

Raising Data Protection Awareness

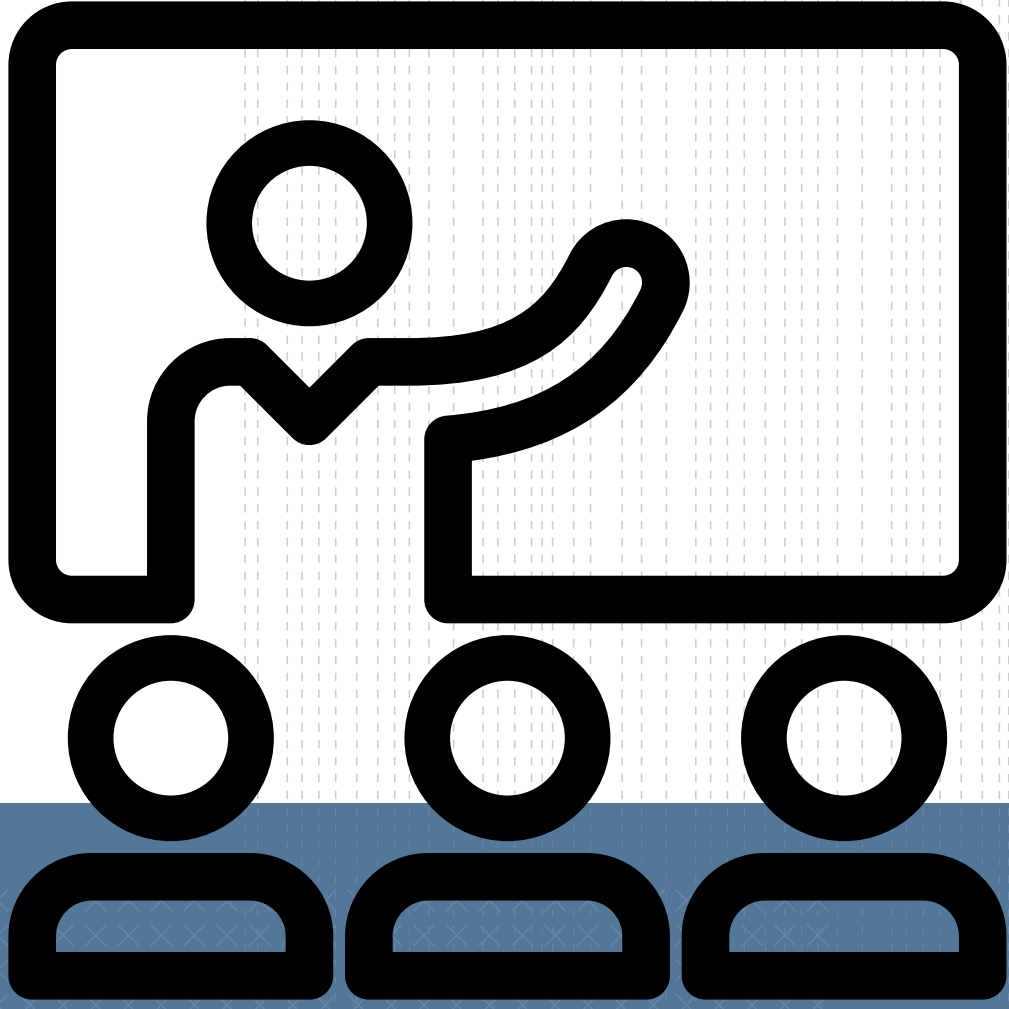
提升資料保障意識

教育及參與

機構傳訊部運用傳媒、刊物及公眾教育推廣私隱及資料保障，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。

Education and Engagement

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



推動機構保障資料

行業保障私隱活動

本年度公署的重點工作是推動及監察流動應用程式業務的持份者遵從條例的規定。這是源於公署在2013年及2014年抽查流動應用程式時，發現它們的私隱政策透明度及行事方式均明顯不足。

公署自2014年1月開始加強向程式開發商推行培訓，共舉辦了九場「研發流動應用程式」講座，吸引了416名人士參與。

2014年11月，公署更發出《開發流動應用程式最佳行事方式指引》（「指引」），以協助開發商研發保障私隱的應用程式。指引為從事開發流動應用程式的人士提供全面及按部就班的實用指引；並且涵蓋在開發程式時需要考慮的因素，以達至尊重客戶的個人資料私隱，從而贏得他們的信任。

公署過去一年為流動程式開發商舉辦了多場講座，當中累積的經驗及香港無線科技商會提供的寶貴意見，對編製指引有莫大幫助。

ENGAGING ORGANISATIONS IN DATA PROTECTION

Industry-specific Privacy Campaign

A strategic focus of the PCPD for the year under review was promoting and ensuring compliance with the provisions of the Ordinance by stakeholders in the mobile app industry. This major initiative was triggered by the PCPD's survey findings in 2013 and 2014 that the transparency of mobile app developers' privacy policies and practices was clearly inadequate.

The PCPD has stepped up its educational efforts targeting apps developers. Nine seminars entitled "Developing Mobile Apps with Privacy Protection in Mind" have been conducted since January 2014, attracting 416 participants.

A "Best Practice Guide for Mobile App Development" (the "Guide") was published in November 2014 to assist mobile app developers in building privacy-friendly apps. The Guide provides comprehensive step-by-step practical guidance to mobile app developers; and includes all factors that need to be considered when developing apps in order to earn trust from customers by respecting their personal data privacy.

In compiling the Guide, the PCPD benefitted from its experience accumulated through conducting the seminars with mobile app developers and valuable input from the Hong Kong Wireless Technology Industry Association.



協辦機構與支持機構派員出席活動的開展儀式，以示支持。

Representatives of the co-organisers and the supporting organisations attended the inaugural ceremony to show their unstinting support.

公署於2015年1月開展了保障私隱活動，主題為「應用程式重私隱 創新科技贏信任」。資訊及通訊科技界的大力支持讓公署非常鼓舞，公署認同業界的抱負：積極推動香港的資訊科技，以促進經濟及社會的發展。在這過程中，消費者的私隱及資料獲得保障，至為首要。

In January 2015, the PCPD launched a privacy awareness campaign (the "Campaign") with the theme "Developing Mobile Apps: Privacy Matters". The PCPD was very encouraged by the overwhelming support of the ICT industry, and shared the industry's vision that Hong Kong has to embrace the next wave of ICT advancement to power our economic and social development and that in the process, consumer privacy and data security must remain a priority.

