# 提升資料保障和尊重
# Raising Data Protection and Respect

## 教育及參與

傳訊及教育部運用傳媒、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 Communications and Education 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.

## 透過媒體加強訊息傳播

### 新聞發佈會及訪問

本年度公署共發佈了34篇新聞稿（詳見附錄二），答覆了145個與條例和個人資料私隱時事議題相關的傳媒查詢。

私隱專員和其團隊成員先後接受了54次傳媒的專訪，並舉行了六場新聞發佈會，公佈視察、調查和研究結果、簡報重要的個人資料私隱議題和匯報年結工作報告。

## AMPLIFYING MESSAGES THROUGH THE MEDIA

### Press Conferences and Interviews

During the year, the PCPD issued 34 media statements (see Appendix 2), and responded to 145 media enquiries about the Ordinance and the current personal data privacy issues.

The Commissioner and his team members gave 54 media interviews, and hosted six press conferences to announce the results of inspection, investigation and survey reports; and to provide briefings on topical privacy issues as well as presenting the year-end work report.

香港律師會會刊提供報道圖片。
Image courtesy of Hong Kong Lawyer
at www.hk-lawyer.org.

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
**1,534** 則。
During the year, **1,534** news stories covering the PCPD's messages were published in newspapers and magazines, or broadcast on radio, television and the Internet.

### 新聞發佈會
### Press Conferences

| | | |
|---|---|---|
| 19.05.2015 | 公佈一份探討香港兒童私隱的情況及所面對問題的研究結果。 | Released the results of a research on identifying major privacy concerns and problems faced by children in Hong Kong. |
| 21.07.2015 | 公佈兩份有關不公平收集個人資料的匿名廣告，與及有關時裝貿易公司以監察員工考勤為由過度及不公平收集僱員指紋資料的調查結果。 | Released the results of two investigation reports on "blind" recruitment advertisements in relation to the fairness principle of personal data collection, and excessive and unfair collection of employees' fingerprint data by a fashion trading company for monitoring staff attendance. |
| 28.07.2015 | 公佈一項公眾對個人資料私隱的態度調查結果；另發表一份檢視常用公共登記冊內個人資料保障的報告結果。 | Released the results of two surveys: public attitudes on personal data privacy, and personal data protection in commonly-used public registers maintained by the government and public bodies. |
| 20.08.2015 | 新上任的私隱專員黃繼兒先生與傳媒茶聚。 | New Commissioner Mr Stephen Kai-yi WONG met the media. |
| 01.12.2015 | 發表一份有關網上收集青少年資料的抽查報告結果；並發放以「慎留數碼腳印 智慧生活態度」為主題的電視宣傳片。 | Released the results of a survey on online data collection practices targeting youngsters. A TV Announcement in the Public Interest entitled "Stay Smart. Mind Your Digital Footprint" was also launched. |
| 26.01.2016 | 舉行記者招待會，除總結2015年公署的主要工作外，亦提及資料外洩、兒童私隱和電話騙案等主要事故，並分享2016年的重點工作。 | Hosted a press conference to report the PCPD's achievements in 2015. Major incidents such as data leakage, children privacy and telephone deception as well as its strategic focus for 2016 were highlighted. |
| | 另發表視察報告，就一間旅行社所採取的資料保障措施提出建議，並鼓勵業界推行私隱管理系統。 | Also published an inspection report about the personal data protection measures taken by a travel agent. Recommendations were made to its data protection practice, and encourage the travel service industry to adopt the privacy management programme. |

## 電視及電台宣傳廣播、教育短片

為呼籲市民上網時要謹慎，以保障及尊重他人的個人資料，公署於2015年12月發放以「慎留數碼腳印　智慧生活態度」為主題的電視及電台宣傳片以生活化的方式提醒市民上網分享資訊要謹慎，及要先得到別人同意才發放其個人資料和圖片等訊息。

公署隨後於2016年3月製作了一連四集的教育短片，片中主角「私隱神探」以幽默生動的演繹方式，帶出尊重別人個人資料的訊息，以及因數碼腳印而衍生的私隱風險。

公眾可於公署的網站、Facebook專頁與及YouTube平台上觀看有關的宣傳短片。

## TV and Radio API, Educational Videos

The PCPD launched a new TV and radio Announcement in the Public Interest ("API") entitled "Stay Smart. Mind Your Digital Footprint" in December 2015, calling on members of the public to go online vigilantly, and protect, respect others' personal data. In a brisk and lively manner, this API advised the general public to share information online smartly and, to obtain others' consent before uploading others' personal data or sharing photos online.

In addition, the PCPD produced a series of four educational videos in March 2016. The videos featured a fictional character "Privacy Detective" who explained the importance of respecting personal data privacy of others and the privacy risks associated with digital footprints in a humorous and lively way.

The above videos can be viewed at the PCPD's website, Facebook and YouTube channel.



公署邀得著名傳媒人方健儀小姐參與拍攝電視宣傳片及教育短片。
Well-known media figure Ms Akina Fong was invited by the PCPD to take part in the TV API and educational videos.

## 公署網站榮獲多個獎項

## PCPD's Websites Won Recognition



公署的網站是向公眾發放保障個人資料私隱資訊的重要渠道。

公署於2015年12月完成其主網站、與及兩個分別為「網上私隱要自保」和「兒童私隱」專題網站的更新工作。「網上私隱要自保」專題網站提供如何保護網上個人資料的資訊和貼士，減低網上私隱受侵犯的風險。它榮獲「2016無障礙網頁嘉許計劃」金獎（網站組別）；而「兒童私隱」專題網站則為老師及家長提供一站式的保障兒童個人資料的實用貼士和教學資源，它亦取得上述網頁嘉許計劃的銀獎。至於公署的主網站（PCPD.org.hk），則連續兩年取得該計劃的銀獎，另榮獲美國Web Marketing Association頒發的2015年「Government Standard of Excellence」獎項。

The PCPD websites continue to be the important channels for the PCPD to reach out to the community.

The PCPD completed revamping its main website and two thematic websites, namely, "Be SMART Online" and "Children Privacy" in December 2015. These websites won various awards in the "Web Accessibility Recognition Scheme 2016". "Be SMART Online", which provides information and practical tips for the general public to protect personal data online and to reduce the risks of online privacy breach, won the Gold Award. "Children Privacy" is a one-stop portal to provide teachers and parents with practical tips and teaching resources on personal data protection for children. It received the Silver Award. As for the main website (PCPD.org.hk), it was granted the Silver Award for the second consecutive year. It was also awarded the United States Web Marketing Association's 2015 Government Standard of Excellence Award.

出版刊物

公署為不同界別的持份者出版刊物。年內，公署共製作及修訂了三份實務守則／指引及相關輔助刊物、四份指引資料、一份最佳行事方式指引、四份資料單張及七份以資料當事人為對象的單張。

## Our Publications

To provide our stakeholders with guidance and advice on compliance with the Ordinance, the PCPD published and revised a range of publications during the year, including three codes of practice / guidelines and other related explanatory documents, four guidance notes, one best practice guide, four information leaflets and seven leaflets for data subjects.

