, and achieve an enduring and higher level of business success.

* (including a speech for the industry specific campaign 2013)

私隱專員蔣任宏的演講：

Speaking engagements by the Commissioner Mr Allan Chiang:

2013.04.11	為香港浸會大學新聞學系講座主講「如何在私隱保障及新聞自由之間取得平衡」	Guest lecture to journalism students on the topic How to Strike a Balance between Privacy Protection and Press Freedom , organised by Hong Kong Baptist University
2013.05.24	在香港僱主聯合會的週年午餐會分享「資料保障：6 項原則與 10 個迷思」	Talk on Data Protection: 6 Principles and 10 Myths , at the Annual General Meeting luncheon of the Employer Federation of Hong Kong
	2013.05.27	Delivered speech at the closing ceremony of the Privacy Campaign for the Property Management Industry
	2013.06.06	The Commissioner appealed to senior executives and the Hong Kong Association for Customer Service Excellence ("HKACE") Executive Committee to embrace privacy and data protection as part of corporate governance responsibility at the HKACE Executive Leaders Forum cum Launch Ceremony "Excel Beyond Limits – Starts with Service Appreciation"
		

- 2013.06.21 在澳門個人資料保護辦公室及澳門刑事法研究會主辦的兩岸四地個人資料保護論壇主講「香港個人資料保護制度現狀與展望」
- Talk on the **Current State and Future Development of the Personal Data Protection System in Hong Kong** at a forum on "Cross-strait Personal Data Protection" organised by Office of Personal Data Protection, Macao and the Associação de Estudo de Direito Criminal de Macao
- 2013.06.22 在香港新聞行政人員協會舉辦的「私隱法對傳媒的衝擊研討會」剖析私隱新例的執行
- Discussion of the Amendment Ordinance at a seminar entitled **Privacy Law's Impact on the Mass Media**, organised by Hong Kong News Executives' Association
- 2013.07.08 在香港大學法律學院舉辦的第三屆亞洲私隱學術會議上發表專題演說，題目為「查閱公共領域資料與保障個人資料之間的平衡」
- Keynote presentation on the **Balance Between Access to Public Domain Information and the Protection of Personal Data** at the Third Asian Privacy Scholars Network Conference, organised by the Faculty of Law, The University of Hong Kong
- 2013.07.11 在德勤關黃陳方會計師行舉辦的「你認為網絡保安是最可怕的噩夢嗎」活動上發表演講
- Speech at the Deloitte Touche Tohmatsu Networking Event "Would Cybersecurity be Your Worst Nightmare"
- 2013.09.12 在英商會的午餐會主講「私隱及資料保障的迷思」
- Talk on **Myths about Privacy and Data Protection** at a British Chamber of Commerce luncheon
- 2013.11.11 在快活谷扶輪會的聚會主講「私隱及資料保障的迷思」
- Talk on **Myths about Privacy and Data Protection** at a Rotary Club of Happy Valley dinner gathering



- 2014.01.17 在政府部門首長例會上向決策局秘書長及部門首長主講「私隱和資料保障：企業管治不可或缺的一環」
- Talk on **Embrace Privacy and Data Protection as part of Corporate Governance** at a Government Heads of Department Meeting (attended by Bureau Secretaries and Heads of Departments)
- 2014.03.31 在2014國際私隱專業人員協會私隱論壇上主講「私隱和資料保障：企業管治不可或缺的一環」
- Talk on **Embrace Privacy and Data Protection as part of Corporate Governance** at the International Association of Privacy Professionals Asia Privacy Forum 2014



其他演講：**Other occasions:**

2013.04.11	資訊科技顧問張宗頤博士在香港電腦保安事故協調中心、政府資訊科技總監辦公室與香港警務處舉辦的共建安全網絡 2013 - 「企業如何應對資訊保安威脅」研討會主講「 保障私隱 防止資料外洩 」	IT Advisor Dr Henry Chang delivered a talk on Protecting Data Privacy and Preventing Data Leakage at Build a Secure Cyberspace 2013 - "Secure Your Business Against Security Threats" Seminar, organised by Hong Kong Computer Emergency Response Team Coordination Centre, the Office of the Government Chief Information Officer and Hong Kong Police Force
2013.04.24	資訊科技顧問張宗頤博士在香港數碼分析協會主辦的第30次 Web Analytics Wednesday 活動上演講「 私隱保障你要知 」	IT Advisor Dr Henry Chang delivered a talk on What You Need to Know about Privacy at the 30th Web Analytics Wednesday, organised by Hong Kong Digital Analytics Association
2013.05.28	資訊科技顧問張宗頤博士在香港資訊科技商會舉辦的中小企 2.4 「融入資訊科技 連向無限商機」座談會主講「 私隱與流動應用程式的發展 」	IT Advisor Dr Henry Chang delivered a talk on Issues of Privacy & Mobile Apps Development at the SME 2.4 Conference Going Social, Mobile & Cloud for Business Success, organised by Hong Kong Information Technology Federation
		