是次活動由資訊科技界 **10** 個專業團體及商會協辦，並得到 **10** 個業內的專業及學術機構支持。

The Campaign was co-organised by **10** leading trade associations and supported by **10** professional/academic institutions in the field of information and communication technology.

合辦機構

1. 香港通訊業聯會
2. 香港互動市務商會
3. 香港電腦保安事故協調中心
4. 香港電腦學會
5. 香港工程師學會 – 資訊科技分部
6. 香港無線科技商會
7. 國際信息系統審計協會(中國香港分會)
8. 互聯網專業協會
9. 香港互聯網協會
10. 專業資訊保安協會

支持機構

1. 香港中文大學工程學院
2. 香港浸會大學理學院
3. 香港數碼港管理有限公司
4. 香港總商會
5. 香港專業教育學院
6. 香港理工大學電子計算學系
7. 香港生產力促進局
8. 香港科技園公司
9. 香港科技大學商學院
10. 政府資訊科技總監辦公室

Co-organisers

1. Communications Association of Hong Kong
2. Hong Kong Association of Interactive Marketing
3. Hong Kong Computer Emergency Response Team
4. Hong Kong Computer Society
5. Hong Kong Institution of Engineers, IT Division
6. Hong Kong Wireless Technology Industry Association
7. Information Systems Audit and Control Association, China Hong Kong Chapter
8. Internet Professionals Association
9. Internet Society Hong Kong
10. Professional Information Security Association

Supporting Organisations

1. Chinese University of Hong Kong (Faculty of Engineering)
2. Hong Kong Baptist University (Faculty of Science)
3. Hong Kong Cyberport Management Company Limited
4. Hong Kong General Chamber of Commerce
5. Hong Kong Institute of Vocational Education
6. Hong Kong Polytechnic University (Department of Computing)
7. Hong Kong Productivity Council
8. Hong Kong Science & Technology Parks Corporation
9. Hong Kong University of Science and Technology (School of Business and Management)
10. Office of the Government Chief Information Officer

公署推出一系列教育活動，讓開發流動應用程式的人士理解並遵從條例規定的法律責任。下表列出2015年1月至3月舉行的各項活動。有關活動詳情，請瀏覽 www.pcpd.org.hk/mobileapps。

A series of educational activities were rolled out to help mobile app developers understand and comply with their legal obligations under the Ordinance. The following activities took place from January to March 2015 and the Campaign will continue thereafter. More details of the Campaign are available at www.pcpd.org.hk/mobileapps.

日期 Date	活動 Activity
2015.01.08	開展儀式暨講座 Inaugural Ceremony-cum-Seminar
2015.02.13	私隱關注研討會：流動應用程式開發時個人資料私隱事宜的最新發展 資訊保安周2015 — 理工大學資訊科技服務辦公室 Seminar on Privacy Concerns on New Development in Personal Data Privacy Related to Mobile App Development IT Security Week 2015 – Information Technology Services Office, The Hong Kong Polytechnic University
2015.03.28	香港科技大學資訊系統管理碩士課程學生講座 Talk to students in the Master of Science Programme in Information Systems Management The Hong Kong University of Science and Technology

讚賞 Compliment

設計程式時顧及私隱，可讓用戶更能掌控其資料如何被讀取及使用。提高私隱方面的透明度，更能提升資訊科技界的形象，贏取消費者的信任，從而令業界得益。公署透過出版最佳行事方式指引和推廣活動，致力讓業界參與其中及提供指引，為此我深表欣賞。

Designing apps with privacy in mind will allow users better control how their data is accessed and used. Being more transparent about user privacy will not only benefit the industry as a whole, but also enhance the image of the ICT industry and gain consumer trust... I appreciate what the PCPD has done to engage the industry and provide the guidance through the publication of the best practice guide and through the Campaign.



莫乃光先生
立法會議員(資訊科技界)
The Hon Charles MOK
Legislative Councillor (Information Technology)

保障個人資料專業研習班

公署在本年度舉辦了87個研習班，有超過2,000名人士參加。研習班得到28個專業機構及行業協會支持，涵蓋下列題目：

資料保障法律研習班	Legal Workshop on Data Protection
資料保障與查閱資料要求	Data Protection and Data Access Requests
銀行 / 金融服務的資料保障	Data Protection in Banking/Financial Services
直接促銷活動的資料保障	Data Protection in Direct Marketing Activities
人力資源管理的資料保障	Data Protection in Human Resource Management
保險業的資料保障	Data Protection in Insurance
內部資訊科技管理的資料保障	Data Protection in Internal IT Management
最新的資訊及通訊科技與資料保障	The Latest ICT and Data Protection
物業管理的資料保障	Data Protection in Property Management Practices
零售業保障私隱面面觀	Data Protection in Retail Operations

Professional Compliance Workshops

During the year under review, the PCPD held 87 workshops with over 2,000 participants. The workshops, which were supported by 28 professional organisations and trade associations, covered the following topics:

公署在本年度與香港零售管理協會合辦一系列零售管理研討會，推動業界了解條例對保障資料的要求，以及採取保障私隱的良好行事方式。2014年2月至8月期間共舉辦了五場研討會，由於獲得業界的正面回響，公署因此決定為零售業定期舉行研習班。公署亦於本年度重新推出物業管理研習班。

During the year, the PCPD, in partnership with the Hong Kong Retail Management Association, launched a series of seminars on Retail Operations, with a view to promoting understanding of the data protection requirements under the Ordinance and adopting good privacy practices among members of the retail industry. Five seminars were held between February and August 2014. In view of the positive feedback from the industry, this has become part of the PCPD's regular training programmes. The PCPD also resumed its workshops on Property Management Practices during the year.

讚賞 Compliment

現任私隱專員積極行使其權力，這從不斷運用條例的所有執法機制，以及根據第48(2)條發表多份報告，可見一斑。他採取有系統的措施，例如透過教育、培訓，及視察權等，以鼓勵循規守法，跟其他地區同樣出色。

...the current Commissioner was already making vigorous use of his powers, as indicated by the increasing use of all of the enforcement mechanisms of the Ordinance, and his use of section 48(2)... reports. The use of systemic measures to encourage compliance, such as education and training, and inspection powers, is probably as good as is found anywhere.

