

Promoting Data Protection and Respect

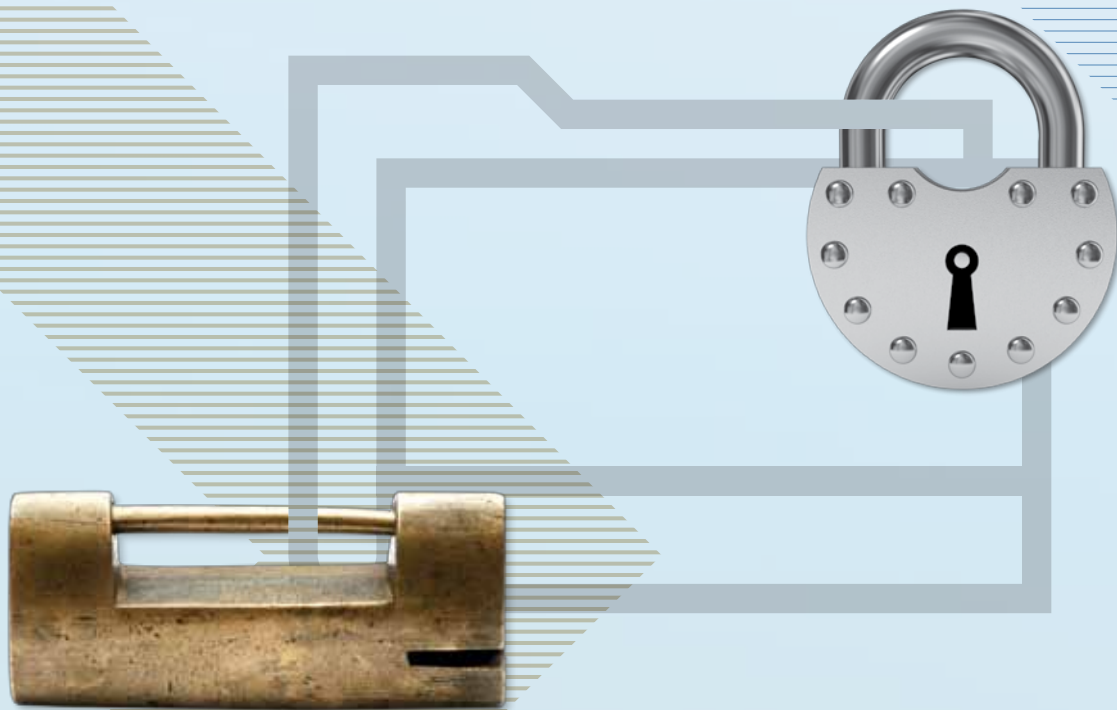
推廣資料
保障和尊重

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和尊重，舉辦培訓以促進機構認識條例的規定，與傳媒及其他持份者建立工作關係。

Education and Engagement

The Communications and Education Division promotes privacy and data protection and respect through the media, PCPD publications and public education programmes; organises and conducts training for organisations on the requirements under the Ordinance; and manages our work relationships with the media and other stakeholders.





公署20周年誌慶酒會「資料導向經濟下的
個人資料保障與尊重」

PCPD 20TH ANNIVERSARY COCKTAIL RECEPTION
“PROTECT AND RESPECT PERSONAL DATA IN A DATA
DRIVEN ECONOMY”



公署於2016年9月9日舉行了20周年誌慶酒會，由時任政制及內地事務局副局長陳岳鵬擔任主禮嘉賓。

當日共超過120名嘉賓出席酒會。私隱專員在致歡迎辭時感謝各持份者對公署保障個人資料私隱工作的支持，並介紹了公署過往20年的歷史和主要成就，以及他對公署的願景。

在酒會完結前，公署播放一段特別製作的短片，與在場人士一同回顧過去20年公署在本港推動保障個人資料私隱的重要里程碑和活動。

On 9 September 2016, the PCPD marked its 20th anniversary with a cocktail reception officiated at by the then Under Secretary for Constitutional and Mainland Affairs, Mr Ronald Ngok-pang Chan.

The cocktail reception was attended by over 120 guests. In his welcome speech, the Commissioner thanked different parties for their support for the PCPD's work on the protection of personal data privacy. The Commissioner also introduced the history and major achievements of the PCPD in the past 20 years and his vision for the PCPD to the guests.

The cocktail reception ended with a special video which highlighted PCPD's milestones over 20 years of personal data privacy protection in Hong Kong.

「資料保障法律在資訊世代的發展」學術研討會

為慶祝公署成立20周年，公署於2016年9月9日與香港城市大學法律學院合辦「資料保障法律在資訊世代的發展」學術研討會。研討會由時任政制及內地事務局副局長陳岳鵬擔任主禮嘉賓，出席嘉賓還包括香港城市大學校長及大學傑出教授郭位教授和香港城市大學法律學院院長Geraint Howells教授。

研討會的主題是「資料保障法律在資訊世代的發展」，共分為三個專題演講連討論環節，研討課題包括內地及其他法域區的私隱法規，以及就執法和循規、資料保安、透明度、私隱範疇的轉變和消費者的資料保障等進行經驗分享。研討會邀請了超過十位來自內地、德國、韓國、星加坡、馬來西亞以至澳門等地的專家擔任主講嘉賓，就當地的相關法規的發展予以真知灼見，吸引了超過100名人士出席。

SYMPOSIUM ON “DATA PROTECTION LAW DEVELOPMENT IN THE INFORMATION AGE”

To celebrate its 20th anniversary of the establishment, the PCPD jointly organised the Symposium on “Data Protection Law Development in the Information Age” with School of Law of the City University of Hong Kong on 9 September 2016. The Symposium was officiated at by the then Under Secretary for Constitutional and Mainland Affairs, Mr Ronald Ngok-pang Chan. Other guests included the President and University Distinguished Professor of the City University of Hong Kong, Professor Way Kuo, and the Dean of the School of Law of the City University of Hong Kong, Professor Geraint Howells.

The theme for the Symposium was “Data Protection Law Development in the Information Age”. It consisted of three sessions with presentations and panel discussions. Various regulatory issues relating to data protection laws in the mainland of China and other jurisdictions were addressed. Experience sharing on enforcement and compliance, data security, transparency, privacy changes and consumer data protection were also covered. The Symposium had drawn over 10 distinguished speakers from different parts of the world, including the mainland of China, Germany, Korea, Singapore, Malaysia and Macao, to share their expertise and views in the development of the relevant laws. Over 100 participants attended the Symposium.



透過傳媒加強訊息傳播

傳媒

公署走入社羣，致力培育「保障、尊重個人資料」文化。我們透過不同的媒體網絡，帶出對各項私隱議題的關注，藉以提升公眾對個人資料保障權利的認知。

本年度公署共發布了37篇新聞稿（詳見附錄二），回應了179個與條例和個人資料私隱時事議題相關的傳媒查詢。透過互聯網、報章、雜誌以至電視及電台廣播，年內共錄得2,051則與公署相關的報道。

私隱專員及其團隊成員先後接受55次傳媒訪問，並於2017年1月舉行傳媒茶聚，總結公署2016年的工作成果及來年工作展望。

私隱專員亦主動回應本地以至海外私隱相關的議題，年內曾就以下的事件表達關注及作出跟進：

與選舉活動有關的議題

2016年7月至8月立法會換屆選舉期間，私隱專員提醒各候選人及／或其選舉代理人，向選民進行拉票活動時須遵從條例規定以收集、持有、處理及使用個人資料；另提醒選民，向他人提供個人資料前，應先清楚了解及接受對方收集資料的目的。此外，有網民針對個別人士發起追查及公開其個人資料，並出言恐嚇，可能涉及網絡欺凌，私隱專員勸喻有關人士尊重他人的私隱，以免觸犯法律。

2017年2月行政長官選舉期間，公署曾先後兩次作出聲明，就「2017特首選舉民間全民投票」活動之「投票系統」涉及不公平收集個人資料的情況及保安漏洞，強烈要求有關活動停止收集及停用所涉的Telegram通訊程式。及後於3月傳媒發現有網站聲稱有超過二萬個參與一項民意研究機構所進行的民間意見收集活動的投票者之資料遭洩漏，私隱專員亦即時要求活動主辦組織解釋，並作出適當跟進。

AMPLIFYING MESSAGES THROUGH THE MEDIA

Media

The PCPD is committed to extending the office's reach into all parts of the community to nurture the "protect, respect personal data" culture. We use the media to highlight issues concerned and make members of the public more aware of their personal data privacy rights.