2013.06.04	資訊科技顧問張宗頤博士在香港互動市務商會舉辦的2013 eCMO 會議上演講「 電子商貿—由策劃到實踐 」	IT Advisor Dr Henry Chang delivered a talk on eCommerce - from Policies to Practices at eCMO Conference 2013, organised by the Hong Kong Association of Interactive Marketing
2013.06.05	高級律師廖以欣女士向批發及零售業工作小組演講「 個人資料和直接促銷的新規管機制 」	Senior Legal Counsel Ms Sandra Liu gave a briefing on New Regime on Data Protection in Direct Marketing to the Wholesale and Retail Task Force
2013.07.06	資訊科技顧問張宗頤博士在香港大學法律學院資訊科技及法律研究中心舉辦的有關雲端運算的會議演講「 站在雲端上：從規管者角度看雲端運算的循規事宜 」	IT Advisor Dr Henry Chang delivered a talk on Keeping on top of the Cloud - Compliance from a Regulator's Perspective at Up in the Cloud: Conference on Legal and Privacy Challenges in Cloud Computing, organised by the Law and Technology Centre of the Faculty of Law, The University of Hong Kong
2013.08.12	高級律師廖以欣女士向香港科技資訊商會及香港互動市務商會講解「 《2012年個人資料(私隱)(修訂)條例》 」	Senior Legal Counsel Ms Sandra Liu gave a seminar on the Personal Data (Privacy) (Amendment) Ordinance 2012 to the Hong Kong Information Technology Federation and the Hong Kong Association of Interactive Marketing
2013.08.30	資訊科技顧問張宗頤博士聯同律師趙世芳女士在立法會議員莫乃光議員辦事處安排的研討會上講解「 智能手機應用程式的私隱政策透明度 」	Dr Henry Chang, IT Advisor, together with Legal Counsel Ms Margaret Chiu spoke at a seminar on Privacy Policy Transparency for Smartphone Apps , organised by the Office of the Honorable Charles Mok, Legislative Councillor (IT)

- 2013.09.27 高級律師廖以欣女士應民主黨邀請向該黨講解「《2012年個人資料(私隱)(修訂)條例》」
Senior Legal Counsel Ms Sandra Liu was invited by the Democratic Party to give a seminar on the **Personal Data (Privacy) (Amendment) Ordinance 2012**



- 2013.10.09 高級律師廖以欣女士在 InnoXcell 舉辦的會議上主講「使用個人資料作直銷活動的新規定」
Senior Legal Counsel Ms Sandra Liu spoke at the 3rd Asia Annual Counsel-to-Counsel Exchange on **The New Requirements on Use of Personal Data in Direct Marketing**, organised by InnoXcell Limited

- 2013.11.05 資訊科技顧問張宗頤博士出席企業信息技術籌辦的「第四屆財經創新論壇—2013 香港」演講「資料私隱的挑戰」
IT Advisor Dr Henry Chang delivered a talk on **The Data Privacy Challenge** at the 4th Finance Innovation Forum 2013 Hong Kong, organised by Enterprise Innovation

- 2013.11.19 資訊科技顧問張宗頤博士在香港資訊科技商會舉辦的中小企 2.5「融入資訊科技 連向無限商機」座談會主講「私隱與流動應用程式的發展」
IT Advisor Dr Henry Chang delivered a talk on **Issues of Privacy & Mobile Apps Development** at the SME 2.5 Conference "Going Social, Mobile & Cloud for Business Success", organised by the Hong Kong Information Technology Federation

- 2013.12.05 資訊科技顧問張宗頤博士在澳門個人資料保護辦公室主辦的「建立公共部門個人資料保護專責人員網絡」說明會上主講「網站外洩個人資料簡報」
IT Advisor Dr Henry Chang delivered a talk on **Notification of data leakage on website** at a conference on data protection in the public sector, organised by the Office for Personal Data Protection, Macao

- 2014.01.22 資訊科技顧問張宗頤博士為 Computer World 及 Kernerstone 合辦的有關雲端運算保安的論壇上演講「你控制到那雲端嗎—有什麼問題需注意」
IT Advisor Dr Henry Chang delivered a talk on **Are you keeping on top of the Cloud - What are the right questions to ask** at Cloud Security Forum 2014, organised by Computer World & Kernerstone



走進社區

關注私隱運動

公署繼續與亞太區私隱機構的成員協作，在2013年4月28日至5月4日期間舉辦「2013年關注私隱運動」，在區內推廣保障個人資料私隱。「2013年關注私隱運動」在香港的主題為「網上私隱要自保」，得到44間夥伴中學和保障資料主任聯會逾四百名來自不同機構的會員支持。隨著社交網和智能手機的使用日趨普及，公署接獲相關的侵犯個人資料私隱的投訴近年顯著增加。使用社交網和智能手機固然帶來生活上很大的方便，但同時令個人資料私隱受侵犯的風險增加，要避免在網上泄露個人資料而招致不必要的滋擾和損害，市民要懂得自保。公署呼籲市民從不同層面響應「關注私隱運動」，坐言起行，保障個人資料私隱。

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 2013 ("PAW 2013") from 28 April to 4 May. The theme of PAW 2013 in Hong Kong was "Think Privacy! Be Smart Online". It was supported by 44 partner secondary schools and over 400 members of the Data Protection Officers' Club. With the growing popularity of social networks and smartphones, there has been a significant rise in the number of complaints related to privacy intrusion in this area. The use of social networks and smartphones has no doubt transformed our lives and generated immense personal convenience, but the downside of this is the risk of privacy intrusion online. Data subjects should take care to protect their personal data to avoid exposing themselves to potential nuisance and harm. The PCPD appealed to people from all walks of life to support PAW 2013 and take action to protect their personal data online.