| 實務守則／指引及相關輔助刊物 | Codes of Practice / Guideline & Other Related Explanatory Documents |
|---|---|
| 保障個人資料私隱指引：僱主監察僱員工作活動須知（2015年10月，第一修訂版） | Privacy Guidelines: Monitoring and Personal Data Privacy at Work (October 2015, First Revision) |
| 僱主監察僱員工作活動須知：家傭僱主應注意的事項（2015年10月，第一修訂版） | Monitoring and Personal Data Privacy at Work: Points to Note for Employers of Domestic Helpers (October 2015, First Revision) |
| 認識《個人信貸資料實務守則》── 共用按揭資料作信貸評估的常問問題（2015年10月，第一修訂版） | Understanding the Code of Practice on Consumer Credit Data – Frequently Asked Questions On the Sharing of Mortgage Data for Credit Assessment Purpose (October 2015, First Revision) |
| 指引資料 | Guidance Notes |
| 收集及使用生物辨識資料指引（2015年7月） | Guidance on Collection and Use of Biometric Data (July 2015) |
| 競選活動指引（2015年8月，第五修訂版） | Guidance on Electioneering Activities (August 2015, Fifth Revision) |
| 資料外洩事故的處理及通報指引（2015年10月，第一修訂版） | Guidance on Data Breach Handling and the Giving of Breach Notifications (October 2015, First Revision) |
| 經互聯網收集及使用個人資料：以兒童為對象的資料使用者注意事項（2015年12月） | Collection and Use of Personal Data through the Internet – Points to Note for Data Users Targeting at Children (December 2015) |
| 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（2015年10月，第一修訂版） | Best Practice Guide for Mobile App Development (October 2015, First Revision) |
| 資料單張 | Information Leaflets |
| 雲端運算（2015年7月，第一修訂版） | Cloud Computing (July 2015, First Revision) |
| 核對程序：常問問題（2015年10月，第一修訂版） | Matching Procedure: Some Common Questions (October 2015, First Revision) |
| 私隱影響評估（2015年10月，第一修訂版） | Privacy Impact Assessments (October 2015, First Revision) |
| 《個人資料（私隱）條例》與電子健康紀錄互通系統（醫護提供者及醫護專業人員注意事項）（2016年2月） | Personal Data (Privacy) Ordinance and Electronic Health Record Sharing System (Points to Note for Healthcare Providers and Healthcare Professionals) (February 2016) |

| 以資料當事人為對象的單張 | Leaflets for Data Subjects |
|---|---|
| 保障私隱 ── 明智使用智能電話（2015年7月，第一修訂版） | Protect Privacy by Smart Use of Smartphones (July 2015, First Revision) |
| 個人資料好重要保障私隱不可少 ── 求職篇（2015年8月，第一修訂版） | Personal Data is Essential – Protect Your Privacy – Job Seeking (August 2015, First Revision) |
| 香港個人資料私隱專員公署簡介（2015年9月，第四修訂版） | About the Office of the Privacy Commissioner for Personal Data, Hong Kong (September 2015, Fourth Revision) |
| 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（2015年9月，第一修訂版） | Exercising Your Right of Consent to and Opt-out from Direct Marketing Activities under the Personal Data (Privacy) Ordinance (September 2015, First Revision) |
| 在網絡世界保障私隱 ── 精明使用社交網（2015年10月，第三修訂版） | Protecting Online Privacy – Be Smart on Social Networks (October 2015, Third Revision) |
| 兒童網上私隱 ── 給家長及老師的建議（2015年12月） | Children Online Privacy – Practical Tips for Parents and Teachers (December 2015) |
| 電子健康紀錄互通系統與你的個人資料私隱（10個保障私隱貼士）（2016年2月） | Electronic Health Record Sharing System and Your Personal Data Privacy (10 Privacy Protection Tips) (February 2016) |



單張：個人資料好重要保障私隱不可少 ── 求職篇
Leaflet: Personal Data is Essential – Protect Your Privacy – Job Seeking



單張：電子健康紀錄互通系統與你的個人資料私隱（10個保障私隱貼士）
Leaflet: Electronic Health Record Sharing System and Your Personal Data Privacy (10 Privacy Protection Tips)



單張：兒童網上私隱 ── 給家長及老師的建議
Leaflet: Children Online Privacy - Practical Tips for Parents and Teachers

## 公署通訊

公署與持份者一直保持緊密聯繫，透過《私隱專員公署通訊》的平台，與持份者分享我們的動向、最新發表的報告及資源。這本雙語通訊的印刷本發行量為2,500份，另有約2,900人訂閱網上版。

第32期乃公署最後一期的印刷本通訊，我們衷心感謝持份者多年以來的支持。今後如欲了解更多公署的最新消息及資訊，歡迎繼續瀏覽我們公署的網站：PCPD.org.hk。

公署於本年度出版了兩期公署通訊。第32期的專題報道為「兒童網上私隱」。
The PCPD published two "PCPD News" editions this year. The cover story of Issue 32 was "Children Online Privacy".

## Newsletter

The PCPD News is one of the channels that the PCPD communicates with its stakeholders to keep them abreast of our news, up-to-date reports and resources. The bilingual newsletter has a circulation of 2,500 in print and about 2,900 online subscribers.

Thanks to the continuous support of our stakeholders, Issue 32 is the last issue of the PCPD News in print. For more details about our latest news and information, please visit our website at PCPD.org.hk.

### 新入職員工 Newcomer

隨著資訊的廣泛流通，人與人之間的溝通變得更方便快捷，許多有關私隱的議題亦隨之出現。不論是企業、學生、長者乃至市民大眾，均應明白保障個人資料的重要。作為傳訊及教育部的一分子，我的工作是協助出版公署的刊物、與傳媒聯繫及宣傳公眾教育活動。我很慶幸能夠參與這些工作，提升公眾對保障個人資料私隱的意識。

With extensive flow of information, people can now communicate in a more convenient and speedy way, which brings along growing concern about different privacy issues. Businesses, students, senior citizens and everyone in the community should be aware of the importance of personal data protection. Being a member of the Communications and Education Division, my duty is to assist in preparation of the PCPD's publications, liaison with the press and promotion of our public education activities. I am glad to play a part in raising public awareness of personal data privacy protection.

冼泳森
二級助理個人資料主任（傳訊）
Connie SIN
Assistant Personal Data Officer II (Communications)

## 推動機構保障資料

### 私隱管理系統

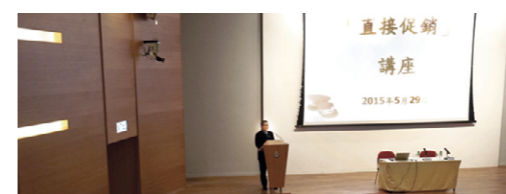私隱管理系統是公署倡議的策略框架，協助機構在管理高層的承擔及恆之有效的檢討及監察程序下，建立健全的私隱保障基建，把私隱及資料保障納入企業管治，從符合條例的要求提升至問責。

為進一步推廣私隱管理系統及協助機構實施這系統，香港特區政府與公署合作，透過顧問服務，協助少部分政府決策局／部門發展或改善其私隱管理系統。

這個顧問計劃的目標是為經揀選的決策局／部門設計及實施度身訂造的私隱管理系統，或檢討及修訂現行的私隱管理系統以作為模範個案，並把從模範個案所得的知識和經驗傳遞予其他決策局／部門。顧問提供的服務／項目包括向經揀選的決策局／部門提供直接協助及意見、製作參考資料及培訓材料作教學用途、舉辦工作坊以分享過程中所得的知識和經驗，以及提供諮詢服務，解答決策局／部門有關發展及實施私隱管理系統的查詢。

這個計劃已於2015年11月展開，預計於12個月內完成。預期這個計劃將伸延至其他公、私營機構。

### 演講

為推動機構灌輸及建立尊重私隱的文化，私隱專員及公署高級職員在本年度向不同的持份者，特別是高層行政人員，發表了32次演講，呼籲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。

## ENGAGING ORGANISATIONS IN DATA PROTECTION

### Privacy Management Programme

PMP is a strategic framework advocated by the PCPD to assist an organisation in building a robust privacy infrastructure committed by the top management and supported by an effective on-going review and monitoring process to incorporate privacy and data protection into corporate governance, shifting from compliance with the requirements under the Ordinance to accountability.

In an attempt to further promote and assist organisations in implementing PMP, the HKSAR Government and the PCPD have collaborated to engage an external consultant to help a small number of government bureaux / departments to develop or improve their own PMPs.

The objectives of the consultancy project are to design and implement tailor-made PMPs, or review and revise existing PMPs for the selected bureaux / departments to be used as model cases and to transfer the knowledge and experience gained from the model cases to other bureaux / departments. The deliverables include direct assistance and advice to the selected bureaux / departments, production of toolkits and training materials for knowledge transfer, conducting workshop to share the knowledge and experience gained from the processes and provision of advisory service to other bureaux / departments with regard to their enquiries on PMP development and implementation.