Professor Graham Greenleaf
Author of Asian Data Privacy Laws (OUP) 2014

為個別機構提供講座

不少機構都希望增進了解修訂條例的新條文，公署在本年度為66間公私營機構提供了84場度身訂造的培訓講座。（有關詳情請參考附錄二）

In-house Seminars

To meet the growing demand for understanding the new provisions in the Amendment Ordinance, the PCPD delivered 84 tailor-made training sessions for 66 organisations in the public and business sectors during the year. (See Appendix 2 for details)

讚賞 Compliment

公署機構傳訊經理陳培玲小姐的講解十分專業，資料豐富，對我們日常工作非常有用。

The presentation by Ms Carol Chan, Corporate Communications Manager of the PCPD, was very professional, informative and useful to our daily work.

勞工處就業科
Employment Services Division
Labour Department

保障資料主任聯會

公署於 2000 年創立了保障資料主任聯會，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。

公署於本年度為保障資料主任聯會的會員舉辦了四場簡報會和講座，講解保障私隱議題及私隱管理系統的最新發展情況。公署一直提倡機構應把個人資料和保障私隱納入為企業管治責任不可或缺的一環，並且由上而下貫徹地在機構中執行。八達通卡有限公司一名代表兼保障資料主任聯會會員分享該公司如何實施私隱管理系統。公署亦為會員展開了一系列午餐會講座，會員的回響令人鼓舞。

Data Protection Officers' Club ("DPOC")

The PCPD established the DPOC in 2000 to provide practising data protection officers with a platform for advancing their knowledge and practice of data privacy compliance through experience sharing and training.

During the year, the PCPD held four briefing sessions and talks for DPOC members in relation to the latest privacy protection issues and the implementation of the Ordinance. One of these was a briefing and sharing session on Privacy Management Programmes ("PMP"). The PCPD has been advocating that organisations should make personal data protection part of their corporate governance responsibilities and implement it throughout their organisations using a top-down approach. A representative of Octopus Cards Limited, also a DPOC member, shared the company's experience in implementing PMP. The PCPD also arranged a series of luncheon talks for the members. The feedback was encouraging.



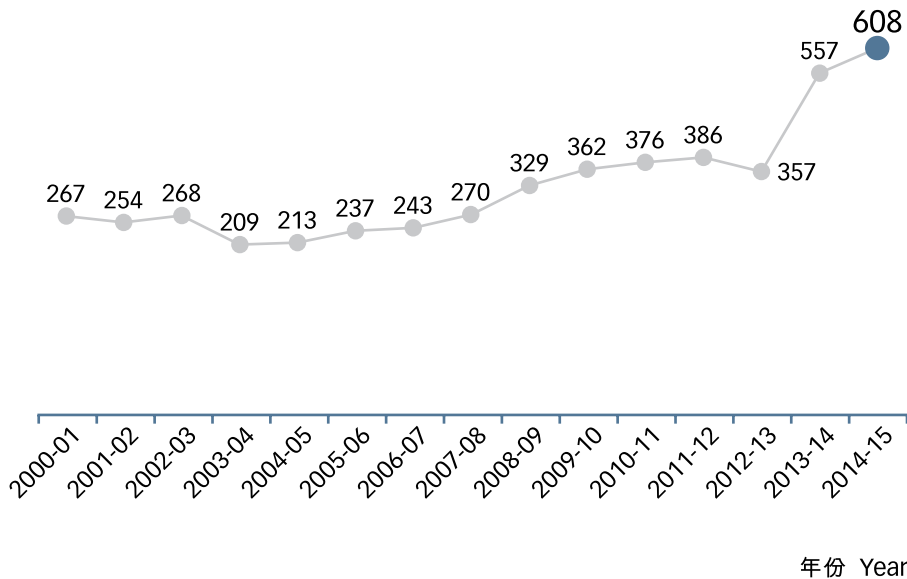
八達通卡有限公司的保障資料主任任永達先生分享其公司實施私隱管理系統的經驗。
Mr Otto Yum, Data Protection Officer of Octopus Cards Limited, shared his company's experience on its Privacy Management Programme.

截至2015年3月底，聯會有608名會員(包括個人及機構會員)，較上年度增加9%。會員來自公私營機構；他們分別具循規、法律事務、規管、執法和客戶服務方面的背景。

DPOC membership reached 608 by the end of March 2015, a 9% 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.

聯會成立至今的會員數目

Number of members since establishment of DPOC



Facebook大中華區廣告代理業務總經理黃緯賢先生於聯會午餐會講座上，向會員分享「從聯繫中建立互信」。

Mr Andrew Wong, Head of Agency/Reseller – Greater China of Facebook shared his experience with members on the topic “Building Trust Through Connection” at a DPOC luncheon talk.

讚賞 Compliment

非常感激有關方面舉辦今天的午餐演講會。演講內容十分豐富，生動有趣。這個活動非常有意思，希望來年亦會舉辦更多午餐演講會或同類型活動。

Thanks a lot for organising the luncheon talk today. The presentations were very informative and interesting. It was definitely a good experience, and it would be great if more luncheon talks or similar events could be held next year.

葉女士(保障資料主任聯會會員)

香港會計師公會人力資源部主管

Ms Anne IP (DPOC member)

Head of Human Resources

Hong Kong Institute of Certified Public Accountants

本地演講

為推動機構灌輸及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的持份者，特別是高層行政人員，發表了11次本地演講，鼓勵機構制訂全面的保障私隱策略。公署相信若機構尊重私隱，並使之成為其策略，會有助機構做到真正以客為本，業務持續成功。

Local Speaking Engagements

To foster the inculcation of a privacy-respectful culture in organisations, the Commissioner and his team delivered 11 speeches locally 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 privacy-friendliness is strategically important for organisations, helping them to be truly customer-centric, and to achieve an enduring and higher level of business success.