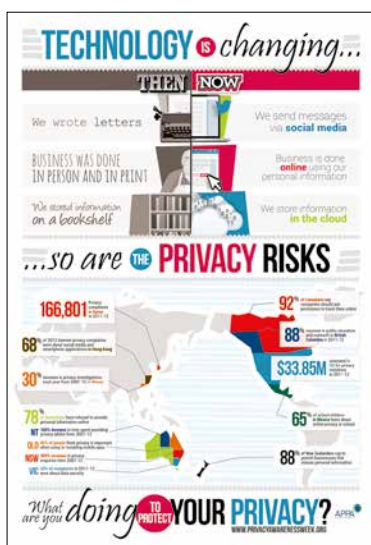


私隱專員蔣任宏與政制及內地事務局副局長劉江華在2013年4月28日舉行的開展儀式上帶領一百五十名學生為「關注私隱運動2013」揭開序幕。

Mr Allan Chiang, the Commissioner and Mr Lau Kong-wah, Under Secretary for Constitutional and Mainland Affairs, along with 150 students, launched Privacy Awareness Week 2013 at the Inauguration Ceremony held on 28 April 2013.

公署鼓勵機構響應關注私隱運動，自發地在機構內宣揚保障私隱的信息。保障資料主任聯會的新會員在5月2日的迎新會中掌握有關遵從條例規定的最新資訊，與不同行業和機構的同儕就實踐保障個人資料交流經驗和心得。

Businesses were encouraged to organise privacy awareness activities in the workplace during PAW 2013. New members of the PCPD's Data Protection Officers' Club had the opportunity at the Welcome Reception on 2 May 2013 to get updated information on legal compliance and share their experience in personal data protection with members from other industries and organisations.



亞太區私隱機構合力製作圖鑑，提醒市民在資訊科技日行千里的時代，關注私隱風險。Asia Pacific Privacy Authorities jointly produced this infographic to raise awareness of privacy risks in the digital age, with the rapid advancement of information technology.

在關注私隱運動 2013 期間，恒益物業管理有限公司是其中一間於內部積極推廣保障個人資料的企業。Hang Yick Properties Management Limited was one of the companies which proactively promoted personal data protection during PAW2013.



公署邀請香港互動市務商會會長方保僑先生（左）講解機構使用社交網路方面的私隱問題。Mr Francis Fong, Chairman of the Hong Kong Association of Interactive Marketing Limited (left), was invited to address the topic "Using Social Networks for Business".



該次座談會吸引了多名來自不同機構的人士踴躍參與。The seminar was well received by participants from different organisations.

保障私隱學生大使計劃

公署連續第三年舉行保障私隱學生大使計劃。該計劃在 2013 年設中學生專題研習比賽，共有來自 44 間中學逾四百名中一至中六學生，組隊參加，探討「個人資料與直接促銷」、「資訊科技與私隱」和「公眾利益與私隱」三個課題。此外，公署亦走訪中學進行講座，近三千名學生參與。

Student Ambassador for Privacy Protection Programme

The PCPD has run the Student Ambassador for Privacy Protection Programme for three consecutive years. A Learning Project Competition was held in 2013 under the Programme. Over 400 from one to form six students from 44 secondary schools participated in the competition in teams to study the topics "Personal Data and Direct Marketing", "IT and Privacy" and "Public Interest and Privacy". To support the competition, staff of the PCPD visited schools and delivered talks to almost 3,000 students.

50%
參與學生人數增加
Number of students
increased



所有入圍的參賽隊伍應邀出席比賽頒獎典禮。
All the finalists were invited to attend the award-presentation ceremony.



保障私隱學生大使計劃 2013- 中學生關注私隱專題研習比賽的海報。
Poster of the Student Ambassador for Privacy Protection Programme 2013 – Learning Project Competition.



公署邀請浸會大學李子昂博士(中)擔任比賽評審，並指導學生撰寫專題研習報告。
Dr Lee Tsz-ngong of the Baptist University of Hong Kong (middle) was invited to judge the competition and to share with students the skills of report writing.



評審團認真地審視每一份參賽作品。
The Panel of Judges examined the entries.



公署安排兩支冠軍隊伍學習編輯及排版技巧，讓他們把得獎作品製作成頭版新聞故事。
The two champion teams were offered training in editing and typesetting to turn their winning entries into front-page news.



學生大使在校園內宣傳保障私隱的重要訊息。
Student Ambassadors shared with their peers on their school campuses or in classes the important message of privacy protection.

大學保障私隱活動

以大學生為對象的校園推廣私隱活動於 2013 年 10 月展開，公署走訪本港十間大專院校，舉行巡迴講座及有獎攤位遊戲，以互動形式介紹條例如何保障個人資料私隱，以及分享保障網上私隱的實用資訊。公署亦藉此機會向教職員講解資料使用者在條例下應履行的責任，妥善處理學生和員工的個人資料。超過 22,500 名學生及職員參與。



大學生透過互動遊戲了解更多使用智能手機時保障個人資料的貼士。
University students get tips on protecting personal data on smartphones through an interactive game.

University Privacy Campaign

The PCPD organised educational programmes for university students in October 2013, visiting the campuses of ten local universities. The campaign explained how personal data privacy is protected under the Ordinance, and shared practical tips for online privacy protection through a series of talks and interactive booth games. The PCPD also took the opportunity to explain to university staff what obligations they had as data users under the Ordinance, and how to properly handle the personal data of students and staff. Over 22,500 students and staff members participated in the campaign.