During the year, the PCPD issued 37 media statements (see Appendix 2), and responded to 179 media enquiries about ad-hoc issues on personal data privacy. 2,051 news stories covering the PCPD's messages were published online, on newspapers and magazines, or broadcast on television and radio.

The Commissioner and his team members gave 55 media interviews, and hosted a media tea reception in January 2017 to present the year-end work report and the strategic focus for 2017.

Over the year, the Commissioner responded proactively to local and global privacy-related issues, including:

Electioneering-related incidents

During the period of Legislative Council General Election in July and August 2016, the Commissioner called on candidates and/or their election agents to abide by the Ordinance when approaching individuals to canvass for vote that involve the collection, holding, processing and use of personal data. He also reminded electors not to provide their personal information to other parties unless they fully understood and accepted the collection purposes of these parties. In view of some Internet users who banded together online to track down and disclose individuals' personal data and even made intimidating remarks, the Commissioner called for Internet users to respect others' privacy rights to avoid contravening the relevant offences set out in the Ordinance.

During the period of Chief Executive Election in February 2017, the PCPD issued two statements in regards to the issues of personal data privacy and data security arising from a voting system used by the "Chief Executive Election Civil Referendum 2017" (the activities). The Commissioner urged the organiser to stop collecting personal data unfairly and the use of the related Telegram in the activities. Later on in March, the media reported a suspected personal data leak of over 20,000 participants who joined an activity that gauged public views. The Commissioner immediately asked the organiser for an explanation, and duly followed up.

2017年3月下旬，就一政府部門儲有選民登記資料的手提電腦失竊的事件，由於可能涉及的個人資料數量頗大，公署就事件展開循規審查，同時建議處方應盡快澄清事件的具體內容，並適當地通知涉事人士。

攝錄裝置與監察

2016年8月，私隱專員關注一名外國藝術家將截取自香港的網絡監察攝錄機的圖像，於英國倫敦一間美術館展出及出售，當中或涉嫌侵犯香港居民的個人資料私隱。公署遂聯絡英國的個人資料保障機關跟進事件，最終該名藝術家將圖像中的市民面貌模糊化並同意不再出售複印的圖像；私隱專員亦提醒使用網絡攝錄機的人士要做好保安措施，防止攝錄影像或圖像可以隨意被他人瀏覽或截圖。

2016年第四季，市民關注的士安裝攝錄裝置所引起的個人私隱議題，包括推動的士發展聯會試行的「的士攝錄錄音監控安裝計劃」，與及有關一名的士司機上載乘客在車廂內哺乳的相片到社交網站的事件，公署就所發出的相關指引建議資料使用者應否及如何負責地使用閉路電視。

流動應用程式

使用智能裝置已成為市民生活的一部份，所下載的流動應用程式亦潛在私隱風險。年內主要相關事件包括 a) 2016年7月，擴增實境手機遊戲Pokémon Go需要用家開啟其位置功能方可使用，加上需開啟手機鏡頭以利用擴增實境科技將遊戲融入現實環境中，當中涉及需要收集及使用個人資料；b) 2016年8月，即時通訊手機應用程式WhatsApp更改服務條款和私隱政策，擬與母公司facebook分享用戶的個人資料；及c) 2016年11月，三款來電攔截手機應用程式涉嫌收集用戶通訊錄並整合成資料庫。私隱專員先後就以上事件表示關注及作出相應的跟進行動，並向用家提供相關的保障個人資料私隱的建議。

In late March 2017, a government department reported theft of two computers that contains electors' data. The PCPD was mindful of the fact that the personal data possibly involved in this incident was of considerable amount, and a compliance check was initiated immediately. The concerned department was also advised to clarify the details of the incident as soon as possible and to inform the relevant parties as appropriate.

Camera and Surveillance

In August 2016, an art gallery in London staged an exhibition which featured images captured from unsecure webcams in Hong Kong. The PCPD referred the case to the Information Commissioner's Office in the UK for follow-up actions pursuant to international cooperation arrangements. The artist then agreed to obscure or blur the faces of the people in the webcam images displayed in the gallery, and stopped selling prints of those images. The Commissioner also provided tips for the users of Internet-connected devices on protecting their own personal data.

Members of the public were also concerned about the installation of CCTV cameras in taxis and the intrusion of their privacy raised in the fourth quarter last year, including the trial scheme to install CCTV cameras in taxis carried out by the Association of Taxi industry Development, and an incident in which a taxi driver posted a photo of a passenger breastfeeding her baby on social media site. The PCPD also offered advice based on the guidance issued for data users on determining whether CCTV should be used in given circumstances and how to use CCTV responsibly.

Mobile Applications (apps)

Using smart devices is an integral part of life among members of the public. There are potential risks posed by the mobile applications to the privacy of users. Related key issues in 2016 included a) In July 2016, Pokémon Go, a location-based, augmented reality game app requiring the users to activate their location function and the device camera but this involved personal data collection and usage; b) In August 2016, instant messaging app WhatsApp changed the service terms and privacy policy intending to share user information with parent company Facebook; and c) In November 2016, the collection and integration of users' personal data by three mobile apps with "call-blocking" function. The Commissioner expressed concerns about these issues, took follow-up actions and provided tips for safeguarding personal data privacy.

動畫短片：認識條例下的六項保障資料原則

Animation: Six Data Protection Principles under the Ordinance



公署特別製作首套動畫短片「《個人資料(私隱)條例》下的六項保障資料原則」，片長約三分半鐘，除以活潑生動的手法簡介條例下個人資料、資料使用者以至資料持有人的基本概念外，通過深入淺出的禮品換領過程，帶出個人資料由收集、保存、使用以至銷毀的整個生命週期，以及過程中作為資料使用者需要遵從的六項保障資料原則，讓公眾感受到個人資料私隱是與日常生活息息相關。

The PCPD specially produced its first 3.5-minute animation entitled “The Six Data Protection Principles Under the Personal Data (Privacy) Ordinance”. It was produced with a view to presenting the basic concepts of personal data, data users and data subjects as defined in the Ordinance by way of a more creative and lively approach. Through a story of redeeming gifts from a shop, the animation illustrated the entire life cycle of a piece of personal data, from its collection, retention, use to deletion. The six DPPs that data users (organisations) have to comply with during the whole process were presented in an easily understandable manner so that data subjects (individuals) can better understand the close relationship between personal data privacy and their daily lives.

該動畫短片現已上載至公署網站及 Youtube 專頁供市民觀看。

The animation is now available on the PCPD website and its Youtube page for public viewing.