私隱專員蔣任宏的演講：

Speaking engagements by the Commissioner Mr Allan Chiang:

<p>2014.04.10</p>	<p>在香港大學法律學院舉辦的「科技、法律及公眾利益：渥太華—香港大學會議」上，主講「在私隱權利及公眾利益之間取得平衡」</p>	<p>Keynote at the Balance between Privacy Rights and Public Interest at the Technology, Law and the Public Interest: Ottawa — HKU Conference, organised by the Faculty of Law of The University of Hong Kong</p> 
<p>2014.04.10</p>	<p>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」</p>	<p>Guest lecture for journalism students on the topic How to Strike a Balance between Privacy Protection and Press Freedom, organised by Hong Kong Baptist University</p>
<p>2014.05.29</p>	<p>在香港中華總商會晚宴上主講「關於保障私隱和資料的迷思」</p>	<p>Speech on Myths about Privacy and Data Protection at the General Committee Dinner of the Chinese Manufacturers' Association of Hong Kong</p>
<p>2014.06.05</p>	<p>為麥堅時律師行舉辦的「2014資料私隱研討會：探討亞太區及全球資料私隱情況」演講，題目為「私隱管理系統 — 由符規到問責」</p> 	<p>Keynote entitled Privacy Management Programme – from Compliance to Accountability at the 2014 Data Privacy Seminar on Navigating the Data Privacy Landscape across Asia Pacific and Globally, organised by Baker and McKenzie</p>

<p>2014.10.31</p>	<p>在香港電腦學會舉辦的「2014香港國際電腦會議」主講「私隱權與智能及流動通訊」</p>	<p>Keynote on Privacy Rights and Issues in a Smart and Mobile Society at Hong Kong International Computer Conference 2014, organised by the Hong Kong Computer Society</p> 
<p>2015.01.08</p>	<p>在「應用程式重私隱 創新科技贏信任」的開展儀式上發表演說</p>	<p>Speech at the inauguration ceremony of the “Developing Mobile Apps: Privacy Matters” Campaign</p> 

其他場合
Other occasions

<p>2014.04.11</p>	<p>資訊科技顧問張宗頤博士參與由香港數碼港管理有限公司及政府資訊科技總監辦公室舉辦的資訊保安標準國際會議小組討論，議題為「國際標準及私隱保障」</p>	<p>IT Advisor Dr Henry Chang joined a panel discussion on International Standards and Privacy Protection at the International Conference on Information Security Standards, organised by Hong Kong Cyberport Management Company Limited and the Office of the Government Chief Information Officer</p>
<p>2014.04.17</p>	<p>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2014 — 「流動資訊保安 由我做起」研討會上主講「防止流動裝置的數據外洩」</p>	<p>IT Advisor Dr Henry Chang delivered a speech on Preventing Data Leakage in the use of Mobile Devices at Build a Secure Cyberspace 2014 – Mobile Security Starts from Everyone of Us, organised by Hong Kong Computer Emergency Response Team Coordination Centre, the Office of the Government Chief Information Officer, and the Hong Kong Police Force</p>

2014.11.26	資訊科技顧問張宗頤博士在《IT Pro 雜誌》舉辦的「資訊世界科技日」上主講「大數據與創新分析」	IT Advisor Dr Henry Chang delivered a talk entitled Big Data and Analytic Innovation at Data World Technology Day, organised by <i>IT Pro Magazine</i>
2014.11.28	資訊科技顧問張宗頤博士參與由香港大學法律及科技中心舉辦的「大中華區私隱討論會」小組討論，議題為「健康數據的保障」	IT Advisor Dr Henry Chang joined a panel discussion on Protection of Health Data at the Symposium on Privacy in Greater China, organised by the Law and Technology Centre, The University of Hong Kong
2015.01.23	公署律師程潔美女士出席香港中文大學的一個客席講座，向法律學院博士生講解「個人資料私隱 – 由符規到問責」	Legal Counsel Ms Catherine Ching conducted a guest lecture on Personal Data Privacy – From Compliance to Accountability to students of the Juris Doctor Programme of The Chinese University of Hong Kong



讚賞 Compliment

我十分欣賞你(私隱專員)推廣私隱和資料保障的努力，並做得相當出色

...Your (the Commissioner's) efforts in enhancing and promoting privacy and data protection are remarkable and highly appreciated...

劉燕卿女士, JP
 香港申訴專員公署申訴專員
 Ms Connie LAU, JP
 The Ombudsman, Office of The Ombudsman, Hong Kong

走進社區

關注私隱運動

公署於2014年5月4日至10日舉辦「關注私隱運動2014」，與亞太區私隱機構合作繼續推廣對私隱的關注。香港「關注私隱運動2014」的主題是「個人資料私隱 自己作主話事」，鼓勵市民應盡責保護自己及他人的私隱。期間舉辦了一系列宣傳和教育活動，包括研討會、展覽和論壇，以滿足各行各業、公眾人士和年輕人的需要。

PROMOTING AWARENESS IN 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 2014 ("PAW 2014") from 4 to 10 May 2014. The theme of PAW 2014 in Hong Kong was "Personal Data Privacy: Have My Say", as individuals were encouraged to exercise their rights and responsibility to protect their own privacy and the privacy of others. A diverse range of promotional and educational activities including seminars, exhibitions and forums, were held during the week, catering for the different needs of businesses, the general public and young people, respectively.



「關注私隱運動2014」開展儀式。
Inauguration ceremony of Privacy Awareness Week 2014.



在出版《機構智用社交網絡 尊重個人資料私隱》單張的同時，亦於「關注私隱運動2014」期間為商界舉辦了「機構智用社交網絡：私隱保障的重要」(左圖)及「研發流動應用程式 顧及保障個人資料」兩個研討會。

To coincide with the release of the information leaflet "Privacy Implications for Organisational Use of Social Networks", two seminars entitled "Using Social Networks by Organisations: Why Privacy Matters" (left photo) and "Developing Mobile Apps with Privacy Protection in Mind" were held for businesses during PAW 2014.



公署與香港青年協會賽馬會Media 21媒體空間合辦了網上直播講座「社交網絡私隱 自己作主話事」及青少年網上私隱論壇，與中學生就網上私隱問題互相交流。

A web-cast forum called "Have My Say – How to Use Social Networks While Protecting Your Privacy" and a Youth Forum on Online Privacy were organised for young people in collaboration with the Hong Kong Federation of Youth Groups Jockey Club Media 21.



為期一周的「關注私隱運動2014」，保障資料主任聯會的會員各自在其機構內推廣保障私隱的訊息。由來自69間學校夥伴的保障私隱學生大使亦在其校園內舉辦活動，推廣私隱訊息。

During the one week PAW 2014, members of the Data Protection Officers' Club promoted privacy awareness messages in their respective organisations. Student Ambassadors of the Privacy Protection Programme from 69 secondary school partners organised promotional activities on their campuses.



「關注私隱運動2014」期間，公署與澳門個人資料保護辦公室合作，於港鐵上環站以廣告推廣安全使用流動應用程式。

During PAW 2014, the PCPD and the Office for Personal Data Protection, Macao, jointly promoted the safe use of mobile apps through an advertisement in the Sheung Wan MTR Station.