60%

學生及教職員參與
人數增加
Students and staff
members participated in
the campaign increased

舉辦公眾講座提升意識

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 29 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使到網上瀏覽更輕易，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，每月在港島、九龍、新界舉行公眾講座，分享如何在日常生活中善用科技，同時保障個人資料私隱。



Public awareness seminars

The PCPD proactively reached out to the community to ensure that individuals were aware of their rights under the Ordinance as data subjects and how to exercise those rights. The PCPD organised 29 free introductory seminars on personal data protection for the general public during the year.

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

公眾教育巡迴展覽

公署於 2013 年 12 月至 2014 年 3 月舉辦公眾教育巡迴展覽，協助市民認識條例所保障的個人資料私隱權，以及了解條例經修訂後對日常生活的影響。市民參觀展覽可掌握切身的保障個人資料貼士，包括如何回應直接促銷活動，和使用智能電話和社交網絡。展覽在七個地點包括政府合署、商場和港鐵站舉行，共吸引了超過 64,000 人參觀。

Public education roadshow

The PCPD hosted a data privacy exhibition roadshow from December 2013 to March 2014 to enhance public awareness and understanding of individuals' privacy rights under the Ordinance and explain the impact recent amendments to the Ordinance have on everyday life. It provided practical tips for data protection in daily activities, such as responding to direct marketing approaches, and using smartphones and social networks. The roadshow attracted over 64,000 visitors in seven locations, including government offices, shopping centres and MTR stations.

100%
展覽參觀人數增加
Roadshow visitors
increased



展覽在七個地點包括政府合署、商場和港鐵站舉行，涵蓋港九新界。The exhibitions took place in seven locations, including government offices, shopping centres and MTR stations in Hong Kong, Kowloon, the New Territories.

社交網站 Facebook 的私隱意識研究調查

有鑑於社交網站 Facebook 的廣泛使用，公署訪問了 1,016 名 15 至 70 歲的社交網站 Facebook 用戶，以了解本港市民使用 Facebook 的習慣及他們對保護個人資料私隱的認知程度的概況。研究結果反映市民普遍對社交網上的私隱保障知而不行，重點如下：

- 55% 受訪者表示擔心使用 Facebook 會導致私隱外洩問題，但只有部份受訪者會採取措施限制資訊分享，例如開設不同的 Facebook 帳戶及設置不同的朋友群組等；
- 多達 85% 受訪者表示知道上載資訊時可以選定分享給那些朋友；但實際上只有少於一半（37% 受）訪者表示有使用 Facebook 的私隱設定；
- 只有 39% 的用戶表示會（或有時會）先徵求朋友同意才上載朋友的相片。

被問及使用 Facebook 的私隱外洩問題時，有五成半受訪用戶表示擔心，15 至 20 歲組別中表示擔心的比率最低，反映 15 至 20 歲的青年人對社交網上外洩私隱的危機意識最低。

為加強這方面的宣傳教育，公署出版新版的《在網絡世界保障私隱——精明使用社交網》小冊子向市民介紹在登記社交網、使用私隱設定、張貼個人資料和保障個人資料私隱方面應採取的步驟，並提供其他實用貼士。



Privacy awareness survey of Facebook users

In view of the wide use of Facebook, the PCPD interviewed 1,016 Hong Kong Facebook users aged from 15 to 70 to find out their experience in using Facebook and their awareness of the privacy risks associated with using the social network. The findings showed that Facebook users are generally aware of the need of privacy protection in social networks, but few take action:

- 55% of the respondents expressed concern over whether the use of Facebook could lead to privacy intrusion, yet only a small proportion of them took action (such as creating multiple accounts or friend groups) to limit the extent of information sharing.
- While the majority of respondents (85%) knew that they could control access rights to their posted information, less than half of them (37%) made use of this privacy setting.
- Only 39% of respondents who upload photos to Facebook sought permission from friends before uploading their friends' photos.

When asked about privacy risks when using Facebook, 55% of the respondents expressed concern, but the age group from 15 to 20 showed the least concern, revealing that young people from 15 to 20 had the lowest level of awareness of the risk of losing control over their personal data on social networking sites.

To step up promotion and education in this regard, the PCPD published a new version of its "Protecting Online Privacy – Be Smart on Social Networks" leaflet to explain to the public how to protect their personal data, when registering for social networking sites, using privacy settings, and posting personal data, as well as other practical tips.

透過大眾媒體 發揮最大成效

MAXIMISING IMPACT THROUGH THE MASS MEDIA

新聞發佈會及訪問

Press conferences and interviews

本年度內，公署發出了 27 篇新聞稿（詳見附錄五），回應了 182 個關於條例和個人資料私隱事宜的傳媒查詢。

During the year, the PCPD issued 27 media statements (see Appendix 5) and responded to 182 media enquiries about the Ordinance and other data privacy issues.

私隱專員與他的團隊接受了 39 次傳媒的專訪。另外，公署在年內舉行了五次新聞發佈會，公佈循規審查和調查結果，以及匯報年結工作報告。

The Commissioner and his team gave 39 media interviews. In addition, the PCPD hosted five press conferences to announce compliance and investigation reports, as well as the year-end work report.

報刊、電台、電視及
網上媒體的報道共錄得
Published in newspapers
and magazines, or
broadcast on radio,
television and the Internet

910

則 stories



透過新聞發佈會及訪問廣泛報道個案。
Press conferences and interviews were used to broadcast about cases and amplify reach.