The project started in November 2015 and was scheduled to take 12 months to complete. It is intended that the PMP will be extended to other public and private organisations.

### Speaking Engagements

To foster the inculcation of a privacy-respectful culture in organisations, the Commissioner and the senior management staff of the PCPD delivered 32 speeches during the year, engaging a broad range of stakeholders, in particular senior executives, to appeal to 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.

| 29.05.2015 | 為香港警務處主講「個案轉介 —— 刑事調查及檢控」講座 | Presentation titled "Case Referral – Criminal Investigation and Prosecution" to the Hong Kong Police Force |
| --- | --- | --- |
| 09.06.2015 | 在香港大學法律學院法律及科技中心舉辦的私隱與創新會議中演講，題目為「大數據帶來的私隱後果」 | Presentation on "Privacy Ramifications of Big Data" at the Conference on "Privacy & Innovation (In Pursuit of Right Incentives)", organised by the Law and Technology Centre, Faculty of Law of the University of Hong Kong |

| 11.08.2015 &<br>11.09.2015 | 在保安局及政府資訊科技總監辦公室舉辦的2015資訊保安研討會中講述「大數據分析及流動應用程式的個人資料私隱保障」 | Speech on "Protecting Personal Data Privacy in Big Data Analytics and Mobile Apps" at the Information Security Seminar 2015 organised by the Security Bureau and Office of the Government Chief Information Officer |
|---|---|---|
| 24.08.2015 | 為海南省政府舉辦的研討會中發表「個人資料(私隱)條例」演說 | Speech on "Personal Data (Privacy) Ordinance" at a workshop organised for the People's Government of Hainan Province |
| 11.09.2015 | 參與(ISC)2、香港互聯網協會、專業資訊保安協會、雲端安全聯盟香港及澳門分會及香港數碼港管理有限公司合辦的安全香港2015的「有備無患」小組討論 | Panel discussion on "Preparing for the unexpected" at SecureHK 2015, co-organised by (ISC)2, Internet Society Hong Kong, Professional Information Security Association, Cloud Security Alliance Hong Kong and Macau Chapter and Hong Kong Cyberport Management Company Limited |
| 07.10.2015 | 在政制及內地事務局舉辦的兒童權利論壇第二十四次會議中發表「兒童私隱」演說 | Presentation on "Child Privacy" at the 24th Meeting of the Children's Right Forum arranged by the Constitutional and Mainland Affairs Bureau |
| 23.10.2015 | 在香港律師會舉辦的兩岸四地青年律師論壇2015中發表「一帶一路:兩岸四地青年律師的無限機遇」 | Speech on "One Belt One Road: Opportunities for Young Lawyers Cross Strait Four Regions" at the Cross Strait Four Regions Young Lawyers Forum, organised by the Law Society of Hong Kong |
| 03.11.2015<br>24.11.2015 | 為新界崇德社發表「個人資料保護與利便營商環境」演講<br>在社會企業研究所舉辦的社會關愛企業約章簽署典禮暨「良心企業與殘疾人士」就業論壇發表「私隱保障共融」演講 | Presentation on "Personal Data Protection and Business-friendly Environment" organised by the Zonta Club of New Territories<br>Speech on "Privacy Protection Inclusion" at the Social Caring Pledge Signature Ceremony & Employer's Forum on Social Responsibility and Disability Employment, organised by the Social Enterprise Research Institute |
| 25.11.2015 | 在香港電腦學會舉辦的「2015香港國際電腦會議」主講「流動通訊的個人資料保障與個人資料(私隱)條例(個案研討)」 | Presentation on "PD(P)O and Personal Data Privacy in a Mobile Society – Case Studies" at the Hong Kong International Computer Conference 2015, organised by the Hong Kong Computer Society |
| 27.11.2015 | 在政府資訊科技總監辦公室、香港警務處及香港電腦保安事故協調中心合辦的「網絡保安四面八方」研討會中講解「流動裝置與私隱」 | Spoke at the Build a Secure Cyberspace 2015 – Cyber Security is Everywhere on "Mobile and Privacy", co-organised by the Office of the Government Chief Information Officer, Hong Kong Police Force and the Hong Kong Computer Emergency Response Team Coordination Centre |
| 27.11.2015 | 為青海省第五十一期中青年領導幹部赴北京／香港培訓班發表「條例與公署介紹」演講 | Presentation on "Introduction to the Ordinance and the PCPD" to the 51st Training Course for Middle-aged and Young Leading Cadres for officials from Qinghai Province |
| 28.11.2015 | 參與由香港律師會舉辦的青Teen講場的私隱解碼小組討論 | Panel discussion on "Decoding Privacy" at Teen Talk organised by the Law Society of Hong Kong |

| 30.11.2015 | 為群策學社主講「保障私隱與資訊自由」 | Speech on "Privacy Protection and Free Flow of Information" to the Hong Kong Strategy |
|---|---|---|
| 30.11.2015 | 在香港大學法律學院法律及科技中心舉辦的大數據與私隱工作坊中發表「從監管機構角度看大數據分析的私隱風險」演講 | Presentation on "Privacy Risks of Big Data Analytics – From a Regulator's Point of View" at Big Data and Privacy Workshop, organised by the Law and Technology Centre, Faculty of Law of the University of Hong Kong |
| 01.12.2015 | 為香港醫學會發表「保障個人資料尊重病人私隱」演講 | Presentation titled "Protecting Personal Data, Respecting Patients' Privacy" organised by the Hong Kong Medical Association Council |
| 09.12.2015 | 在香港美國商會的午餐會主講「香港個人資料私隱保障的最新發展」 | Speech on "Recent Development of Hong Kong Personal Data Privacy Protection" at a luncheon organised by the American Chamber of Commerce in Hong Kong |
| 10.12.2015 | 為香港警務處偵緝訓練中心講解直接促銷條文的規定 | Presentation on "Direct Marketing" to the Police Detective Training Centre of the Hong Kong Police Force |
| 12.12.2015 | 為香港中國婦女會發表「個人資料(私隱)條例」演講 | Presentation on "Personal Data (Privacy) Ordinance" to the Hong Kong Chinese Women's Club |
| 14.12.2015 | 在立法會梁繼昌議員辦事處為香港會計師公會會員舉辦的講座發表「保障、尊重個人資料」演說 | Speech on "Protect, Respect Personal Data" in a seminar organised by the Office of the Hon Kenneth LEUNG arranged for Members of Hong Kong Institute of Certified Public Accountants |
| 18.12.2015 | 為中國國情研習促進會(香港)發表「從私隱看人權和國情」演講 | Speech on "Human Right and National Situation from a Privacy Perspective" organised by the Association of China Trend Studies (Hong Kong) |
| 23.01.2016 | 在政府資訊科技總監辦公室舉辦的2016香港資訊及通訊科技獎活動發表「私隱與創新」演講 | Presentation on "Privacy and Innovation" at the Hong Kong ICT Award 2016, organised by the Office of the Government Chief Information Officer |
| 11.02.2016 | 為電子健康紀錄統籌處講解「有關與健康資料的投訴及處理與電子健康紀錄互通系統有關的處理投訴程序」 | Presentation on "Complaints in Relation to Health Data and Electronic Health Record Sharing System Related Complaints Handling Procedures" arranged by the Electronic Health Record Office |
| 23.02.2016 | 為FinTech Connect發表題為「香港的個人資料保障個人資料(私隱)條例及跨境個人資料轉移」演講 | Speech on "Personal Data Protection in Hong Kong, Personal Data (Privacy) Ordinance and Cross-border Data Transfer", organised by FinTech Connect |
| 08.03.2016 | 為香港西北區扶輪社發表「個人資訊保護與利便營商環境」演講 | Speech on "Personal Data Protection and Business-friendly Environment" organised by the Rotary Club of Hong Kong North West |