教育短片及電視宣傳短片

Educational Videos and TV API

為提醒市民在使用資訊及通訊科技時保護私隱的重要性，公署於2017年3月推出題為「網上私隱有法保」的全新電視宣傳短片及一系列動畫教育短片。

To remind the general public the importance of privacy protection when they involve in the use of ICT, the PCPD launched a new TV Announcement in the Public Interest (API) and a series of animated videos in March 2017.

該段宣傳短片及一套共四集的動畫教育短片，以輕鬆有趣的方式，為市民提供在使用資訊及通訊科技時保護個人資料的小貼士。教育短片的題目包括精明使用流動應用程式及網絡攝錄機、管理網上帳戶及密碼，和使用社交網絡時的私隱設定。

Entitled “Think Privacy! Be Smart Online”, the API and a series of four educational videos aimed at providing advices to the general public in an easy-to-understand and user-friendly way on how to protect privacy when they engage in ICT activities. Topics of this public educational initiative included the wise use of mobile apps and webcams, managing online accounts and passwords, as well as reviewing privacy check-up at social media.

公眾可於公署的網站、「網上私隱要自保」專題網站、Facebook專頁以及YouTube平台上觀看有關的教育短片及宣傳短片。為了加強宣傳，「網上私隱有法保」宣傳短片亦安排於本地電視台播放，並與動畫教育短片同於網上平台進行宣傳。

The API and videos can be viewed at the PCPD's website, mini website "Be Smart Online", Facebook and YouTube channel. To augment the publicity impact, the API was broadcast on local TV channels. Online broadcasts were also arranged to publicise the API and the series of educational videos.



電視劇《私隱何價II》

2016年正值公署成立20周年，公署與香港港台再次聯合製作電視劇《私隱何價II》，這亦是繼2012年第一輯《私隱何價》播出以來，公署再次與香港電台合作，以實況劇形式向社會大眾推廣保障個人資料私隱的訊息。《私隱何價II》電視節目於2016年7月2日起播出，節目分為六集單元劇，透過戲劇演繹真實個案，再配以生活化的題材和情節，包括：閉路電視監察、禮品換領、直接促銷、網絡欺凌、電話騙案，讓市民，包括機構管理層和僱員，都能深入淺出地了解條例的相關規定，推廣「保障、尊重個人資料」的文化。

為隆重其事，《私隱何價II》啟播禮於6月26日假九龍鑽石山荷里活廣場舉行，並由私隱專員、香港電台助理廣播處長（電視及機構業務）陳敏娟，聯同多位參與劇集演出的藝員主持啟播儀式。啟播禮期間除播放節目精華片段外，劇中多位藝員亦現身支持，即場參與互動問答或遊戲環節，考考他們對個人資料私隱議題的認識。

TV programme "Privacy beyond Price II"

In 2016, which was the 20th anniversary of the PCPD, the PCPD and RTHK joined hands again to produce the TV programme "Privacy beyond Price II" after the debut of the first series in 2012 to promote the message of protection of personal data privacy to the community through real life scenarios. The six-episode TV programme was first broadcast on 2 July 2016. Based on real cases, including CCTV surveillance, gift redemption, direct marketing, cyberbullying, phone scams, the programme introduced the requirements of the Ordinance to the general public, including management and employees of organisations, and promoted the culture of "Protect, Respect Personal Data".

The launching ceremony of "Privacy Beyond Price II" held on 26 June at Plaza Hollywood at Diamond Hill was officiated at by the Commissioner, Miss Chan Man Kuen, Assistant Director (TV & Corporate Businesses) of RTHK, and participating artistes. In addition to showing highlights at the ceremony, artistes were invited to participate in interactive quizzes and games about personal data privacy.



網站及社交媒體

社交媒體日趨普及，公署開發以下的網站及資訊分享平台以接觸不同的持份者。

PCPD.org.hk

作為公署的一站式入門雙語網站，向本地及海外所有持份者及有興趣人士提供有關個人資料保障的最新資訊和資源，其中較多人瀏覽的內容包括「新聞稿」、「專員最新動向」和「個案簡述」。公眾亦可透過此網站進入公署其他專題網站和社交媒體平台。

年內此網站共錄得744,135瀏覽人次，比去年的552,588人次上升35%。

網上私隱要自保

此專題網站連同其Facebook專頁為公眾提供最新的網上私隱趨勢和實用貼士，以助他們保障其智能裝置和互聯網上的個人資料，從而減低網上私隱受侵犯的風險。

年內公署進一步豐富網站內容，其中新增了三個主題，包括網絡欺凌、物聯網和網絡攝錄機；另增建「網上私隱有『法』保」小型網站，載有公署新一輯的教育動畫短片和保私隱小測試。



Websites and Social Media

With the growing popularity of social media, the PCPD has developed the following websites and information sharing platforms to reach out to our stakeholders:

PCPD.org.hk

Our website, PCPD.org.hk, continues to be a one-stop bilingual portal for all stakeholders, interested parties, local and overseas, to share up-to-date information and resources relating to personal data protection. Popular sections visited by the public include “Media Statements”, “What’s On” and “Case Notes”. People can also access other PCPD’s thematic websites and social media platforms via this information portal.

During the 2016-17 year, we had 744,135 visits to the website, representing an increase of 35% from last year (552,588 visits).

Be SMART Online

This thematic website, together with its Facebook page, serves as resourceful platform to provide updated trends and practical tips for the members of the public to protect personal data on their smart devices and the Internet so as to reduce the risks of online privacy breach.

During the year, a website enhancement project was completed in March 2017. Three new topics, namely: cyber-bullying, Internet of Things (IOT) and web cams, were developed. In addition, a mini-site “Think Privacy! Be Smart Online” was established where our latest educational videos together with a mini quiz were introduced.



兒童私隱

此專題網站提供一站式有關保障及尊重個人資料私隱的資訊，老師及家長可運用當中的建議和資源協助教導其學生和子女如何保障個人資料。公署亦透過「保障私隱學生大使計劃」Facebook專頁，除向學生及老師推介和分享最新的計劃活動外，亦提供與私隱相關的最新資訊。

YouTube網上平台

透過此電子資訊媒體，公署上載其機構簡介短片、教育短片以及電視劇集等供公眾下載或分享。

Children Privacy

This thematic website is a one-stop portal for children to learn and understand personal data privacy. It also provides useful tips and resources for teachers and parents to help those under their care to protect their personal data. Its Facebook page "Student Ambassador for Privacy Protection Programme" is a social media platform for the students and teachers to retrieve the latest programme updates as well as privacy-related news.

YouTube Channel

The PCPD shares all its corporate videos, education videos and TV drama programmes in this digital information sharing media.



出版刊物

私隱專員於本年度共刊發或修訂了三份實務守則／指引、六份指引資料、四份資料單張、四份以資料當事人為對象的單張、一本書籍及五份圖鑑，為各持份者提供各類的實用指引及合規建議。

其中為應對瞬息萬變的私隱議題，除對現有的刊物作出修訂外，公署就資訊及通訊科技相關的新題目——「自攜裝置」和「物聯網」——分別出版資料單張及圖鑑，並首次

Publications

During the year, the Commissioner issued or revised a wide range of useful guidance and advice on compliance with the Ordinance for our stakeholders. These included three codes of practice / guidelines, six guidance notes, four information leaflets, four leaflets for data subjects, one book and five infographics.

To cope with the changing privacy landscape, in addition to revising some of our publications in order to stay upbeat with the prevailing trends, ICT-related topics on Bring Your Own Device (BYOD) and IoT were initiated. A new guidance note tailored for beauty industry was

為美容業界刊發指引資料；部份刊物更注入新元素如摘要或圖鑑等，使之緊貼市場脈搏，切合不同界別的持份者所需。

also issued. To enhance the user-friendliness, new elements were used in some of the publications issued this year, such as executive summaries and infographics.