新聞發佈會

Press conferences

2013.04.09

公署就香港預防協會與翔滙保險策劃以儼如欺詐手法收集市民個人資料作直接促銷發表調查報告，同時發表港鐵閉路電視系統視察報告。

The PCPD released an investigation report on Hong Kong Preventive Association and Aegon Direct Marketing Services Insurance Broker regarding collecting personal data for use in direct marketing by arguably deceitful means and an inspection report on the MTR's CCTV system.

2013.08.13

公署發表「Glorious Destiny Investments Limited 與匯煌投資有限公司，通過智能手機程式『起你底』向用戶披露從公共領域所收集的公眾人士的訴訟及破產資料」調查報告，及響應「全球私隱執法機關網絡」全球調查行動，公佈 60 款由本港開發的智能手機應用程式的私隱政策透明度調查結果。

The PCPD released an investigation report "Glorious Destiny Investments and Brilliant United Investments Limited Publicly Disclosed Litigation and Bankruptcy Information Collected from the Public Domain to Their Customers Via Smartphone Application 'Do No Evil'", and published survey results on the transparency of privacy policies of 60 smartphone apps developed by Hong Kong entities as part of the Sweep.

2013.10.24

公署向警務處發出執行通知，指警務處在兩宗資料外洩事故（分別牽涉警務處人員遺失警察記事冊及「涉嫌犯定額罰款交通罪行的通知書」）中違反條例，未有確保個人資料受保障以避免意外地遺失。公署又指醫院管理局處理棄置載有病人記錄的廢料失當違反條例，向醫管局發出執行通知，指令其採取糾正措施。另外，公署公佈兩宗有關香港警務處涉嫌經 Foxy 共享軟件意外洩漏市民個人資料事故的調查結果，確定事件屬於人為錯失，而警務處作為資料使用者，未有違反條例。

The PCPD served an enforcement notice on the Hong Kong Police Force ("HKPF") following its breach of the Ordinance relating to protection of personal data against accidental loss in two incidents which involved loss of police notebook and loss of fixed penalty ticket respectively. The PCPD also served an enforcement notice on Hospital Authority following its breach of the Ordinance for improper disposal of hospital waste containing the personal data of patients. Moreover, the PCPD publicized an investigation report of two data breach incidents caused by Foxy and concluded that they were attributed to human error and did not constitute a contravention of the Ordinance on the part of the data user, the HKPF.

2013.12.05

公署發表有關 California Fitness 向會籍申請人收集過度的個人資料的調查報告。

The PCPD released an investigation report on the excessive collection of personal Data from membership applicants by California Fitness.

2014.01.23

公署舉行年結記者會，同時發表「學生資助辦事處個人資料系統視察報告」。

The PCPD hosted the year-end press conference and released an inspection report: Personal Data System of the Student Financial Assistance Agency.

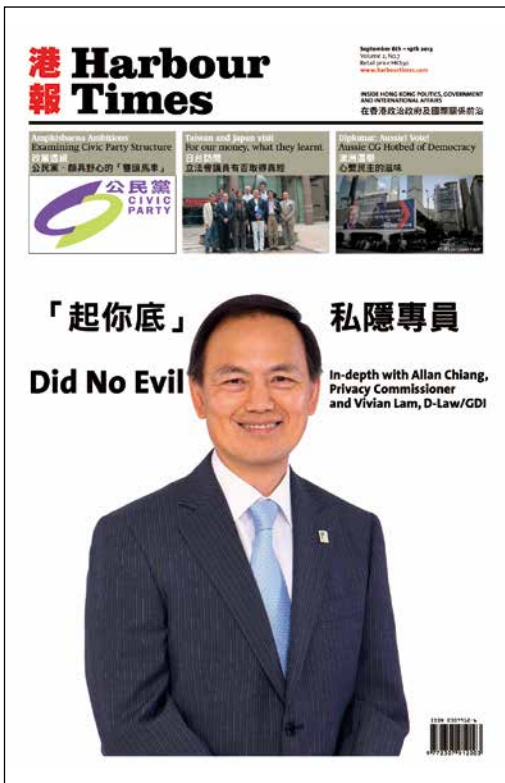


透過爭議性議題加強公眾教育

公署在年度發表多項報告，其中引起最多公眾關注及討論的是資料庫營運商從法庭及其他公共資源取得個人訴訟及破產資料，再提供予「起你底」手機應用程式。公署向營運商送達執行通知，並藉這事件加強公眾教育，以及與資訊科技界的溝通包括：

Public education enhanced over controversial issue

Listed among all the PCPD's messages conveyed throughout the year that aroused the most public attention and debate was the Commissioner's decision to serve an enforcement notice on a database operator for supplying individuals' litigation and bankruptcy data it had obtained from the courts and other public resources to the smartphone application "Do No Evil" ("the App"). In response, we enhanced our efforts in public education and communicating with the IT industry through the following activities:



圖片由 Harbour Times 提供。
Photo courtesy of Harbour Times.



圖片由蘋果日報提供。
Photo courtesy of Apple Daily.



私隱專員向傳媒及資訊業界傳遞由「起你底」個案的教訓：取自公共領域的個人資料仍然受《個人資料（私隱）條例》的規管。
The Commissioner conveyed the main lesson drawn from the "Do No Evil" case to the media and IT industry that personal data obtained from the public domain is still subject to the regulations by the Ordinance.