| 17.03.2016 | 在國際信息系統審計協會（中國香港分會）的2016週年會議：對網絡安全、新興科技的風險和私隱的有效管治發表「私隱管理系統 —— 邁向私隱管治」演講 | Speech on "Privacy Management Programme – A pathway to Privacy Governance" at the 2016 ISACA China Hong Kong Chapter Annual Conference – Effective Governance to deal with Cybersecurity, Emerging Technology Risks and Privacy, organised by the ISACA China Hong Kong Chapter |
|---|---|---|
| 22.03.2016 & 23.03.2016 | 在Facebook舉辦的「數據主導型經濟發展圓桌會議」發表「如何管理在全球貫通及數據主導型經濟下的個人資料」 | Speech on "How to Manage Personal Data in a Globally Connected and Data-driven Economy?" at Facebook's Roundtables on the Future of the Data Driven Economy |
| 29.03.2016 | 為樹仁大學新聞與傳播學系發表「私隱與營商」演講 | Presentation on "Privacy Protection and Business Environment" organised by the Department of Journalism & Communication of the Hong Kong Shue Yan University |
| 31.03.2016 | 在職業訓練局電子業及電訊業訓練委員會舉辦的智能手機私隱及保安攻略研討會中主講「從規管機構看智能手機私隱」 | Keynote speech on "Smartphone Privacy from a Regulator's Perspective" at the Technology and Application Seminar on Smartphone Privacy and Security, organised by the Vocational Training Council – Electronics and Telecommunications Training Board |
| 31.03.2016 | 在職業訓練局電子業及電訊業訓練委員會舉辦的智能手機私隱及保安攻略研討會中發表「流動應用程式的私隱保障」演講 | Presentation on "Privacy Protection in Mobile App Development" at the Technology and Application Seminar on Smartphone Privacy and Security, organised by Electronics and Telecommunications Training Board of the Vocational Training Council |





## 與持份者會面

## Meeting with Stakeholders

為了解不同持份者對個人資料私隱保障的關注，私隱專員和公署高層與不同機構、團體及政府部門會面和交流。

In order to understand concerns about personal data protection of different stakeholders, the Commissioner and his senior staff met with various organisations, groups and government departments.

| 國泰航空有限公司 | Cathay Pacific Airways Ltd |
|---|---|
| 花旗銀行 | Citibank |
| 香港城市大學 | City University of Hong Kong |
| 中華電力有限公司 | CLP Power HK Ltd |

| 公民教育委員會 | Committee on the Promotion of Civic Education |
|---|---|
| 香港通訊業聯會 | Communications Association of Hong Kong |
| 政制及內地事務局 | Constitutional and Mainland Affairs Bureau |
| 香港大學法律學院 | Faculty of Law, the University of Hong Kong |
| 香港電腦學會 | Hong Kong Computer Society |
| 香港軟件行業協會 | Hong Kong Software Industry Association |
| 香港保險業聯會 | Hong Kong Federation of Insurers |
| 香港訊息科技協進會 | Hong Kong Information Technology Federation |
| 香港無線科技商會有限公司 | Hong Kong Wireless Technology Industry Association |
| 香港獨立媒體、香港人權監察及鍵盤戰線 | Hong Kong In-media, Hong Kong Human Rights Monitor and Keyboard Frontline |
| 香港保險業總工會 | Hong Kong Insurance Practitioners General Union |
| 香港金融管理局 | Hong Kong Monetary Authority |
| 香港警務處 | Hong Kong Police Force |
| 香港生產力促進局 | Hong Kong Productivity Council |
| 群策學社 | Hong Kong Strategy |
| 醫院管理局 | Hospital Authority |
| 國際信息系統審計協會（中國香港分會） | Information Systems Audit and Control Association, China Hong Kong Chapter |
| 中央人民政府駐香港特別行政區聯絡辦公室 法律部資訊科技界立法會議員莫乃光先生及資訊界代表 | Legal Division of the Liaison Office of the Central People's Government in the Hong Kong S.A.R. Legislative Councilor (IT) Hon Charles Peter MOK and delegation of IT industry |
| 新界西立法會議員麥美娟女士、元朗區議員劉桂容女士及姚國威先生 | Legislative Councilor (NTW) Hon Alice MAK Mei-kuen; and Yuen Long District Council members Ms LAU Kwai-yung and Mr YIU Kwok-wai |
| 強制性公積金計劃管理局 | Mandatory Provident Fund Schemes Authority |
| 八達通卡有限公司 | Octopus Cards Limited |
| 政府資訊科技總監辦公室 | Office of the Government Chief Information Officer |
| 法律教育基金有限公司 | The Legal Education Fund Limited |
| 香港申訴專員公署 | The Office of the Ombudsman, Hong Kong |

## 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。截至2016年3月底，聯會有539名個人及機構會員，他們來自公私營機構，並分別具循規、法律事務、規管、執法和客戶服務方面的背景。

公署於本年度為保障資料主任聯會的會員舉辦了三場簡報會和講座，包括現任專員於2015年11月首次與會員會面，分享他對保障、尊重個人資料的看法。此外，2015年年底發生了多宗大型資料外洩事故，及後聯會機構會員羅兵咸永道會計師事務所向會員分享與資訊保安及資料私隱保障有關的議題。

## 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. DPOC membership reached 539 by the end of March 2016. 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.

During the year, the PCPD held three briefing sessions and talks for DPOC members. One of these was the first meeting with the current Commissioner in November 2015. The Commissioner shared his views on Protect, Respect Personal Data with members. PricewaterhouseCoopers ("PwC"), one of organisational members, also shared their insight into issues concerning information security and data privacy following some major data leakage incidents in late 2015.



保障資料主任聯會 DATA PROTECTION OFFICERS' CLUB



羅兵咸永道會計師事務所分享與資訊保安及資料私隱有關的議題。
Representative of PwC shared their views on information security and data privacy.



在首次與專員會面當日，公署首席個人資料主任（政策與研究）張宗頤先生向會員講解條例在雲端運算的應用。
On the first meeting with the Commissioner, Mr Henry Chang, Chief Personal Data Officer (Policy and Research) of the PCPD, briefed the members about how the Ordinance applies to cloud computing.

為了向會員提供一個有效的平台接收公署的資料及符規要求的資訊，公署於2015年7月推出了雙週電子會員通訊。

To provide an effective platform for keeping members abreast of the PCPD's news and compliance requirements, a bi-weekly e-newsletter exclusively for DPOC members has been launched since July 2015.





## 從私隱角度探討大數據國際會議

## International Conference on Big Data from a Privacy Perspective



楊偉雄先生蒞臨主禮。
The Hon Nicholas W Yang officiated at the opening of the Conference.



會議全場滿座吸引250名參加者。
The Conference was a full house attracting 250 participants

為探討大數據應用而引申的不同私隱議題，公署於2015年6月10日舉辦「從私隱角度探討大數據國際會議」，吸引了250名本地及海外的保障資料私隱人員、資訊科技專業人士、法律專家及商界領袖出席。

時為行政長官創新及科技顧問（現任創新科技局局長）和香港特別行政區行政會議非官守議員楊偉雄先生在會議中主禮。

多位國際知名講者在會議上作專題演講。講者包括美國及澳洲的私隱規管機關的人員、學者，以及來自智庫和跨國企業的保障私隱專家。

會議涵蓋有關大數據應用的不同議題，包括法律規管、以風險利益分析為本的創新策略，以及合乎專業操守的資料管治。

To address various privacy issues associated with the use of big data, the PCPD organised the "International Conference on Big Data from a Privacy Perspective" on 10 June 2015. The conference attracted 250 local and overseas data privacy officers, ICT professionals, legal experts and business leaders.

The Hon Nicholas W YANG, the then Advisor to the Chief Executive on Innovation and Technology (the current Secretary for Innovation and Technology) and Non-Official Member of the Executive Council of the HKSAR Government officiated at the Conference.

The Conference presented an international panel of distinguished speakers. They comprised privacy regulators from the United States and Australia, academics and privacy professionals from think tanks and multi-national corporations.