一系列的刊物可於公署網站 www.PCPD.org.hk 下載。

All publications are available on our website at www.PCPD.org.hk.

年內私隱專員共刊發或修訂以下刊物：

Publications that were newly issued or revised during the year are as follows:

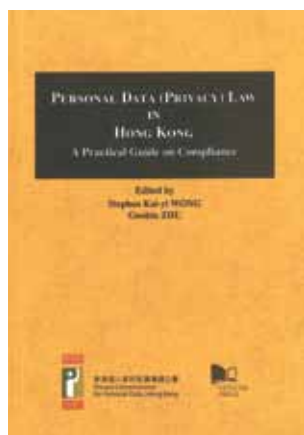
實務守則 / 指引	Codes of Practice / Guidelines
人力資源管理實務守則 (2016年4月 第一修訂版)	Code of Practice on Human Resource Management (April 2016, First Revision)
身份證號碼及其他身份代號實務守則 (2016年4月 第一修訂版)	Code of Practice on the Identity Card Number and Other Personal Identifiers (April 2016, First Revision)
保障個人資料私隱指引：僱主監察僱員工作活動須知 (2016年4月 第一修訂版)	Privacy Guidelines: Monitoring and Personal Data Privacy at Work (April 2016, First Revision)
指引資料	Guidance Notes
美容業界妥善處理客戶個人資料指引 (2016年6月)	Guidance on the Proper Handling of Customers' Personal Data for the Beauty Industry (June 2016)
資料使用者如何妥善處理查閱資料要求及收取查閱資料要求費用 (2016年6月 第一修訂版)	Proper Handling of Data Access Request and Charging of Data Access Request Fee by Data Users (June 2016, First Revision)
物業管理指引 (2016年8月 第二修訂版)	Guidance on Property Management Practices (August 2016, Second Revision)
流動電話服務供應商指引 (2016年11月 第一修訂版)	Guidance for Mobile Service Operators (November 2016, First Revision)



資料外洩事故的處理及通報指引 (2016年12月 第二修訂版)	Guidance on Data Breach Handling and the Giving of Breach Notifications (December 2016, Second Revision)
閉路電視監察及使用航拍機指引 (2017年3月 第二修訂版)	Guidance on CCTV Surveillance and Use of Drones (March 2017, Second Revision)
資料單張	Information Leaflets
人力資源管理實務守則：僱主及人力資源 管理者指引 (2016年4月 第一修訂版)	Code of Practice on Human Resource Management: Compliance Guide for Employers and Human Resource Management Practitioners (April 2016, First Revision)
人力資源管理：常問問題 (2016年4月 第一修訂版)	Human Resource Management : Some Common Questions (April 2016, First Revision)
身份證號碼及其他身份代號實務守則：資 料使用者指引 (2016年7月 第一修訂版)	Code of Practice on the Identity Card Number and other Personal Identifiers: Compliance Guide for Data Users (July 2016, First Revision)
「自攜裝置」(BYOD) (2016年8月)	Bring Your Own Device (BYOD) (August 2016)
以資料當事人為對象的單張	Leaflets for Data Subjects
如何行使你在《個人資料(私隱)條例》下 的查閱個人資料權(常問問題及答案) (2016年6月 第四修訂版)	Exercising Your Data Access Rights Under the Personal Data (Privacy) Ordinance (Frequently Asked Questions and Answers) (June 2016, Fourth Revision)
身份證號碼與你的私隱 (2016年7月 第一修訂版)	Your Identity Card Number and Your Privacy (July 2016, First Revision)
個人資料要自保 — 老友記篇 (2017年1月 第一修訂版)	Stay SMART! Protect Your Personal Data – Tips for the Elderly (January 2017, First Revision)
網絡欺凌你要知! (2017年3月 第一修訂版)	Cyber-bullying – What you need to know (March 2017, First Revision)



書籍	Book
<p>Personal Data (Privacy) Law in Hong Kong — A Practical Guide on Compliance (2016年7月)</p>	<p>Personal Data (Privacy) Law in Hong Kong – A Practical Guide on Compliance (July 2016)</p>
圖鑑	Infographics
<p>圖鑑：競選活動指引 (2016年7月)</p>	<p>Infographic: Electioneering Activities Guidance (July 2016)</p>
<p>圖鑑：流動電話服務供應商指引 (2016年11月)</p>	<p>Infographic: Guidance for Mobile Service Operators (November 2016)</p>
<p>圖鑑：資料外洩事故——處理及通報四部曲 (2016年12月)</p>	<p>Infographic: Four Steps for Data Breach Handling & Notifications (December 2016)</p>
<p>圖鑑：明智使用物聯網 (2017年1月)</p>	<p>Infographic: Smart Use of Internet of Things (January 2017)</p>
<p>圖鑑：閉路電視監察篇及航拍機篇 (2017年3月)</p>	<p>Infographic: CCTV Surveillance & Use of Drones (March 2017)</p>



推動機構保障資料

演講

為推動機構灌輸及建立尊重私隱的文化，私隱專員在本年度向不同的持份者，特別是高層行政人員，發表了50次演講，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。

ENGAGING ORGANISATIONS IN DATA PROTECTION

Speaking Engagements

To foster the inculcation of a privacy-respectful culture in organisations, the Commissioner delivered 50 speeches during the year, engaging a broad range of stakeholders, in particular senior executives, to encourage them to incorporate a corporate-wide privacy strategy in their organisations. The PCPD believes that 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.

13.04.2016	為香港總商會主講「收集及使用生物特徵資料」	Presentation on “Collection and Use of Biometric Data” organised by the Hong Kong General Chamber of Commerce
19.04.2016	為香港中小型律師協會發表「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 Small and Medium Law Firms Association of Hong Kong
21.04.2016	在「研發流動應用程式 顧及私隱和保安論壇」致歡迎辭	Welcome speech at “Mobile App Development Forum on Privacy and Security”
22.04.2016	為醫院管理局主講「保障個人資料、尊重病人私隱」	Presentation on “Protecting Personal Data, Respecting Patients’ Privacy” organised by the Hospital Authority
23.04.2016	為英華小學主講「有關網絡欺凌的私隱議題」	Speech on “Privacy Issue on Cyberbullying” organised by Ying Wa Primary School
05.05.2016	在保障資料主任聯會的迎新會暨午餐講座致歡迎辭	Welcome speech at the Welcoming Reception cum Lunch Talk of the Data Protection Officers’ Club
07.05.2016	在「關注私隱運動2016 — 學校夥伴嘉許及廣告短片大賽頒獎典禮」致歡迎辭	Welcome remarks at “Privacy Awareness Week 2016 - Award Presentation Ceremony for Recognition Scheme on Promoting Privacy Protection and TV Advertisement Competition”
10.05.2016	參與由畢馬威會計師事務所及迎思來會展策劃有限公司舉辦的亞洲金融科技論壇的「金融科技系統的監管」小組討論	Panel discussion on “Regulating from within the fintech system” at Fintech Asia Conference, organised by KPMG and Inspira Events Limited
11.05.2016	在律政司舉辦的特定界別調解的美妙 — 簡介特定界別調解計劃論壇發表「從香港個人資料私隱專員公署看調解之道」演講	Presentation on “PCPD Mediation Scheme” at Mediation Week - Seminar on the Beauty of Sector-specific Mediation, organised by the Department of Justice