「關注私隱運動2014」吸引了超過**5,200**名中學生及**5,400**名公眾人士參與，比去年增加了**173%**。

PAW 2014 attracted the participation of over **5,200** students and about **5,400** other members of the public, an **173%** increase over that of last year.

保障私隱學生大使計劃

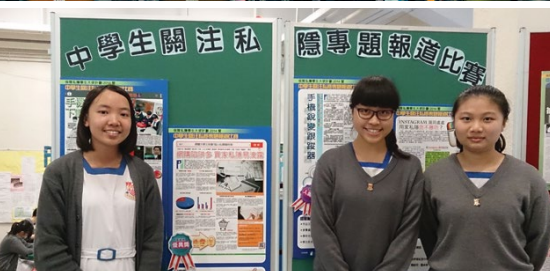
公署連續第四年舉辦保障私隱學生大使計劃。該計劃在2014年舉辦了中學生關注私隱專題報道比賽，來自46間中學逾700名中一至中六學生組隊參加，探討使用互聯網、社交網絡及智能電話的私隱問題，並且在專題報道內展示他們的研究結果。此外，公署職員亦走訪中學進行講座，超過1,400名學生參與。

截至2014年5月30日，共有69間學校夥伴參與保障私隱學生大使計劃(參看附件三)。

Student Ambassador for Privacy Protection Programme

The PCPD has run the Student Ambassador for Privacy Protection Programme for four consecutive years. A Privacy News Reporting Competition was held in 2014 under the Programme. Over 700 form one to six students from 46 secondary schools took part in the competition in teams to look into privacy issues associated with the use of the Internet, social networks and smartphones, and presented their findings in a news article. To support the competition, PCPD staff visited schools and delivered educational talks on privacy to over 1,400 students.

As of 30 May 2014, 69 school partners participated in the Student Ambassador for Privacy Protection Programme (See Appendix 3).



勝出隊伍在校園內向同學推廣保障私隱訊息。
The winning teams promoted privacy protection messages to their peers on school campuses.



教育局局長吳克儉主持頒獎典禮。
Secretary for Education Mr Eddie Ng officiated at the award presentation ceremony.



私隱專題報道比賽勝出作品。
Winning entries of the Privacy News Reporting Competition.



大學保障私隱活動

由2014年10月至12月，公署走訪了10所大專院校，推廣私隱和資料保障。公署職員亦在各院校設立服務台，現場解答師生就私隱保障方面的疑問及提供建議。為籌備是次校園活動，公署於2014年9月1日至28日進行了一個網上問卷調查，以了解大學生最關注哪些個人私隱事宜，獲得了1,283名大專學生回應。調查結果顯示，他們最關心的私隱事宜依次為：(1)直接促銷(2)社交媒體及網絡(3)求職以及(4)智能電話。

University Privacy Campaign

From October to December 2014, the PCPD visited the campuses of 10 local universities to promote privacy and data protection. Help desks were set up and manned by PCPD staff to answer queries and give advice. To prepare for the on-campus campaigns, the PCPD conducted an online survey from 1 to 28 September 2014 to find out which personal data privacy issues concerned university students most. The responses from 1,283 university students revealed that the privacy issues of greatest concern to them were, in descending order of importance, (1) direct marketing (2) social media and networks (3) job applications and (4) smartphones.



在各大專院校設立巡迴服務台，為師生及教職員提供保障資料貼士。

A roving help desk was set up to provide data protection tips on university campuses.

鑑於院校近年發生了多宗嚴重的個人資料外洩事故，公署為大專院校的教職員舉行了連串講座，講解在《個人資料(私隱)條例》下，他們作為資料使用者在行政、教學、資訊管理及研究工作方面應負的責任。超過34,000名大學生及教職員參加，人數較去年增加了51%。

To address the privacy risks highlighted in a number of significant data breaches on university campuses in recent years, the PCPD organised a series of talks to explain to university staff the obligations of data users under the Ordinance in the areas of administration, teaching, IT management and research work. Over 34,000 university students and staff participated in the Campaign, which represented a 51% increase over that of last year.



在10所大專院校的大學生推廣資料保障訊息。

Promotion of data protection messages to university students of the 10 universities.

讚賞 Compliment

有關大學行政及資訊科技管理的兩個講座，讓大學職員(尤其是需要處理個人資料的職員)更加了解《個人資料(私隱)條例》的要求。而資訊科技管理的資料保障研討會，讓資訊科技專業人士交流有用的資訊，並且認識他們日常工作中資料保障的最新科技。

Both seminars on university administration and IT management enabled university staff, in particular those who need to handle personal data, to better understand the requirements under the Personal Data (Privacy) Ordinance through relevant illustrations. The seminar on Data Protection in IT Management was useful for sharing knowledge amongst IT professionals, who learned about the latest technological aspects of data protection in their day-to-day work.

辛麗妍女士
香港中文大學秘書處主任
Ms Judy SAN, Assistant Secretary, University Secretariat
The Chinese University of Hong Kong

公眾講座提升意識

公署積極推展社區教育，向市民講解作為資料當事人，在條例之下享有的權利和如何行使有關權利。公署全年舉辦了27場免費的條例簡介講座。

通訊科技日新月異，公署獲得下列機構支持下，每月在港島、九龍及新界的公共圖書館舉辦講座，教導市民在日常生活中使用科技服務及產品時注重私隱保障：

- 互聯網專業協會
- 國際信息系統審計協會(中國香港分會)
- 網上服務供應商聯盟
- 康樂及文化事務署香港公共圖書館
- 中西區區議會
- 東區區議會
- 離島區議會
- 觀塘區議會
- 沙田區議會
- 油尖旺區議會

Public Awareness Seminar

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 27 free introductory seminars for the general public during the year.

To educate the public on the proper use of the growing communication technologies in daily life, monthly seminars were held in public libraries across Hong Kong, Kowloon and the New Territories, with the support of the following organisations:

- Internet Professional Association
- Information Systems Audit and Control Association, China Hong Kong Chapter
- Online Service Providers Alliance
- Hong Kong Public Libraries, Leisure and Cultural Services Department
- Central and Western District Council
- Eastern District Council
- Islands District Council
- Kwun Tong District Council
- Shatin District Council
- Yau Tsim Mong District Council

長期服務員工 Long Serving Staff

入職15年，我見證公署逐漸成為本港其中一個具認受性的獨立法定機構。這些年來，公署努力向市民及機構推廣私隱條例，不單提高了市民的私隱意識，機構較以往更加重視私隱保障，成就絕非偶然！

Over the past 15 years, I have witnessed the PCPD's evolution into one of the most recognisable independent statutory organisations in Hong Kong. Through the PCPD's continuous efforts to promote the Privacy Ordinance to the public and organisations, not only has privacy awareness among the general public been raised, but organisations are also now paying more attention to privacy protection. These achievements are not accidental at all.