Various issues related to the use of big data were addressed, ranging from legislative controls, innovative approaches based on risk benefit analysis, to ethical information governance.

## 保障個人資料專業研習班

公署在本年度舉辦了70個工作坊，有超過1,629名人士參加。工作坊得到27個專業機構及行業協會支持，涵蓋下列題目：

## Professional Compliance Workshops

During the year under review, we held 70 workshops with over 1,629 participants. The workshops, which were supported by 27 professional organisations and trade associations, covered the following topics:

| 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 Industry |
| 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 |
| 私隱管理系統 | Privacy Management Programme |

於2015年9月，公署推出了「網上學習平台」，為資料使用者提供了一個方便的途徑了解條例的規定，其中資訊及通訊科技相關的課程至今已吸引超過1,000人次瀏覽。

公署一向致力提倡機構應把個人資料和私隱保障納入為企業管治責任不可或缺的一環，並且由上而下貫徹在機構中執行。就此方面，公署於2016年3月推出全新的「私隱管理系統」研習班。這研習班講述《私隱管理系統最佳行事方式指引》的要點。參加者可了解私隱管理系統的基本原則及必要組件，以及如何持續維持及完善系統。

In September 2015, the PCPD launched an "Online Training Platform" with a view to providing a convenient channel for data users to get familiar with the requirements under the Ordinance. ICT related courses were available at this platform and have attracted over 1,000 views since the launch.

The PCPD has been advocating that organisations should make personal data protection part of their corporate governance responsibilities and implement it throughout their organisations. To this end, the PCPD rolled out a new workshop on PMP in March 2016. The course highlighted the key features of "Privacy Management Programme – A Best Practice Guide". Participants would understand the baseline fundamentals and components of a PMP and how to maintain and improve it on an ongoing basis.

## 為個別機構提供講座

公署在本年度為72間公私營機構提供了96場度身訂造的培訓講座，講解條例的要求。（有關詳情請參考附錄三）

## In-house Seminars

The PCPD provided 96 tailor-made training sessions for 72 organisations to explain the requirements under the Ordinance. (See Appendix 3 for details)

### 回響 Feedback

我衷心多謝昨天你（高級個人資料主任（傳訊及教育）陳培玲小姐）提供了一場預備充足及內容非常豐富的講座。這絕對有助同事理解私隱條例的規定，你對條例的熟悉程度，令同事獲益良多。

I would like to express our heartfelt thanks to you (Senior Personal Data Officer (Communications & Education) Miss Carol CHAN) on the very informative, well-prepared and nicely presented talk yesterday. The talk is definitely useful for us to enhance our understanding on the Personal Data (Privacy) Ordinance. Thanks to your profound knowledge in the Ordinance and the good presentation, the talk was well received by our colleagues.

黃玉青女士
土地註冊處助理訓練及發展經理
Ms Connie WONG
Assistant Training and Development Manager, The Land Registry

### 回響 Feedback

再次多謝你（高級律師廖以欣女士）今日特別為香港銀行公會會員主持（跨境資料轉移指引）簡介會。

從《個人資料（私隱）條例》工作小組主席…… 得悉，該簡介會內容非常豐富，有助銀行了解公署在有關議題上的期望。

Thank you (Senior Legal Counsel Ms Sandra Liu) again for hosting the subject briefing (on the Guidance on Personal Data Protection in Cross-border Data Transfer) exclusively for HKAB members today.

As informed by our Chairman of the PDPO Working Group…… the briefing was very informative and has assisted banks' understanding on the PCPD's expectation regarding the issue.

香港銀行公會
The Hong Kong Association of Banks

## 其他講座

為提高公眾人士對條例的認識和理解，公署共舉辦了24場簡介講座。此外，為協助機構為條例第33條（現時尚未生效）的實施作好準備，加強跨境資料轉移的私隱保障，公署在2014年12月發出了《保障個人資料：跨境資料轉移指引》並在本年度與專業及執法團體合辦了六場簡介會介紹第33條的要求及向參加者解釋指引的重點。

## Other Seminars

The PCPD organised 24 seminars to raise public awareness and their understanding of the Ordinance. In addition, with a view to assisting organisations to prepare for the implementation of section 33 of the Ordinance (not yet in force) and enhancing privacy protection for cross-border data transfer, the PCPD issued "Guidance on Personal Data Protection in Cross-border Data Transfer" in December 2014. During the report year, six briefings were held in collaboration with professional/regulatory bodies to give participants an introduction on the requirements of section 33 and highlight the key features of the Guidance.

因應電話騙案激增，公署自2015年8月起共舉辦了10場教育講座，以加強市民對保障自己個人資料的意識。

In response to the surge in phone scams, the PCPD has organised 10 educational talks since August 2015 to enhance the awareness of the members of the public in safeguarding their own personal data.



公署高級律師廖以欣女士簡介《跨境資料轉移指引》。
Senior Legal Counsel Ms Sandra Liu briefed the participants on "Guidance on Personal Data Protection in Cross-boarder Data Transfer".



公署個人資料主任胡慧雅女士及蘇定欣女士與市民分享預防電話騙案貼士。
Personal Data Officer, Ms Terri Wu and Ms Ivy So, shared prevention tips on telephone scams with citizens.

## 中小企網上自學課程

為協助資源有限的中小企了解條例的規定及應用，公署製作了一套網上自學課程。這工具以不同的業務功能向中小企解釋條例的規定，並提供在日常工作中依從條例規定的一些實用提示（如人力資源、直接促銷、資訊科技及保安和外判／轉移個人資料予第三者等）。中小企亦可透過互動問答測試對條例的認知。完成課程後，中小企可自行制定其私隱計劃，並會得到一份分析其機構如何處理個人資料和建議改善的報告。此外，公署自2015年4月起為中小企舉辦講座，介紹這套切合中小企需要的網上自學課程。公署亦

## Online Training Module for SMEs

To help small- and medium-sized enterprises ("SMEs"), which are often faced with resource constraints, learn how to interpret and apply the Ordinance in a cost-effective manner, the PCPD has developed an online self-training module. The tool provides SMEs with general guidelines on the requirements under the Ordinance in relation to different business functions and includes practical tips on privacy compliance in their day-to-day operations (e.g. human resources, direct marketing, information technology security and outsourcing/transferring personal data to third parties, etc). The kit also enables SMEs to test their knowledge of the Ordinance through an interactive quiz. Upon completion of the course, SMEs are expected to be able to build their own privacy plan. They would also receive a report on how they are currently handling personal data, with suggestions and recommendations for improvement. The PCPD has organised seminars since April 2015 to give an introductory briefing on the online training module, tailored to

與工業貿易署、香港生產力促進局的中小企一站通、香港貿易發展局中小企服務中心等機構合作舉辦這類講座。

meet the needs of SMEs. The PCPD also collaborated with the Trade and Industry Department, SME One of the Hong Kong Productivity Council, the SME Centre of the Hong Kong Trade Development Council, and others to organise these seminars.



中小企保障個人資料私隱自學課程。
Self-training Module on Protection of Personal Data for SMEs.



參加者在講座中即場體驗網上自學課程。
Participants experienced the online self-assessment tool at the seminar.



公署與工業貿易署合辦講座，為中小企介紹這網上自學課程讓他們了解符合條例的規定。
The PCPD in collaboration with the Trade and Industry Department held an introductory briefing on this online training module to enhance SMEs' knowledge on the compliance with the Ordinance.

## 行業保障私隱活動

公署於2015年1月開展了為期16個月的保障私隱活動，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得獲得保障，至為首要。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。

協辦機構及公署代表成立了工作小組，以了解業界從業員的關注。公署亦接受了工作小組的提議，推出「網上學習平台」，讓從業員可隨時隨地在網上參閱條例的規定。

## Industry-specific Privacy Campaign

In January 2015, the PCPD launched a 16-month 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 had to embrace the next wave of ICT advancements to foster our economic and social development and that in the process, consumer privacy and data security must remain a priority. The Campaign was co-organised by 10 leading trade associations and supported by 10 professional/academic institutions in the ICT field.