18.05.2016	在CloserStill Media Hong Kong Limited舉辦的香港亞太雲端科技博覽發表「在雲端時代建立信任——保障、尊重個人資料」	Speech on “Building Trust in the Cloud Era - Protect, Respect Personal Data” at Cloud Expo Asia, organised by CloserStill Media Hong Kong Limited
30.05.2016	為青海省第五十二期中青年領導幹部赴培訓班發表「保障、尊重個人資料」演講	Presentation on “Protect, Respect Personal Data” to the 52nd Training Course for Middle-aged and Young Leading Cadres for officials from Qinghai Province
02.06.2016	在國際私隱專業人員協會舉辦的Hong Kong KnowledgeNet Chapter會議中發表「香港私隱法例的發展和趨勢」演講	Keynote address on “Developments and Trends for Privacy Law in Hong Kong” at Hong Kong KnowledgeNet Chapter Meeting, organised by the International Association of Privacy Professionals
13.06.2016	為庫務署簡介「資料保障」	Briefing on “Data Protection” organised by the Treasury Department
15.06.2016	在香港銀行學會舉辦的與專員對話講座中發表「銀行業界的個人資料私隱保障及銀行業界妥善處理客戶個人資料指引」演講	Presentation on “Personal Data Privacy Protection for the Banking Industry and Guidance on the Proper Handling of Customers’ Personal Data for the Banking Industry” at “Commissioners Dialogue” Talks, organised by Hong Kong Institute of Bankers
15.06.2016	參與香港通訊業聯會午餐會的「金融業界大數據高端使用者個案與打擊大數據詐騙——騙徒正在賺大錢」小組討論	Panel discussion on “Top Big Data User Cases in Financial Industry & Big Data Fight Against Fraud - Fraudsters are Making Big Bucks” at CAHK Business Luncheon Seminar, organised by the Communications Association of Hong Kong Limited
17.06.2016	在香港仲裁司學會舉辦的特定界別的調解——個人資料私隱研討會中發表「從香港個人資料私隱專員公署看調解之道」演講	Presentation on “PCPD Mediation Scheme” at Seminar on Sector Specific Mediation - Personal Data Privacy, organised by the Hong Kong Institute of Arbitrators Council
22.06.2016	為香港律師會企業律師委員會舉辦的企業律師的苦與樂研討會主講「保護個人資料私隱：企業律師實用錦囊」	Presentation at the In-house Lawyers Committee Seminar on “Protection of Personal Data Privacy – Practical Tips for In-house Lawyers” organised by the Law Society of Hong Kong
23.06.2016	在Legal Week舉辦的2016企業法律顧問論壇2016發表「由符規躍升為問責——香港個人資料保障監管框架」的演講	Presentation on “Hong Kong Personal Data Protection Regulatory Framework – From Compliance to Accountability” at Corporate Counsel Forum 2016, organised by the Legal Week
26.06.2016	在「私隱何價II」的啟播儀式中致歡迎辭	Welcome speech at the Launching Ceremony of “Privacy Beyond Price II”
02.07.2016	在英華小學2015-16年度畢業禮中致辭	Speech at Ying Wa Primary School Graduation Ceremony Speech Day 2015-2016 organised by the Ying Wa Primary School



08.07.2016	在香港生產力促進局舉辦的 Smart Data, Smart Government 活動中發表「智慧城市及個人資料保障」演講	Presentation on “Smart City and Protection of Personal Data” at Smart Data, Smart Government Program, organised by the Hong Kong Productivity Council
21.07.2016	為港九勞工社團聯會主講「私隱條例知多少」	Presentation on “Get to know the Personal Data (Privacy) Ordinance” organised by the Federation of Hong Kong & Kowloon Labour Unions
27.07.2016	向參與了「友•導向」師友天地計劃的參加者發表「保障、自由、迎接挑戰」演講	Speech on “Protect, Freedom and Facing Challenges” to students who have participated in the Life Buddies Programme
28.07.2016	為懲教署發表「香港的個人資料保障」和「與懲教署有關的個案分享」演講	Presentations on “Personal Data Protection in Hong Kong” and “Sharing on CSD Cases” organised by the Correctional Services Department
01.09.2016	在必發圖書有限公司舉辦的新書發佈會發表「管理你的個人資料——現在與未來」演講	A book talk on “Managing Your Personal Data - Now and in the Future” organised by the Kelly & Walsh
01.09.2016	在香港考試及評核局發表「個人資料(私隱)條例概覽」演講	Presentation on “Overview of the Personal Data (Privacy) Ordinance” organised by the Hong Kong Examinations and Assessment Authority
07.09.2016	在政府資訊科技總監辦公室舉辦的資訊保安研討會發表「個人資料私隱專員公署的處理個案程序」	Presentation on “Incident Handling with the PCPD” at Information Security Seminar 2016, organised by the Office of the Government Chief Information Officer
13.09.2016	在 Asia Legal Business 舉辦的 ALB 企業律師論壇 2016 發表「從監管角度看個人資料保障的最新挑戰及發展」演講	Presentation on “Recent Challenges and New Development in Personal Data Protection - Regulatory Perspective” at ALB Hong Kong In-house Legal Summit 2016, organised by Asia Legal Business
21.09.2016	參與塞多納會議研究所舉辦的 2016 塞多納會議亞太區計劃跨境資料轉移及資料保障法例：亞太區資料保障機構關注的主要議題及事項中的「私隱資料及網絡安全新的趨勢及發展」小組討論	Panel discussion on “Emerging Trends and Developments in Data Privacy & Cybersecurity” at 2016 Sedona Conference Institute APAC Programme on Cross Border Discovery and Data Protection Laws: Legal Implications For Information Technology and Services Across APAC, organised by the Sedona Conference Institute



23.09.2016 & 14.10.2016	在政府資訊科技總監辦公室舉辦的網絡安全研討會——保護你的網絡資產發表「網上兒童私隱——給家長的實用貼士」演講	Presentation on “Children Online Privacy - Practical Tips for Parents” at Cyber Security Seminar - Protect Your Precious Assets in Cyberspace, organised by the Office of the Government Chief Information Officer
04.10.2016	在香港人力資源管理學會舉辦的培訓及發展研討會發表「員工使用自攜裝置帶來的資料私隱及安全衝擊」的演講	Speech on “Data Privacy and Security Challenges presented by Employees using Own Mobile Devices” at Learning and Development Seminar organised by the Hong Kong Institute of Human Resource Management
14.10.2016	在香港大學舉辦的大數據及數據管治研討會發表「歐盟新的《一般資料保護規則》——10項主要改變及可能造成的影響」的演講	Speech on “EU’s New General Data Protection Regulation – 10 Major Changes and Possible Impacts” at Symposium on Big Data and Data Governance, organised by the University of Hong Kong
18.10.2016	在 International Financial Law Review 舉辦的亞洲金融科技——法律風險和法規導覽中發表「如何保障個人資料及防止外洩」	Presentation on “How to protect your data and keep it private” at Fintech Asia: Navigating Legal Risk and Regulation, organised by the International Financial Law Review
29.10.2016	在香港各界婦女聯合協進會舉辦的個人資料(私隱)條例研討會中發表「個人資料•由你掌握」演講	Presentation on “Data Protection in Your Hands” at the Personal Data (Privacy) Ordinance Seminar, organised by the Hong Kong Federation of Women
02.11.2016	在香港保險師公會舉辦的香港保險師公會論壇——新挑戰及新機遇上發表「保險業界尊重、保障個人資料」的演講	Presentation on “Protect, Respect Personal Data in Insurance Industry” at HKCIP Forum - New Opportunities and New Challenges, organised by the Hong Kong Society of Certified Insurance Practitioners
07.11.2016	參與證券及期貨事務監察委員會及香港投資推廣署合辦的2016證監會監管與金融科技日的「監管科技及金融科技與監管制度的互動關係」小組討論	Panel discussion on “The Interaction of Regtech and Fintech with Regulators” at SFC Regtech and Fintech Contact Day 2016, organised by the Securities & Futures Commission and Invest Hong Kong
17.11.2016	參與 FinanceAsia 舉辦的第五屆北亞洲合規論壇中的「規管者與及規管及金融科技的互動」小組討論	Panel discussion on “The Interaction of Regtech and Fintech with Regulators” at 5th Compliance Summit North Asia, organised by FinanceAsia
21.11.2016	在 Digital Asia Hub 舉辦的人工智能在亞洲的發展中發表「人工智能與私隱」	Speech on “Artificial Intelligence and Privacy” at AI in Asia, organised by the Digital Asia Hub
22.11.2016	在九龍崇德社發表「香港的個人資料保障(以金融業為主題)」的演講	Presentation on “Personal Data Protection in Hong Kong (with a focus on Financial Industry)” organised by the Zonta Club of Kowloon