張建華
機構傳訊主任
Billy CHEUNG
Corporate Communications Executive



公眾教育巡迴展覽

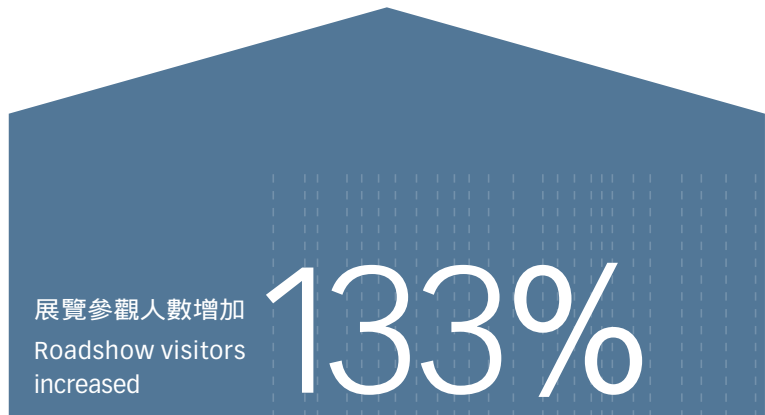
公署參與了中西區區議會於2014年12月連續兩個周末舉辦的上環假日行人坊，吸引了4,000多名市民參觀公署攤位。



保障網上私隱貼士的射擊遊戲吸引了不同年齡的行人。
A shooting game with tips for online privacy protection attracted passers-by of different ages.

Public Education Roadshow

The PCPD took part in the Sheung Wan Promenade, organised by Central and Western District Council, for two consecutive weekends in December 2014. Over 4,000 members of public visited the booth.



此外，由2014年12月28日至2015年1月10日，公署舉辦公眾教育展覽，以流動展覽車巡迴各區，向公眾講解條例，令公眾更認識條例所保障的個人資料私隱權利。巡迴展覽獲得六個區議會的支持，流動展覽車到訪了港島、九龍和新界26個不同地點，共吸引了145,000名人次參觀。流動展覽車內的展板為市民提供切身的保障個人資料貼士，例如如何回應直接促銷、及使用智能電話和社交網絡。

From 28 December 2014 to 10 January 2015, the PCPD staged a public education road show, with an exhibition truck visiting different districts of the city to enhance public awareness of data privacy rights under the Ordinance. The road show, which attracted 145,000 visitors, was supported by six District Councils and covered 26 different locations on Hong Kong Island and in Kowloon and the New Territories. Display panels inside the exhibition truck provided practical tips for protecting personal data in everyday activities, such as responding to direct marketing approaches, and using smartphones and social networks.



人對人直接促銷電話調查

公署委託香港大學社會科學研究中心於2014年3月就人對人直銷電話進行了公眾意見調查，訪問了534名18歲或以上人士。比較2008年由通訊事務管理局辦公室進行的同類調查，2014年的調查結果顯示，人對人來電數量日漸增加，而公眾對這些電話亦愈來愈反感，而且愈來愈少人表示這些電話具任何價值。

SURVEY ON PERSON-TO-PERSON DIRECT MARKETING CALLS

The PCPD commissioned the Social Sciences Research Centre of The University of Hong Kong to conduct a public opinion survey on person-to-person direct marketing calls ("P2P calls") in March 2014, in which 534 respondents aged 18 or above were interviewed. Compared with a similar survey conducted by the Office of the Communications Authority ("OFCA") in 2008, the 2014 survey revealed that there was a growing preponderance of P2P calls, with more people responding negatively to the calls, and fewer people reporting any value from the calls.

	2008	2014
曾接收人對人直銷電話的受訪者 Proportion of respondents receiving calls	84%	91%
估計每星期收到六個或以上電話的受訪者 Frequency of calls as assessed by proportion of respondents receiving six or more calls per week	8%	23%
以「對來電者表明無興趣」來回應人對人直銷電話的受訪者 Proportion of respondents indicating to the caller they were not interested	43%	49%
會「先聆聽資訊再決定是否有興趣」的受訪者 Proportion of respondents who would listen to the caller before deciding if they were interested	46%	28%
不聆聽資訊便立即中斷電話的受訪者 Proportion of respondents who would discontinue the call without listening to the caller	11% (最多) (at most)	21%
表示人對人直銷電話構成不便的受訪者 Proportion of respondents reporting that the calls had caused inconvenience to them	81%	81%
表示人對人直銷電話帶來不便的受訪者，其中進一步指這些電話構成滋擾 Proportion of respondents reporting inconvenience who considered the calls had caused nuisance to them	–	99%
從一些人對人直銷電話中得到好處的受訪者 Proportion of respondents who had derived benefits from some (not all) of the calls	13%	6%
在一些電話中有作出商業交易的受訪者 Proportion of respondents who had concluded commercial transactions during some (not all) of the calls	21%	16%

根據這個趨勢及2014年的調查顯示，非應邀的人對人直銷電話問題較多來自不涉及使用個人資料的電話銷售，私隱專員呼籲政府擴大拒收訊息登記冊，納入人對人直銷電話。現時由通訊事務管理局管理的登記冊，讓電話用戶登記其電話號碼，拒絕接收非應邀商業電子訊息，包括傳真、短訊和預先錄製電話訊息，但不包括人對人電話。私隱專員認為，擴大登記冊可提供一站式的預防措施，讓消費者在源頭一次過登記拒絕所有非應邀的促銷電話，不論電話中有否使用個人資料。規管條例下涉及使用個人資料的人對人直銷電話與擴大拒收訊息登記冊，應該相輔相承。

On the basis of this trend and the further finding in the 2014 survey that the problem of unwanted P2P calls was due more to cold calls not involving the use of personal data, the Commissioner appealed to the Government to expand the Do-not-call (“DNC”) registers to include P2P calls. The DNC registers, currently administered by the OFCA, allow telephone subscribers to register their telephone numbers to ward off unsolicited commercial electronic messages, which include at present fax messages, short messages and pre-recorded telephone messages, but exclude P2P calls. The Commissioner was of the view that an expanded register would provide a preventative one-stop shop that enables consumers to opt out of all unwanted P2P calls at one go and at the outset, regardless of whether personal data was used in the calls. Regulation of P2P calls involving use of personal data under the Ordinance and setting up of the expanded DNC register should complement each other.