Representatives from the co-organisers and the PCPD formed a working group to canvass the privacy concerns among the practitioners. In response to the suggestion raised by the working group, the PCPD has developed the "Online Training Platform" to provide a convenient channel for those practitioners who wish to go through the requirements of the Ordinance online.





一站式平台方便從事不同工作的資料使用者熟悉條例的要求。
A one-stop portal for data users in different work context to get familiar with the requirements under the Ordinance.

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4月至2016年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 was rolled out to help mobile app developers understand and comply with their legal obligations under the Ordinance. The following activities took place from 1 April 2015 to 31 March 2016. More details of the Campaign are available at www.pcpd.org.hk/mobileapps.

| | |
|---|---|
| 09-13.04.2015 | 於2015國際IT匯中的香港數碼生活嘉年華設置攤位<br>International IT Fest 2015 – Exhibition Booth Staged at Hong Kong Digital Life Carnival |
| 15.04.2015 | 2015國際IT匯 ——「研發流動應用程式 顧及保障個人資料」講座<br>International IT Fest 2015 – Seminar on "Developing Mobile Apps with Privacy Protection in Mind" |
| 17.04.2015 | 為政府資訊科技總監辦公室、香港警務處及香港電腦保安事故協調中心合辦的活動中發表「流動應用程式私隱保障 —— 開發者及使用者需知」演講<br>Seminar on Personal Data Privacy for Mobile Apps Designers and Users<br>organised by the Office of the Government Chief Information Officer, Hong Kong Police Force and Hong Kong Computer Emergency Response Team, Coordination Centre |
| 20.04.2015 | 給香港專業教育學院智能手機軟件開發高級文憑學生的講座<br>Talk to Higher Diploma students in Mobile Applications Development<br>Hong Kong Institution of Vocational Education |
| 24.04.2015 | 在香港總商會舉辦的午餐會主講「開發流動應用程式重私隱」<br>Roundtable Luncheon Talk on Privacy Concern on Mobile App Development arranged by the Hong Kong General Chamber of Commerce |
| 28.05.2015 | 為政府資訊科技總監辦公室主講「應用程式重私隱 創新科技贏信任」<br>Seminar on "Developing Mobile Apps: Privacy matters" arranged by the IT Solution Centre of the Office of the Government Chief Information Officer |
| 24.08.2015 | 《個人資料（私隱）條例簡介》講座<br>Introductory Seminar on the Personal Data (Privacy) Ordinance |
| 16.10.2015 | 直接促銷規管簡介<br>Introductory Seminar on Direct Marketing Regime |
| 21.11.2015 | 在香港電腦保安事故協調中心、香港生產力促進局、專業資訊保安協會及(ISC)2 HK Chapter 舉辦的研討會主講「流動應用程式開發者如何保障用戶私隱」<br>Seminar on "Personal Data Privacy for Mobile Apps Developers" organised by the Hong Kong Computer Emergency Response Team Coordination Centre, Hong Kong Productivity Council, Professional Information Security Association and (ISC)2 HK Chapter |





### 走進社區

#### 機構夥伴合作

公署參與由香港律師會舉辦以「私隱解碼：尊重與包容」為主題的「青Teen講場2015」，與超過80間中學共126隊學生探討個人資料私隱及相關法律的議題。私隱專員更於2015年11月28日擔任嘉賓講者，提醒學生小心注意私隱陷阱。

## PROMOTING AWARENESS IN THE COMMUNITY

### Organisational Partnership

The PCPD participated in Teen Talk 2015 – "Decoding Privacy: Respect and Inclusiveness" organised by the Law Society of Hong Kong and discussed personal data privacy and relevant legal issues with 126 teams of students from over 80 secondary schools. The Commissioner gave a speech on 28 November 2015 reminding students to beware of privacy traps.



私隱專員（前排右九）於2015年11月28日與主禮嘉賓律政司司長袁國強先生, SC, JP（前排右十四）及香港律師會會長熊運信先生（前排右十三），聯同學生代表及嘉賓出席「青Teen講場2015 —— 私隱解碼」開幕典禮。
The Commissioner (9th right, front row), attended the opening ceremony of the "Teen Talk 2015 – Decoding Privacy" on 28 November 2015, together with the officiating guests the Hon Rimsky Kwok-keung Yuen, SC, JP, Secretary for Justice (14th right, front row) and Mr Stephen Wan-shun Hung, President of the Law Society of Hong Kong (13th right, front row) as well as students and guests.

2016年1月28日是資料保障日，私隱專員接受Facebook邀請講解社交網上的私隱保障應注意事項，有關短片已上載至Facebook與不同地方的用戶分享。

To mark the Data Protection Day 2016 on 28 January, Facebook invited the Commissioner to share some tips for privacy protection on social networks. The tips were available on video and shared globally on Facebook.



黃繼兒先生提醒網民在上網時慎留數碼腳印。
Mr Stephen Kai-yi Wong reminded netizens to stay smart online by taking care of their digital footprints.

## 關注私隱運動

公署與亞太區私隱機構在區內合作繼續推廣對私隱的關注，於2015年5月3日至9日舉辦「關注私隱運動2015」，主題是「私隱 關我事！」。公署特別邀請多位立法會議員、專業及知名人士支持這個活動，並在新開設的「網上私隱要自保」Facebook專頁上宣揚「私隱 關我事！」的訊息。

「關注私隱運動」期間舉辦了連串推廣及教育活動，包括保障私隱學生大使在校園的推廣活動、校際問答比賽、街頭魔術表演、展覽和論壇，分別照顧學生、企業和公眾的不同需要，共吸引逾50,000名人士參與。

## Privacy Awareness Week

The PCPD continued to promote privacy awareness in the region, together with APPA members, by organising Privacy Awareness Week 2015 ("PAW 2015") from 3 to 9 May 2015 with the theme "Privacy Matters". The PCPD specially invited a number of legislative councillors, professionals and celebrities to support the campaign and promote the message "Privacy Matters" through the newly launched Facebook page "BeSmartOnline".

A wide range of promotional and educational activities, including campus promotions by student ambassadors, inter-school quiz contests, street magic shows, exhibitions and forums, were held to cater for the various needs of students, businesses and the general public. Over 50,000 people were engaged during the week.

來自不同界別的人士，包括立法會議員莫乃光先生、麥美娟女士及葉建源先生，一同響應「私隱 關我事！」。
People from different walks of life, including legislative councillors Hon Charles Mok, Hon Alice Mak Mei-kuen and Hon Ip Kin-yuen, echoed the theme "Privacy Matters".



郭詠嘉小姐於開展儀式上介紹她特別為「關注私隱運動2015」創作的手繪插畫。
Ms Wingki Kwok presented the creative idea for her four hand-drawn illustrations specially for PAW2015 at the inauguration ceremony.



著名魔術師甄澤權先生現身銅鑼灣，為參觀流動展覽的市民表演街頭魔術。
Magician Mr Louis Yan gave a special street performance for visitors to the PCPD's roadshow in Causeway Bay.



Microsoft香港有限公司區域科技長陳育明先生向保障資料主任聯會會員及資訊科技從業員，講解貫徹私隱的設計與保障資料。
Mr Alan Chan, National Technology Officer of Microsoft Hong Kong, talked about Privacy by Design and Data Protection to members of the DPOC and IT practitioners.

### 回響 Feedback

特別感謝香港設計的海報，它們於關注私隱運動期間在我們的網站及社交媒體發揮了很大的宣傳作用。既明亮又七彩繽紛的設計，配上簡單易明的保障私隱訊息，深受大眾歡迎。

Thank you especially to Hong Kong for the APPA posters. These have worked well on our website, Twitter and Facebook channels as a way of signalling Privacy Week. People really like the bright, colourful design and the easily conveyed privacy messages.