23.11.2016	為青海省中港司法行政經濟事務培訓班主講「香港特區個人資料隱私權保障概覽」	Presentation on “An overview of Personal Data Privacy Rights Protection in Hong Kong Special Administrative Region” to the training course on China - Hong Kong Judicial Administration Economic Affairs for officials from Qinghai Province
29.11.2016	為嘉諾撒醫院主講「保障個人資料 尊重病人私隱」	Presentation on “Protect Personal Data, Respect Patients’ Privacy” organised by Canossa Hospital
07.12.2016 & 08.12.2016	為香港警務處發表「警務人員對《個人資料(私隱)條例》及相關事宜的常問問題」的演講	Presentation on “Frequently Asked Questions on the Personal Data (Privacy) Ordinance by the Police Officers” organised by the Hong Kong Police Force
12.12.2016	為香港律師會發表「大數據、人工智能及私隱」的演講	Speech on “Big Data, Artificial Intelligence and Privacy” organised by the Law Society of Hong Kong
25.1.2017	在大嶼山網上扶輪社的會議上發表「與私隱有關的傳媒報道」的演講	Presentation on “Personal Data Protection in Hong Kong Privacy As and When Reported by the Media” organised by Rotary E-Club of Lantau
21.02.2017	在公民教育委員會會議發表「香港個人資料私隱專員公署教育及推廣工作分享」演講	“Sharing on PCPD’s Promotional and Educational Work” at the Committee on the Promotion of Civic Education Meeting
08.03.2017	向香港管理專業協會工商管理研究社發表「從新聞報道看私隱 香港的個人資料保障 —— 中小企如何保障個人資料」的演講	Presentation to the Chinese Executives Club of Hong Kong Management Association entitled “Privacy in News – Protecting Personal Data Privacy from SMEs perspective”
14.03.2017	向醫院管理局發表「了解電子健康紀錄互通系統與私隱 —— 正確處理個人資料」的演講	Presentation on “Understanding Privacy in the eHRSS – The Proper Handling of Personal Data” organised by the Hospital Authority
21.03.2017	在灣仔區議會社區建設及房屋事務委員會會議中簡介「香港個人資料私隱專員公署教育及推廣工作分享及處理投訴程序」	Briefing on “PCPD’ s Promotional and Educational Work and Complaint Handling Procedures” at the Community Building and Housing Affairs Committee Meeting of the Wan Chai District Council
27.03.2017	出席由香港銀行學會主辦及公署支持的2017香港資訊及通訊科技獎「最佳金融科技獎」頒獎典禮	Attending “Hong Kong ICT Awards 2017 - Best FinTech Award Presentation Ceremony”, organised by the Hong Kong Institute of Bankers and supported by the PCPD



與持份者會面

為了解不同持份者對個人資料私隱保障的關注，公署與不同政府部門、機構、團體會面。

Meeting with Stakeholders

In order to understand concerns about personal data protection of different stakeholders, the PCPD met various government departments, organisations and groups.

Apple Inc.	Apple Inc.
香港特區政府中央政策組	Central Policy Unit
政務司司長辦公室	Chief Secretary for Administration's Private Office
公民聯合行動	Citizens United in Action
中華電力有限公司	CLP Power Hong Kong Limited
香港警務處商業罪案調查科	Commercial Crime Bureau of the Hong Kong Police Force
美國總領事館香港及澳門	Consulate General of the United States, Hong Kong and Macau
Facebook	Facebook
Google	Google
浙江大學光華法學院	GuangHua Law School of the ZheJiang University
霍金路偉律師事務所	Hogan Lovells
香港銀行公會	Hong Kong Association of Banks
香港保險業聯會	Hong Kong Federation of Insurers
香港金融管理局	Hong Kong Monetary Authority
香港警務處	Hong Kong Police Force
香港天津婦女會	Hong Kong Tianjin Women Association
醫院管理局	Hospital Authority
廉政公署	Independent Commission Against Corruption
國際私隱專業人員協會	International Association of Privacy Professionals
香港律師會	Law Society of Hong Kong
立法會秘書處	Legislative Council Secretariat
資訊科技界立法會議員莫乃光先生	Legislative Councilor (IT) Hon Charles Peter MOK
資訊科技界立法會議員莫乃光先生及自然育兒網絡	Legislative Councilor (IT) Hon Charles Peter MOK and Natural Parenting Network

九龍西立法會議員黃碧雲女士	Legislative Councilor (Kowloon West) Dr Hon Helena WONG Pik-wan
新界東立法會議員葛珮帆女士、香港金融管理局及香港銀行公會	Legislative Councilor (New Territories East) Dr Hon Elizabeth QUAT, Hong Kong Monetary Authority and Hong Kong Association of Banks
新界東立法會議員葛珮帆女士	Legislative Councilor (New Territories East) Dr Hon Elizabeth QUAT
微軟香港	Microsoft Hong Kong
政府資訊科技總監辦公室	Office of the Government Chief Information Officer
香港電台	Radio and Television Hong Kong
證券及期貨事務監察委員會	Securities and Futures Commission
新加坡管理大學	Singapore Management University
香港上海滙豐銀行有限公司	The Hongkong & Shanghai Banking Corporation Limited
運輸及房屋局	Transport and Housing Bureau
荃灣區議會	Tsuen Wan District Council
香港大學	University of Hong Kong
香港大學及倫敦大學	University of Hong Kong and University of London
新南威爾斯大學	University of New South Wales
VISA 香港	VISA 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2017年3月底，聯會有594名會員（包括個人及機構會員），較上年度增加近10%，會員來自公私營機構；他們分別具備規、法律事務、規管、執法 and 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四場簡報會和講座，包括簡介與直銷促銷條文有關的定罪個案、分享近期的行政上訴委員會案件及向新會員簡介《個人資料（私隱）條例》。此外，聯會機構會員香港警務處代表在全場滿座的午餐講座上向會員分享科技罪案的趨勢及預防方法。



公署律師為會員分享最新的上訴個案。
Legal Counsel of the PCPD shared recent AAB cases with members.

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 594 by the end of March 2017, around 10% 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.

During the year, the PCPD held four briefing sessions and talks for DPOC members, including briefing on the direct marketing conviction cases, sharing of recent Administrative Appeals Board cases and introducing the Personal Data (Privacy) Ordinance to new members. Hong Kong Police Force, one of organisational members, also shared with a full house of members the trend of technology crime and prevention tips at a lunch talk.