日期 / 活動 Date/ Activity	內容 Content
2013.08.13 新聞發佈會 Press conference	發出《調查報告：手機程式「起你底」嚴重侵犯個人資料私隱》。 The PCPD released the Investigation Report “Smartphone Application ‘Do No Evil’ Seriously Intruded on Personal Data Privacy”.
2013.08.13 發出指引 Issue of Guidance Notes	公署發出《使用從公共領域取得的個人資料指引》。 The PCPD published “Guidance on the Use of Personal Data Obtained from the Public Domain”.
2013.08.14 刊登文章 Article	私隱專員的特稿《查閱公共領域資料與保障個人資料之間的平衡》刊登於信報。 An op-ed article by the Commissioner entitled “Safeguard balance between access to public domain information & the protection of personal data” was published in the <i>Hong Kong Economic Journal</i> .
2013.08.15 刊登文章 Article	私隱專員的特稿《保障公共領域的個人資料以防濫用》刊登於南華早報。 An op-ed by the Commissioner entitled “Guarding against abuse of personal data in the public domain” was published in the <i>SCMP</i> .
2013.08.22 刊登文章 Article	私隱專員致編輯的信《透過手機程式不當地披露個人資料不可取》刊登於南華早報。 A letter to the editor from the Commissioner entitled “Phone app should not exploit disclosure of personal information” was published in the <i>SCMP</i> .
2013.08.24 刊登傳媒專訪 Media interviews	私隱專員、莫乃光議員與信報的對談，刊登於信報。 A dialogue between the Commissioner and Legislator Councillor (IT) Honourable Charles Mok was published in the <i>Hong Kong Economic Journal</i> .
2013.08.30 參與資訊科技界的講座 Seminar with the IT industry	公署代表出席立法會議員（資訊科技）莫乃光為其界別從業員安排的講座，解釋個案中的法律要求，並回答與會者的提問。 PCPD representatives attended a seminar arranged by Legislative Councillor (IT) Honourable Charles Mok for practitioners in his constituency to explain the legal requirements highlighted in the case and answer queries raised by the participants.
2013.10.18 新聞稿 Media statement	回應傳媒查詢：有關公署處理「起你底」事件的意見調查。 The PCPD provided a response to media enquiries regarding the PCPD’s investigation into the “Do No Evil Case”.
2013.10 刊登文章 Article	私隱專員的文章刊登於 <i>Hong Kong Lawyer</i> (2013年10月版)。 An article by the Commissioner entitled “Drawing the line: Differentiating between access to public domain information and protection of personal data” was published in the October 2013 issue of <i>Hong Kong Lawyer</i> .
2013.11.06 提交立法會的文件 Paper submitted to the Legislative Council	書面回應莫乃光議員於2013年10月18日信中建議在《個人資料（私隱）條例》引入公共領域的豁免（公署的文件提交予立法會政制事務委員會）。 A paper was submitted to the Legislative Council’s Panel on Constitution Affairs in response to Legislator Councillor (IT) Honourable Charles Mok’s letter, dated 18 October 2013, proposing to introduce a public domain exemption under the Personal Data (Privacy) Ordinance.
2014.01.03 講座 Seminars	舉行了兩次題為「研發流動應用程式 顧及保障個人資料」講座，獲10個資訊科技界團體支持。 Two seminars on “Developing Mobile Apps with Privacy Protection in Mind” were held with the support of 10 professional associations in the IT sector.

大眾媒體宣傳

「網上私隱要自保」宣傳活動於 2013 年 4 月底展開，提高公眾對網上資料私隱風險的意識。這項活動包羅電視廣告、報章廣告、網站及流動應用程式橫額廣告，目的是鼓勵市民瀏覽公署的專題網站（www.pcpd.org.hk/besmartonline），獲取最新資訊及有用資料，以協助他們在進行網上活動時保護自己的個人資料及私隱。同題的電視宣傳短片在 2013 年 7 月啟播。

電視廣告在 2014 年 3 月於地鐵列車內重播。

Mass media campaign

A “Think Privacy! Be Smart Online” advertising campaign was launched in late April 2013 as a public-education exercise to enhance public awareness of online data privacy risks. The campaign, which encompassed TV commercials, print ads in newspaper, web banners on websites, and mobile apps, aimed to encourage people to visit the PCPD’s thematic site (www.pcpd.org.hk/besmartonline) for up-to-date information and useful resources, which were provided to help people protect their personal data and privacy when engaged in online activities. A TV API was broadcast on the same theme in July 2013.

The TV commercial was re-run on MTR trains in March 2014.



報章的平面廣告。
Print advertisement for newspapers.