Mr Charles MABBETT
Communications Adviser
Office of the Privacy Commissioner, New Zealand

「保障私隱學生大使計劃2015暨中學生『私隱檔案』新聞攝製比賽」入圍隊伍透過其得獎作品及不同形式活動，於校園宣傳私隱保障。
The finalists of the Student Ambassador for Privacy Protection Programme 2015 – TV News Feature on a Personal Data Protection Competition promoted privacy protection through their work and various activities on their campuses.



經濟日報出版特刊，表揚保障資料主任聯會會員致力保障個人資料私隱。
The Hong Kong Economic Times published a special supplement to recognise the effort made by DPOC members in the protection of personal data privacy.

## 保障私隱學生大使計劃

公署連續第五年舉辦保障私隱學生大使計劃，並在2015年舉辦了中學生「私隱檔案」新聞攝製比賽，來自69間中學逾700名中一至中六學生組隊參加，探討日常生活中遇到的私隱議題，以電視新聞特寫形式報道其研究成果。截至保障私隱學生大使計劃2015完結時（2015年5月），共有111間伙伴中學（參看附錄四）參與保障私隱學生大使計劃。

## Student Ambassador for Privacy Protection Programme

The PCPD has run the Student Ambassador for Privacy Protection Programme for five consecutive years. Under the Programme, a TV News Feature on Personal Data Protection Competition was held in 2015. Over 700 form one to six students from 69 secondary schools took part in the competition in teams by looking into the privacy issues they came across in everyday life and presenting their findings in the form of a TV news feature. As of the end of 2015 Programme (May 2015), 111 partner secondary schools (see Appendix 4) participated in the Student Ambassador for Privacy Protection Programme.



公署邀請了電視新聞節目主持人柳俊江先生與香港電台電視部監製方曉山先生向學生傳授製作新聞短片的心得及擔任比賽評審。
Mr Ryan Lau, host for TV news programme, and Mr Fong Hiu-shan, Executive Producer of RTHK's TV Section were invited to share their experience of TV news reporting with students and judge the competition.



公署科技發展常務委員會成員鄒錦沛博士頒發中學生「私隱檔案」新聞攝製比賽最具創意大獎予順德聯誼總會鄭裕彤中學的同學，該隊伍同時勇奪高中組冠軍。
Dr K P Chow, member of the PCPD's Standing Committee on Technological Developments, presented the Best Creativity Award of the TV News Feature on Personal Data Protection Competition to a team from STFA Cheng Yu Tung Secondary School who was also the champion in the senior section.

此外，「保障私隱學生大使計劃2015」首次舉行全港校際網上個人資料私隱保障問答大賽。活動由公署及香港青年協會賽馬會Media 21媒體空間合辦，並於5月9日舉行了決賽。經過一輪激戰後，最終由樂善堂梁銶琚書院、趙聿修紀念中學及喇沙書院分別奪得冠、亞、季軍。

The 2015 Programme also featured an inter-school quiz on online privacy protection, which was rolled out by the PCPD for the first time. Co-organised with the Hong Kong Federation of Youth Groups Jockey Club Media 21 ("M21"), the final of the quiz took place on 9 May 2015. Lok Sin Tong Leung Kau Kui College, Chiu Lut Sau Memorial Secondary School and La Salle College became the champion, first runner-up and second runner-up, respectively, after a fierce contest.



香港個人資料私隱專員公署、香港青年協會、資訊科技教育領袖協會、教育局、政府資訊科技總監辦公室、互聯網協會及Facebook派代表擔任評判，與最後十強學校出席於「關注私隱運動2015」期間舉行的決賽。
Judges from the PCPD, M21, Association of I.T. Leaders in Education, Education Bureau, OGCIO, Internet Society Hong Kong and Facebook attended the final of the quiz with students from the 10 finalists in PAW2015.

## 大學保障私隱活動

公署自2011年起每年舉辦大學保障私隱活動。2015年8月及9月期間，公署在十間大專院校的迎新營派發紀念品，並於五個迎新營透過互動遊戲推廣保障網上私隱的訊息。公署的攤位遊戲亦在10月至11月巡迴了10間大學，讓大學生了解使用互聯網及智能電話的私隱陷阱。

此外，公署為大學教職員舉行度身訂造的培訓講座，講解在條例下，他們作為資料使用者在行政及資訊管理使用個人資料時負上的責任。整個活動共有約40,000名大學生及教職員參加。

## University Privacy Campaign

The University Privacy Campaign has taken place once a year since 2011. In August and September 2015, the PCPD sponsored selected orientation camps in the 10 universities and held an interactive game session in five orientation camps to deliver educational messages about online privacy. Then the PCPD visited the campuses of 10 local universities from October to November with an interactive game booth to demonstrate privacy traps associated with the use of Internet and smartphones.

In addition, the PCPD organised tailor-made seminars to explain to university staff their obligations as a data user under the Ordinance in the areas of administration and IT management. About 40,000 students and staff members participated in the campaign.



公署首次於大學迎新營舉辦互動遊戲，向大學新生宣揚保障個人資料。
The PCPD held game sessions in orientation camps for the first time to promote data protection to freshmen.



公署的攤位遊戲巡迴了十間大學，提醒大學生「網上私隱要自保」。
The PCPD toured 10 universities with an interactive game booth to remind students to "Be Smart Online".



「大學行政與私隱保障」及「資訊科技管理的資料保障」講座於2016年1月20日舉行，超過220名大學職員參加。
Two seminars on IT management and university administration were held on 20 January 2016 and attended by over 220 university staff members.

## 公眾教育巡迴展覽

公署參與了中西區區議會於2015年12月13及20日兩個周末舉辦的上環假日行人坊，活動吸引了約4,000名市民參觀公署攤位。



攤位的互動飛鏢遊戲闡釋一些常見的網上私隱陷阱。
The booth featured a game of darts which explained some common privacy traps online.

此外，由2015年12月27日至2016年1月9日，公署舉辦公眾教育巡迴展覽，以流動展覽車巡迴各區，令公眾更認識條例所保障的個人資料私隱權利，吸引了超過140,000名人次參觀。是次流動展覽車的設計主題配合當時推出的電視宣傳片，車身以著名傳媒人方健儀小姐就上網及下載免費應用程式的精明提示，提醒公眾保障個人資料首要是自保。車內展板則就使用智能電話、社交網及兒童網上私隱等方面，提供慎留數碼腳印的實用貼士。

## Public Education Roadshow

The PCPD took part in the Sheung Wan Promenade, organised by Central and Western District Council, on 13 and 20 December 2015. About 4,000 members of public visited the booth.

The PCPD staged a public education road show from 27 December 2015 to 9 January 2016, with an exhibition truck visiting different districts of the city to enhance public awareness of data privacy rights under the Ordinance, reaching out to over 140,000 visitors. The road show was held in conjunction with the newly launched TV API. Well-known media figure Ms Akina FONG, who was commissioned by the PCPD to take part in the TV API, was featured on the exhibition vehicle to disseminate the message about protecting personal data online. Display panels inside the exhibition truck provided practical tips for protecting personal data in daily life such as using smartphones and social networks, and for protecting children's privacy online.