報告全文(只有英文):

www.pcpd.org.hk/english/publications/files/p2p_survey_e.pdf

The full survey report (with Executive Summary):

www.pcpd.org.hk/english/publications/files/p2p_survey_e.pdf

調查摘要:

www.pcpd.org.hk/tc_chi/resources_centre/publications/surveys/files/p2p_survey_sum_c.pdf



調查結果顯示，表示人對人直銷電話對他們帶來不便的受訪者當中，超過99%認為這些電話構成滋擾。

The survey revealed that over 99% of respondents reporting P2P DM calls had caused inconvenience to them considered the calls as nuisance.

讚賞 Compliment

政府宜因應社會及市場環境的轉變，加強規管真人電話直銷，包括按照私隱專員建議，讓市民可以在中央檔案登記，拒絕接收人對人直銷電話。

The government should strengthen the regulation of P2P calls in accordance with social and marketing changes, including taking the proposals made by the Commissioner to let the general public register their telephone numbers in the Do-not-call registers so as to ward off unsolicited P2P calls.”

星島日報社論
Editorial, Sing Tao Daily
(2014.08.06)

私隱專員就這議題進一步發表過的文章：

專員網誌(2014年8月21日)：人對人直銷電話的拒收訊息登記冊最終由哪一個政策局負責？(www.pcpd.org.hk/tc_chi/news_events/commissioners_message/blog_21082014.html)

公署通訊第30期：有問有答：人對人直銷電話(www.pcpd.org.hk/chinese/resources_centre/publications/newsletter/files/newsletter_30.pdf)

The Commissioner further explained his views in the following publications:

The Commissioner's Blog (21 August 2014): Renewed Call to Set up a Do-not-call Register for Person-to-person Telemarketing Calls Caught between two Bureaux" (www.pcpd.org.hk/english/about_pcpd/commissioners_message/blog_21082014.html)

PCPD News Issue 30: Questions and Answers: Person-person Telemarketing Calls (www.pcpd.org.hk/english/resources_centre/publications/newsletter/files/newsletter_30.pdf)

讚賞 Compliment

我完全支持私隱專員的建議，政府及業界都應該積極地採取有效措施，儘量減低這些電話對市民造成的滋擾，包括用立法方式解決。

I completely support the proposal made by the Commissioner. Both the government and the industry should proactively take effective measures to minimize the nuisance of these P2P calls to the public, including resorting to legislation.

梁偉峰先生
香港零售科技商會副會長
Mr Joseph LEUNG, Vice Chairman
Hong Kong Retail Technology Industry Association Ltd
摘自 Quote: 電腦廣場 PC Market (2014.08.19)

讚賞 Compliment

公署作為私隱監管者應記一功，他們委託了香港大學的研究小組，就困擾數以百萬計電話使用者的議題，搜集他們的意見，而研究結果為當局提供有力數據，重新考慮採取禁制措施。

To the credit of the privacy watchdog, it commissioned a University of Hong Kong research team to canvass opinion on an issue that has been bothering millions of phone users, and this has given the bureau a much-needed push to reconsider a ban.

南華早報社論
Editorial, South China Morning Post
(2014.08.29)

透過媒體加強訊息傳播

新聞發佈會及訪問

本年度內公署發出了31篇新聞稿(詳見附錄四), 答覆了128個關於私隱條例和個人資料私隱事宜的傳媒查詢。

私隱專員與同事們先後接受了36次傳媒的專訪, 舉行了五次新聞發佈會, 公佈循規審查和調查結果、簡佈重要的私隱議題, 以及匯報年結工作報告。

AMPLIFYING MESSAGES THROUGH THE MEDIA

Press Conferences and Interviews

During the year, the PCPD issued 31 media statements (see Appendix 4) and responded to 128 media enquiries about the Ordinance and data privacy issues.

The Commissioner and his team gave 36 media interviews, hosted five press conferences to announce compliance and investigation reports, conduct briefing on topical privacy issues and deliver the year-end work report.



年內在報刊、電台、電視及網上媒體與公署相關的報道, 共錄得974則。
During the year, 974 news stories covering the PCPD's messages were published in newspapers and magazines, or broadcast on radio, television and the Internet.

南華早報提供報道圖片
Photo courtesy of South China Morning Post



新聞發佈會
Press Conferences

2014.05.29	發表調查報告，內容涉及48則匿名招聘報告不公平地收集個人資料。	Released an investigation report on 48 “blind” recruitment advertisements in relation to the fairness principle of personal data collection.
2014.08.05	公佈一項人對人直接促銷電話的意見調查結果。	Announced the finding of a public opinion survey on person-to-person direct marketing calls.
2014.11.20	公佈兩份有關補習中介公司及外籍家庭傭工中介公司在網上過度收集 / 披露個人資料的調查報告，以及公署視察勞工處個人資料系統的結果。	Released the results of two investigation reports on excessive online collection/disclosure of personal data by recruitment agencies for private tutors and foreign domestic helpers. An inspection report on the personal data system of a Labour Department was also released.
2014.12.15	發表一份有關本地流動應用程式私隱政策透明度的抽查報告，並公佈兩份調查報告，分別是：一間航空服務公司不慎使用流動應用程式外洩個人資料；兩間旅遊服務公司使用流動應用程式收集過量個人資料。	Released the results of a survey on the transparency of privacy practices of local mobile apps; and two investigation reports: Data Leakage through the Inadvertent Use of a Mobile App by an Airline Services Company; Excessive Collection of Personal Data by Two Travel Services Companies Using a Mobile App.
2015.01.27	舉行年結的傳媒茶聚，並就人對人直銷電話、跨境資料轉移、2015年展望等題目作出分享。	Hosted a year-end media reception and covered topics such as person-to-person direct marketing calls, cross-border data transfer and the outlook for 2015.



在新聞發佈會上匯報2014年公署的工作成果。
Media briefing on the accomplishments of PCPD in 2014.

重新設計網站以用家為本



Revamped Website with User-oriented Design



讚賞 Compliment

新網站相當美觀 – 非常清楚及容易瀏覽。

The new website looks great – very clear and easy to navigate.