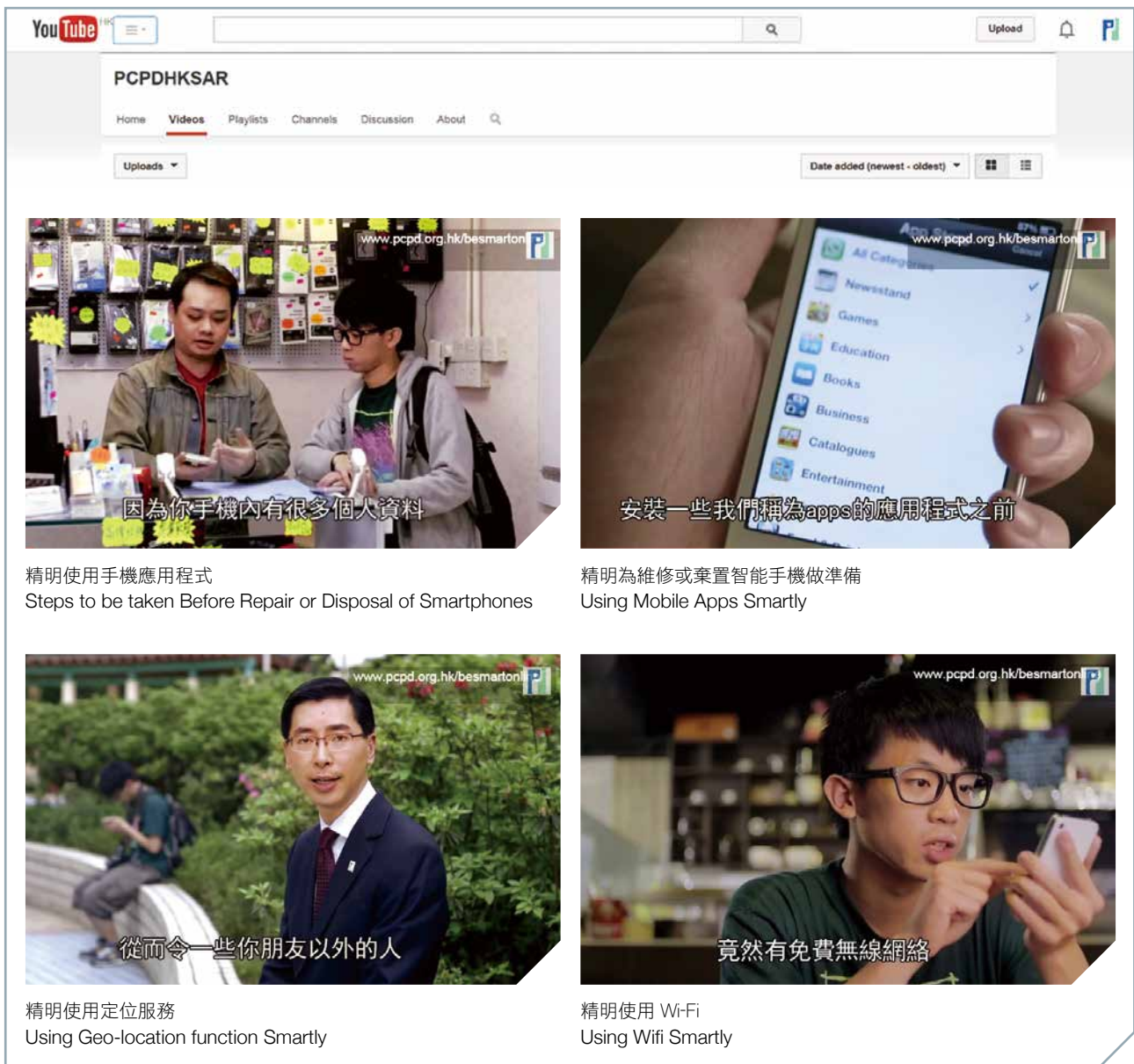
公署製作短片：「不慎使用智能手機，形同自揭私隱！？」
The PCPD launched a video entitled “Using a Smartphone Carelessly May Compromise Your Privacy.”



該活動的電視廣告在九巴路訊通播放。
TV commercial for the campaign launched on KMB Roadshow.



電視廣告在地鐵列車內重播。
TV commercial re-run on MTR trains.



The image shows a screenshot of the PCPDHKSAR YouTube channel page. The channel name is PCPDHKSAR. There are four video thumbnails displayed, each with a subtitle and a title below it.

- Video 1:** Subtitle: 因為你手機內有很多個人資料 (Because there is a lot of personal information in your mobile phone). Title: 精明使用手機應用程式 (Steps to be taken Before Repair or Disposal of Smartphones).
- Video 2:** Subtitle: 安裝一些我們稱為apps的應用程式之前 (Before installing some apps we call them). Title: 精明為維修或棄置智能手機做準備 (Using Mobile Apps Smartly).
- Video 3:** Subtitle: 從而令一些你朋友以外的人 (So that some people other than your friends). Title: 精明使用定位服務 (Using Geo-location function Smartly).
- Video 4:** Subtitle: 竟然有免費無線網絡 (There is even free Wi-Fi). Title: 精明使用 Wi-Fi (Using Wifi Smartly).

公署採取多個渠道向公眾傳達教育訊息，包括首次開設了 YouTube 視頻。

The PCPD engaged the public through multiple channels, including for the first time in 2013, a dedicated YouTube Channel.

回響

Feedback

「我很喜歡有關下載程式的短片。非常真實！」

“I loved the short video on downloading apps. It was so realistic!”

Mr David TAYLOR, Director Privacy Awareness, Office of the Victorian Privacy Commissioner, Australia

專員網誌

私隱專員首次透過網誌向持份者及公眾談述熱門私隱議題。

The Commissioner's Blog

For the first time, the Commissioner added blogging as a convenient channel to talk to the many stakeholders and the general public on hot privacy topics.



日期 Date	主題 Subject
2013.10.04	回應手機「應用程式生活化」的國際宣言 The Warsaw Declaration on the "appification" of society
2013.10.25	回應有關「起你底」個案的疑慮 Response to some queries about the Do No Evil Case
2014.01.22	瞬息萬變的私隱保障形勢 The Fast Evolving Privacy Landscape

回響 Feedback

「你（私隱專員）的網誌真棒！我想你在作新嘗試……我將會追看香港私隱專員的網誌，並且確保我們的會員都知道有這麼一個途徑，可以得知有關香港私隱事宜的最新消息。」

“Your (the Commissioner's) blog is just fabulous! ... I will be an ardent HK PCPD blog follower and will make sure all our members know that it is where to go for cutting edge news on HK privacy.”