## 公眾對私隱及資料保障的態度調查

公署於2015年7月28日公佈公眾對個人資料私隱的態度的調查結果，調查顯示個人對私隱權利的意識及公眾對公署的信任普遍為高。

是次調查成功以電話訪問了1,222名成年人及四個聚焦小組來自不同背景的36名與會者。調查顯示公眾常為了方便而犧牲私隱。只有少數受訪者表示介意提供手提電話號碼（即使會引來促銷電話）、職業或完整出生日期（儘管它經常被用作核實身份）。

近半數的受訪者在過去12個月曾經歷其個人資料被濫用，最常發生問題的是銀行（57%），其次是電訊公司（32%），健身／美容中心（26%）及財務公司（17%）。個人資料曾被濫用的受訪者中，接近11%有作出投訴，而受訪者解釋沒有投訴的主要原因是提供資料的是其朋友（35%），其次是受訪者（25%）不願意央及該公司的職員。

絕大部分的受訪者（86%）同意或非常同意公署自2010年一宗廣泛報道的事件發生後，提升了社會對個人資料私隱的認知。調查亦評估了受訪者對六個法定機構在處理投訴方面的公信力，顯示公署是第二最受信賴的機構，僅次於廉政公署。

絕大部分的受訪者（87%）有使用智能手機，其中95%有安裝即時通訊應用程式。而這些受訪者中，72%是知道程式會查閱他們智能手機上所有聯絡人的資料，而有不少受訪者（33%）也認為法例應該禁止這個做法。

報告全文（只備英文版）：
www.pcpd.org.hk/english/resources_centre/publications/surveys/files/baselinesurvey2014.pdf

調查摘要（中文版）：
www.pcpd.org.hk/tc_chi/resources_centre/publications/surveys/files/baselinesurvey2014_summary_c.pdf

## BASELINE SURVEY OF PUBLIC ATTITUDES ON PRIVACY AND DATA PROTECTION

On 28 July 2015, a survey of public attitudes on personal data privacy (the "Survey") commissioned by the PCPD revealed that awareness of privacy rights of individuals and public trust in the PCPD were generally high.

The survey results were based on telephone interviews with 1,222 adults and focus group interviews with 36 participants from a diverse background. It revealed that the public could often sacrifice privacy for the sake of convenience. Few respondents were very concerned about providing mobile phone number (even though it would attract advertising calls), occupation or full date of birth (even though it is often used for validation).

Nearly half of respondents had experienced misuse of their personal data in the last 12 months and the most common source of the problem was banks (57%), followed by telecom companies (32%), fitness/beauty centres (26%) and money lenders (17%). Almost 11% of those who experienced misuse had made a complaint, while those who had not complained explained that the major reasons were that friends had provided the information (35%), or they were unwilling to involve the company staff (25%) responsible for the misuse.

An overwhelming majority of respondents (86%) agreed or strongly agreed that the PCPD has increased community awareness of personal data privacy issues after a widely published incident in 2010. The Survey also assessed the perceived trustworthiness of six statutory agencies in handling complaints and identified the PCPD as the second most trusted agency, after the Independent Commission Against Corruption.

An overwhelming majority (87%) of respondents used a smartphone of whom 95% had an instant messaging app installed. 72% of these respondents were aware that the app accesses all contact information on their smartphones and a significant proportion (33%) thought the law should prohibit this.

The full survey report (with executive summary):
www.pcpd.org.hk/english/resources_centre/publications/surveys/files/baselinesurvey2014.pdf



香港大學社會科學研究中心總監白景崇教授負責是次調查，並於記者招待會中講解調查結果。
Professor John Bacon-Shone, Director, Social Sciences Research Centre, the University of Hong Kong, was commissioned to conduct the survey and presented the findings in the press conference.

## 兒童私隱研究報告

公署於2015年5月19日舉行記者招待會，與傳媒分享研究結果。
A press conference was held on 19 May 2015 to share the findings of the study.

為探討兒童私隱在香港的情況及面對的問題，公署委託香港浸會大學社會科學研究中心（「研究中心」）進行一項研究。報告於2015年5月發表，研究結果顯示，父母及教師較少協助兒童處理私隱問題，亦較少關注兒童的網上私隱，原因大概是缺乏認知和支援。

研究中心進行了焦點小組訪談，藉以了解家長、中學生及中、小學教師對兒童私隱的意見；再與四個關注兒童權利的非政府組織之代表進行了深度訪談。研究顯示，使用互聯網的兒童，年齡比以往的愈趨年幼；加上兒童以及他們的父母、或監護人及教師未必有足夠的私隱意識，這會構成嚴重的私隱風險。

報告顯示兒童欠缺安全使用互聯網的能力。兒童在很年幼時，在網上已出現他們的「蹤跡」。一些父母可能會把子女的相片及短片上載至社交媒體網站。這些網上的「蹤跡」，由於孩子尚很年幼，無從明白和同意這種做法。

基於行政和教學用途，學校通常會持有大量關於學生及學生家人的個人資料。另一方面，學校又愈來愈多採用電子方式儲存數據，用作「網上學習」，這些網上資源可作教學及評估之用。當學校利用資訊科技帶來方便的同時，不應忽視隨之而來的私隱風險，特別是關乎兒童的個人資料。

## RESEARCH STUDY ON CHILD PRIVACY



In order to identify major privacy concerns and problems faced by children in Hong Kong, the PCPD commissioned the Centre for the Advancement of Social Sciences Research ("CASR") of Hong Kong Baptist University to carry out an exploratory study. The results, which were released in May 2015, show that parents and teachers seem to have little involvement in managing children's privacy issues and little awareness about children's problems online, a situation that was probably attributable to lack of knowledge and support.

Focus group interviews were conducted to understand the views of parents, secondary school students and teachers of primary and secondary schools on child privacy issues. In-depth interviews were also conducted with representatives from four non-governmental organisations whose main focus is children. The study showed that children were going online at a younger age than ever, and that the lack of awareness among children and their parents or guardians and teachers might pose a serious risk.

It also appeared that children did not have the capacity to engage with the Internet in a safe manner in all circumstances. Children's digital footprints were taking shape from a very young age. Some parents might post photographs and videos of their children on social media sites. These digital footprints were created for children who were too young to understand or consent.

Schools always keep a wide range of personal data about their students and their families which are all necessary for basic administration and instruction. On the other hand, schools are also increasingly storing electronic data associated with "connected learning", where online resources are used for academic instruction and evaluation. While schools reap the benefits of information technology, they must not lose sight of its attendant risks to privacy and data protection especially that are of children.

至於父母，他們也應明白和懂得使用適當工具以保障他們的網上私隱，來限制誰人可以看到孩子的資料。父母應該自己也要明白及要向子女解釋，上載於社交媒體的資料會廣泛流傳及長久保留。父母應教導孩子作為「網民」除享有私隱權利、亦要履行責任，尤其如何應對網上一些厭惡和恐嚇的言論。

報告作出了一些建議，有助相關持份者跟進，包括在學校課程內，例如資訊教育課程、通識課程及專題研習活動內，加入有關私隱議題及私隱保障的方法；並鼓勵父母和教師／學校加強溝通，共同處理兒童的私隱問題。

報告摘要（中文版）：
www.pcpd.org.hk/tc_chi/resources_centre/publications/surveys/files/child_survey_c.pdf

As regards parents, they should understand and use the privacy tools on any website or mobile applications that their children use for school or at home to limit who can see their information. They must understand and explain to their children that what they post on social media could be far reaching and long lasting. Children should also be given guidance about their privacy rights and also responsibilities as "netizens" when dealing with hateful or threatening messages on the Internet.

The focus group interviews with stakeholders generated some insights which are useful in the follow up work. Some suggestions include adding sections or topics related to privacy issues and privacy protection measures to the curriculum in subjects such as information technology, and liberal studies, and in project learning activities; and strengthening communication between parents and teachers/schools to address children's privacy issues.

The executive summary of study report:
www.pcpd.org.hk/english/resources_centre/publications/surveys/files/child_survey_e.pdf

## 感言 Sharing

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加入傳訊及教育部已接近五年，我見證著機構及個人對保障個人資料私隱的意識日漸提昇，我相信這是我們透過與時並進的方式進行推廣及公眾教育所得的成效。除了傳統的宣傳及教育活動外，我們還透過社交平台將尊重、保障個人資料的訊息廣傳至社會各個層面，亦推展了網上學習平台，讓資料使用者可利用更方便的途徑了解條文的規定。這些嶄新的做法不但使公眾受惠，亦讓我獲益良多。

I have joined the Communications and Education Division for around five years. I witness the growing personal data privacy awareness among organisations and members of the public, which I believe is the result of our initiatives in carrying out education and promotion. Apart from conventional education and promotion activities, we have been disseminating the message of "Protect, Respect Personal Data" to the community on social media. We have also developed an "Online Training Platform" to provide a convenient channel for data users to get familiar with the requirements under the Ordinance. These new initiatives offer great learning opportunities not only to the public but also to me.