Mr Jonathan DOBINSON
Director, Communications and Corporate
Office of the
Australian Information Commissioner

公署網站一直是公署向公眾發放私隱資訊的主要平台。該網站(www.pcpd.org.hk)已全面更新，並於2014年11月重新推出。網頁介面重新設計，並重整網站內容，同時加入一系列新功能，就保障私隱事宜提供一站式服務。網頁設計以用家為主導，提供多個捷徑，讓用家更直接獲取有關「個別人士」(資料當事人)或「機構」(資料使用者)的資訊。快速指引讓用家可以輕易瀏覽大部分常用網頁。

The PCPD website has become an important channel for the PCPD to reach out to the community with its growing wealth of privacy information. The website (www.pcpd.org.hk) was entirely revamped and re-launched in November 2014. The interface was redesigned, the contents were restructured, and a host of new features were added to provide a one-stop portal on privacy protection matters. A user-oriented approach provides short cuts for direct access to, or retrieval of, information with respect to “individuals” (data subjects) or “organisations” (data users). A quick guide allows easy access to the most popular pages.

全新網站更榮獲由政府資訊科技總監辦公室及平等機會委員會合辦的「2015無障礙網頁嘉許計劃」銀獎(網站組別)。這嘉許計劃旨在表揚企業及機構致力讓公眾更容易瀏覽他們的網站。

It was awarded the Silver Award (Website Stream) in the “Web Accessibility Recognition Scheme 2015”, jointly organised by the Office of the Government Chief Information Officer (“OGCIO”) and the Equal Opportunities Commission. This Recognition Scheme aims to show appreciation to enterprises and organisations for making their websites accessible

本年度，網站錄得654,917人次，平均每月到訪次數為55,000次。高瀏覽量顯示公眾對私隱問題日益關注，及公署網站使用方便、資源豐富，容易獲取私隱資訊及網上資源。

During the year, the website received 654,917 visits, or an average of around 55,000 visits a month. The high traffic shows that there is growing interest in privacy issues and that visitors find the website a convenient and resourceful platform to obtain privacy information and online resources.

出版刊物

公署為不同界別的持份者出版刊物。年內，公署製作了六份指引資料、一份最佳行事方式指引、三份以資料使用者為對象的資料單張、兩份以資料當事人為對象的單張及一份圖鑑。

Our Publications

To provide our stakeholders with guidance and advice on compliance with the Ordinance, the PCPD published a range of publications during the year, including six guidance notes, one best practice guide, three information leaflets for data users, two leaflets for data subjects, and one infographic.

指引資料	Guidance Notes
個人資料的刪除與匿名化指引 (2014年4月, 第一修訂版)	Guidance on Personal Data Erasure and Anonymisation (April 2014, First Revision)
經互聯網收集及使用個人資料: 給資料使用者的指引(2014年4月, 第一修訂版)	Guidance for Data Users on the Collection and Use of Personal Data through the Internet (April 2014, First Revision)
使用便攜式儲存裝置指引 (2014年7月, 第一修訂版)	Guidance on the Use of Portable Storage Devices (July 2014, First Revision)
銀行業界妥善處理客戶個人資料指引 (2014年10月)	Guidance on the Proper Handling of Customers' Personal Data for the Banking Industry (October 2014)
保障個人資料: 跨境資料轉移指引 (2014年12月)	Guidance on Personal Data Protection in Cross-border Data Transfer (December 2014)
閉路電視監察及使用航拍機指引 (2015年3月, 第一修訂版)	Guidance on CCTV Surveillance and the Use of Drones (March 2015, First Revision)
最佳行事方式指引	Best Practice Guide
開發流動應用程式最佳行事方式指引 (2014年11月)	Best Practice Guide for Mobile App Development (November 2014)
以資料使用者為對象的資料單張	Information Leaflets for Data Users
機構智用社交網絡尊重個人資料私隱 (2014年4月)	Privacy Implications for Organisational Use of Social Networks (April 2014)
網上行為追蹤(2014年4月)	Online Behavioural Tracking (April 2014)
《人力資源管理實務守則》的應用 — 招聘廣告方面的常問問題 (2014年11月, 第二修訂版)	Understanding the Code of Practice on Human Resource Management – Frequently Asked Questions about Recruitment Advertisements (November 2014, Second Revision)

以資料當事人為對象的單張	Leaflets for Data Subjects
明智使用電腦及互聯網 (2014年4月, 第一修訂版)	Protecting Privacy – Using Computers and the Internet Wisely (April 2014, First Revision)
網絡欺凌你要知!(2014年10月)	Cyber-bullying – What you need to know (October 2014)
圖鑑	Infographic
「接受直銷, 有權話事, 拒收無效, 投訴莫遲!」圖鑑 (2014年12月, 第一修訂版)	It is Your Choice to Accept or Refuse Direct Marketing. File a Complaint Against Failed Opt-Out Requests (December 2014, First Revision)



單張：明智使用電腦及互聯網
Leaflet: Protecting Privacy -
Using Computers and the Internet Wisely



新入職員工 Newcomer

當我還是孩童時, 人們並不太著重個人資料的保障。隨著世界變得複雜, 科技急速發展, 部分並帶私隱風險, 人們愈來愈關注自己的私隱和資料保障。推廣私隱權利和資料保障的知識, 便成為一項有意義的工作, 因為它關乎我們每一個人。

When I was a kid, people weren't very concerned about the protection of their personal data. But as the world becomes more complicated and technology advances so rapidly, with privacy implications, there is growing concern about privacy and data protection among the general public. It is a meaningful job to promote privacy rights and data protection knowledge, as it relates to everyone of us.

范傑揮
機構傳訊經理
Timothy FAN
Manager, Corporate Communications Division

公署通訊

《私隱專員公署通訊》是讓公眾了解公署保障私隱工作的另一個有效平台。公署致力為讀者提供有用和豐富的內容，每期均介紹公署最新發表的報告、建議及資源。這本雙語通訊的電子版可於公署網站瀏覽，印刷本的發行量為2,500份，另有約2,400人訂閱網上版。

Newsletter

The *PCPD News* is another effective channel the PCPD employs to keep the public abreast of its privacy protection efforts. The PCPD aims to produce a useful, informative magazine for readers with up-to-date reports, recommendations and resources from the PCPD. The e-edition of the bilingual newsletter is available on the PCPD website. The newsletter has a circulation of 2,500 in print and about 2,400 online subscribers.



公署在本年度出版了兩期公署通訊。第30期的專題報道為「流動應用程式的私隱風險」。

The PCPD published two "PCPD News" editions this year. The cover story of Issue 30 was "Privacy Risks of Mobile Application".