Ms Emma HOSSACK
President, The International Association of Privacy Professionals - Australia and New Zealand (“iappANZ”)

網站

公署網站

這年內，網站錄得 907,085 人次，平均每月到訪次數為七萬五千次。高瀏覽量說明公眾人士對私隱課題的興趣日增，而網站是方便他們獲取私隱資訊和其他網上資源的平台。

48%

公署網站到訪人次較
上年度增加
Website visits up
from the previous year

推出兩個新的專題網站

除了公署的官方網站 (www.pcpd.org.hk) 外，公署於 2013 年 4 月額外推出兩個專題網站，以配合香港的「關注私隱運動 2013」的主題：「網上私隱要自保」。

這運動是特別針對科技日新月異及社交媒體的使用日增對私隱所帶來的挑戰。這兩個專題網站「網上私隱要自保」及「青少年專題網站」分別提供保障網上私隱（包括社交網站）的實用資訊，及探討年青人關注的私隱議題。

在年內，「網上私隱要自保」錄得 40,870 人次到訪，而「青少年專題網站」更錄得 117,982 人次到訪。

Website

PCPD's main website

During the year, the site attracted 907,085 visits, or an average of around 75,000 visits a month. The high traffic shows that there is growing interest in privacy issues and that people find the website a convenient platform to obtain privacy information and other online resources.

Launch of two new additional thematic websites

Apart from the PCPD's main website (www.pcpd.org.hk), in April 2013 we launched two additional thematic websites to tie in with the theme of PAW 2013 -- "Think Privacy! Be Smart Online".

The campaign's specific objective was to address the privacy challenges posed by rapidly changing technologies and the increasing use of social media. These two additional websites – "Think Privacy! Be Smart Online" and "Youth Privacy Portal" – provide practical tips on privacy protection online (including social networks), and explore privacy issues that are of concern to young people, respectively.

During the year, "Think Privacy! Be Smart Online" recorded 40,870 views, and "Youth Privacy Portal" attracted an even higher 117,982 views.

www.pcpd.org.hk/besmartonline



「網上私隱要自保」網站提供許多實用貼士，教導市民精明使用流動應用程式及 Wi-Fi。
 “Think Privacy! Be Smart Online” provides tips on the smart use of mobile apps and Wi-Fi.

www.pcpd.org.hk/youthprivacy



青少年專題網站為年青人提供一站式的平台了解如何保障個人資料私隱，亦有助教師準備相關教材。
 “Youth Privacy Portal” is a one-stop portal for youngsters to learn about personal data privacy and for teachers to prepare related teaching materials.

回響
Feedback

「豐富的雙語資源！青年網頁十分吸引。」

“Some great bilingual resources there! The youth website looks great.”

Mr Charles MABBETT, Communications Adviser, Office of the Privacy Commissioner - Te Mana Matapono Matatapum, New Zealand

出版刊物

公署為不同界別的持份者出版了刊物，提供指引及建議包括：

Our Publications

To provide our sector stakeholders with guidance and advice, the PCPD published a range of publications during the year, including:

資料指引 Guidance Notes

擬備收集個人資料聲明及私隱政策聲明指引（2013年7月）

Guidance on Preparing Personal Information Collection Statement and Privacy Policy Statement (July 2013)

使用從公共領域取得的個人資料指引（2013年8月）

Guidance on Use of Personal Data Obtained from the Public Domain (August 2013)

最佳行事方式指引 Best Practice Guide

私隱管理系統最佳行事方式指引（2014年2月）

Privacy Management Programme: A Best Practice Guide (February 2014)

以資料當事人資料為對象的單張 Leaflets for Data Subjects

在網絡世界保障私隱—精明使用社交網（2013年4月）

Protecting Online Privacy – Be Smart on Social Networks (April 2013)

個人資料私隱 自己作主話事（2013年12月）

Have My Say on Personal Data Privacy (December 2013)



圖鑑 Infographic

「接受直銷，由你作主！你有權隨時拒絕！」圖鑑（2013年4月）

An infographic: It is Your Choice to Accept Direct Marketing. You Can Opt Out Anytime (April 2013)

公署通訊新面貌

每年兩期的《私隱專員通訊》是另一有效途徑讓公眾了解公署在保障私隱方面的工作。公署根據在 2013 年進行的讀者調查結果之改革，不單為通訊帶來新設計，亦增添豐富的內容，希望藉此為讀者介紹公署的最新報告、建議及資源。這本雙語通訊的電子版可在公署網站瀏覽，印刷本的發行量為 2,500 份，另有約 2,000 人訂閱網上版。

Revamped newsletter

The semi-annual *PCPD News* is another effective channel we employ to keep the public abreast of our privacy-protection efforts. Based on the results of a readers' survey we conducted in 2013, we launched a new and improved *PCPD News*, with both a new design and richer content. Our goal was to produce a useful, informative magazine and provide readers with up-to-date reports, recommendations and resources from the PCPD. The e-edition of the bilingual newsletter is available on the PCPD's website. The newsletter has a circulation of 2,500 in print and about 2,000 online subscribers.



《私隱專員通訊》採用了新版面設計並增強內容。
The PCPD News improved with a new design and richer content.