來自香港警務處的會員向聯會會員分享科技罪行的趨勢。
Member from Hong Kong Police Force shared with DPOC members the trend of technology crime.

保障個人資料專業研習班

公署在本年度舉辦了36個工作坊，有1,146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：

資料保障法律研習班

資料保障與查閱資料要求

銀行／金融服務的資料保障

直接促銷活動的資料保障

人力資源管理的資料保障

保險業的資料保障

私隱管理系統

Professional Compliance Workshops

During the report year, the PCPD held 36 workshops with 1,146 participants. The workshops, which were supported by 27 professional organisations and trade associations, covered the following topics:

Legal Workshop on Data Protection

Data Protection and Data Access Requests

Data Protection in Banking / Financial Services

Data Protection in Direct Marketing Activities

Data Protection in Human Resource Management

Data Protection in Insurance

Privacy Management Programme

公署推出的「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，至今已吸引超過2,500人次瀏覽。

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89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)

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28場簡介講座。當中三場是與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及香港公民協會中小企委員會合辦。

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 attracted over 2,500 views so far.

In-house Seminars

The PCPD provided 89 tailor-made training sessions for 72 organisations to explain the requirements of the Ordinance. (See Appendix 3 for details)

Other Seminars

The PCPD organised 28 seminars to raise public awareness and their understanding of the Ordinance. Three of them were held in collaboration with SME One of the Hong Kong Productivity Council, the SME Centre of the Hong Kong Trade Development Council and the SME Committee of the Hong Kong Civic Association.



在香港貿易發展局中小企服務中心為中小企舉辦的講座。
SME seminar held at SME Centre of HKTDC.



在香港生產力促進局的SME ONE為中小企講解條例的規定。
Seminar held at HKPC SME ONE to explain the Ordinance to SMEs.

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(「活動」)，主題為「應用程式重私隱 創新科技贏信任」，協助流動應用程式開發商了解及遵從他們在條例下的法律責任。活動由資訊科技界十個專業團體及商會協辦，並得到十個業內的專業及學術機構支持。期間協辦機構代表與公署成立了工作小組，以了解業界從業員的關注。活動共舉行了14項不同的培訓課程及活動，吸引超過2,500名參加者。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。

在2016年4月21日，公署舉辦了「研發流動應用程式 顧及私隱和保安論壇」，探討如何開發能保障個人資料私隱的流動應用程式，以及管理流動應用程式的保安風險。論壇吸引超過200名人士參加，座無虛席，為活動畫上圓滿句號。

多位業界精英、學者及公署代表在論壇上作專題演講及討論，講題涵蓋與流動應用程式相關的私隱議題，包括可靠性及安全度、「貫徹私隱的設計」的應用、程式交易的安全、保安措施與及私隱政策研究等，同時亦分享不少實用錦囊和個案。



私隱專員於論壇上致歡迎辭。

Privacy Commissioner delivered a welcome address at the Forum.

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" to help mobile apps developers understand and comply with their legal obligations under the Ordinance. The Campaign was co-organised by ten leading trade associations and supported by ten professional / academic institutions in the field of ICT. Representatives from the co-organisers and the PCPD formed a working group to canvass the privacy concerns among the practitioners. The PCPD organised 14 seminars and activities during the Campaign, attracting over 2,500 participants. 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.

On 21 April 2016, the PCPD held the "Mobile App Development Forum on Privacy and Security" to explore how to develop mobile apps with data protection in mind and manage security risks. The Forum attracted over 200 attendants, and served as a concluding event for the Campaign.

The Forum featured presentations by the professionals of the mobile apps development industry, the academia and representatives of the PCPD, as well as an interactive panel discussion. Various privacy issues relating to mobile apps development were addressed, such as secure and privacy-friendly approaches, application of Privacy by Design and the related privacy policies. Practical tips and cases were also shared during the events.



論壇上多位業界精英、學者及公署代表作專題演講及討論。

A panel of distinguished speakers had been lined up for this Forum.

走進年青一代

私隱專員於2016年12月17日出席由香港律師會舉辦的「青Teen講場2016」暨「法律周」開幕禮。「青Teen講場2016」的主題為「拆解網上罪行」，希望向青年人介紹一系列有關網上罪行的法律條文和概念以及道德問題，並提供一個平台予他們討論不同的社會和法律議題。



私隱專員（後排右九）於2016年12月17日與主禮嘉賓香港終審法院首席法官馬道立首席法官（後排左十三）、律政司司長袁國強先生，SC，JP（後排右十三）及香港律師會會蘇紹聰先生（後排右十四），聯同學生代表及嘉賓出席「青Teen講場2016」暨「法律周」開幕禮。

The Commissioner (9th right, back row), attended the “Teen Talk 2016 cum Law Week 2016” on 17 December 2016, together with the officiating guests the Honourable Chief Justice Geoffrey Ma Tao-li, Chief Justice of the Court of Final Appeal (13th left, back row) the Hon Rimsky Kwok-keung Yuen, SC, JP, Secretary for Justice (13th right, back row) and Mr Thomas So, President of the Law Society of Hong Kong (14th right, back row) as well as students and guests.

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2016年5月1日至7日舉辦「關注私隱運動2016」，主題是「個人資料，由你掌握」。

「關注私隱運動2016」共獲得125間夥伴中學及逾400名保障資料主任聯會會員的支持。隨著網絡安全及資料盜竊問題日漸增多，突顯個人資料要自保的重要，「關注私隱運動2016」的主題正好配合社會的關注。公署透過舉辦連串推廣和教育活動，務求將主題訊息帶到校園和社區，共吸引逾50,000名人士參與。

PROMOTING AWARENESS IN THE YOUNGER GENERATION

The Commissioner attended the opening ceremony of the “Teen Talk 2016 cum Law Week 2016” organised by the Law Society of Hong Kong on 17 December 2016. The theme of “Teen Talk 2016” was “Destructing Cyber Crimes”, aiming to introduce a broad range of laws, legal concepts and ethics on cyber crimes to teenagers and provide a platform for them to discuss various social and legal issues of their interests.



「青Teen講場2016」的主題為「拆解網上罪行」，希望向青年人介紹一系列有關網上罪行的法律條文和概念以及道德問題，並提供一個平台予他們討論不同的社會和法律議題。私隱專員為「青Teen講場2016」模擬法庭比賽的其中一位評判，香港終審法院首席法官馬道立首席法官（左）。與私隱專員一同頒發獎項予最佳模擬法庭比賽的其中一組優勝隊伍——真光女書院。

The Commissioner was one of the judges of the Moot Court Competition at the “Teen Talk 2016”. The Honourable Chief Justice Geoffrey Ma Tao-li, Chief Justice of the Court of Final Appeal (left), and the Commissioner presented the award to one of the best teams in the Competition - True Light Girls' College.

Privacy Awareness Week

The PCPD continued to promote privacy awareness in the region, together with APPA members, by organising Privacy Awareness Week 2016 (PAW 2016) from 1 to 7 May 2016 with the theme “Data Protection in Your Hands”.

The campaign was supported by 125 partner secondary schools and over 400 members of the Data Protection Officers' Club. Various promotion and public education activities were organised during the week at schools and in the community. The theme was in line with the prevailing call for vigilance and staying smart. Over 50,000 people were engaged during the week.

為配合今年主題，公署特意設計四款新海報，分別以兒童私隱、電話騙案、私隱設定及傳送電郵作題材，以生動有趣的漫畫角色，帶出市民平日慣常的活動，只要能多加留心，自可保障自己和尊重他人的個人資料。

To echo this year's theme, the PCPD specially designed four new posters with topics on children privacy, phone scam, privacy setting and sending emails. In the posters, lively comic characters were used to convey the messages that everybody could protect his own and respect others' personal data by paying a little more attention to some of his daily activities.



四款由公署所設計的「關注私隱運動2016」海報。
Four posters designed by the PCPD for the PAW 2016

保障個人資料展覽

公署亦安排了流動展覽車穿梭全港11個地點作巡迴展覽，提供切身的保障個人資料貼士，如回應直接促銷活動、使用智能電話和參與社交網絡等。



Public Education Roadshow on Personal Data Protection

The PCPD also staged a public education roadshow during the week with an exhibition truck shuttling among 11 locations of different districts in Hong Kong to provide practical tips for data protection in daily chores such as responding to direct marketing approaches, using smartphones and engaging in social networks.



向長者推廣保障私隱教育講座

為協助長者認識潛在的資料私隱風險，以免成為所帶來的罪案和金錢上的受害者，公署與香港耆康老人福利會合辦講座，與長者分享日常生活中保障個人資料的錦囊。



Educational Talk to Senior Citizens

To help senior citizens recognise potential data privacy risks and prevent them from being victimised by the resultant crime and financial exploitation, a talk was held in collaboration with the Hong Kong Society for the Aged to share the tips on personal data protection in daily life.



保障資料主任聯會迎新會暨講座

私隱專員於迎新會上歡迎保障資料主任聯會會員，而公署職員亦與會員簡介直接促銷規管機制的新規定，及與直銷促銷條文有關的定罪個案。



DPOC Welcoming Reception cum Lunch Talk

The Commissioner welcomed DPOC members at the reception. A talk was held to highlight the requirements of new direct marketing regime and to share with members on the recent direct marketing conviction cases.



學校夥伴嘉許計劃及中學生「保障個人資料·見招拆招」廣告短片大賽頒獎典禮

在保障私隱學生大使計劃下，公署舉辦了學校夥伴嘉許計劃及全港中學生「保障個人資料·見招拆招」廣告短片大賽。公署特以頒獎典禮作為「關注私隱運動2016」的壓軸活動，並邀請夥伴中學及廣告短片大賽入圍隊伍出席頒獎典禮。

Award presentation ceremony for recognition scheme on promoting privacy protection and TV advertisement competition

A recognition scheme on promoting privacy protection and a TV advertisement competition were held under the Student Ambassador for Privacy Protection Programme. Partner schools and finalists of the competition were invited to the award presentation ceremony as the finale of the PAW.

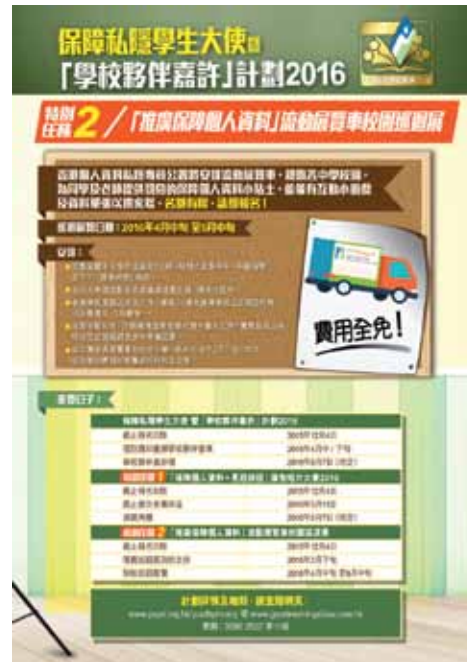
保障私隱學生大使計劃

公署連續第六年舉辦保障私隱學生大使計劃。透過參與這個計劃，公署希望鼓勵中學生於校內舉辦與保障個人資料私隱相關的推廣活動及參與比賽，了解保護個人資料私隱的重要性，並向友儕傳遞保障個人資料私隱的訊息。



Student Ambassador for Privacy Protection Programme

The PCPD has run the Student Ambassador for Privacy Protection Programme for six consecutive years. Under the Programme, secondary school students are encouraged to learn the importance of protecting personal data privacy and share the knowledge with peers through organising interactive interschool competition and campus promotion.



本年的保障私隱學生大使計劃內容包括「學校夥伴嘉許」計劃、流動展覽車校園巡迴展覽，以及「保障個人資料•見招拆招」廣告短片比賽。「學校夥伴嘉許」計劃設金、銀、銅獎，以表揚及公開嘉許實踐推廣保障個人資料私隱的中學。年內，共125間中學參與這個計劃（詳見附錄四）。

The 2016 Student Ambassador for Privacy Protection Programme consisted of a School Partners Recognition Scheme, a school roadshow and an inter-school TV advertisement competition. The School Partners Recognition Scheme offers gold, silver and bronze awards to commend and publicly recognise the achievements of secondary schools that demonstrate good practice in promoting personal data privacy protection on campuses. In total, 125 secondary schools took part in the Recognition Scheme (see Appendix 4).

另外，公署安排流動展覽車親臨各中學校園，為同學及老師提供切身的保障個人資料小貼士。

A school roadshow was also held with an exhibition truck shuttling among 43 partner schools during the year. Information panels providing practical tips for protecting personal data in everyday activities were displayed inside the exhibition truck.

公署安排流動展覽車親臨各中學校園，為同學及老師提供保障個人資料小貼士。

The PCPD arranged an exhibition truck visiting secondary schools to disseminate the message about protecting personal data to students and teachers.



「保障個人資料•見招拆招」廣告短片比賽方面，共吸引約700名來自62間中學的同學參加。「學校夥伴嘉許」計劃及「保障個人資料•見招拆招」廣告短片比賽的頒獎典禮於5月7日舉行，作為「關注私隱運動2016」的壓軸活動，當日共頒發了14個獎項。

Around 700 secondary school students from 62 secondary schools took part in the inter-school TV advertisement. On 7 May, the PCPD hosted a grand finale for the PAW 2016 by holding the award presentation ceremony of the School Partners Recognition Scheme 2016 cum inter-school TV advertisement competition 2016. 14 awards were presented to the winning teams at the award presentation ceremony.



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。2016年8月至10月期間，公署在十間大專院學校的迎新營派發紀念品推廣保障網上私隱的訊息。公署的攤位遊戲亦在10月至12月巡迴了十間大學，讓大學生了解使用互聯網及智能電話的私隱陷阱。



公署於大學迎新營向大學新生宣揚保障個人資料。
The PCPD promotes data protection to university freshmen in orientation camps.

此外，公署為大學教職員舉行兩場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方面使用個人資料時負上的責任。整個活動共有約43,500名大學生及教職員參加。

兩場「大學行政與私隱保障」講座於2017年2月24日舉行，超過300名大學職員參加。
Two seminars on Data Protection and the University Administration were held on 24 February 2017, attended by 300 university staff members.

University Privacy Campaign

The University Privacy Campaign has taken place once a year since 2011. From August to October 2016, the PCPD sponsored selected orientation camps in the 10 universities to deliver educational messages about online privacy. Then the PCPD visited the campuses of 10 local universities from October to December with an interactive game booth to demonstrate privacy traps associated with the use of Internet and smartphones.



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」。
PCPD toured 10 universities with an interactive game booth to remind students to "Be Smart Online".

In addition, the PCPD organised two tailor-made seminars to explain to university staff their obligations as a data user under the Ordinance in the areas of administration. About 43,500 students and staff members participated in the campaign.

