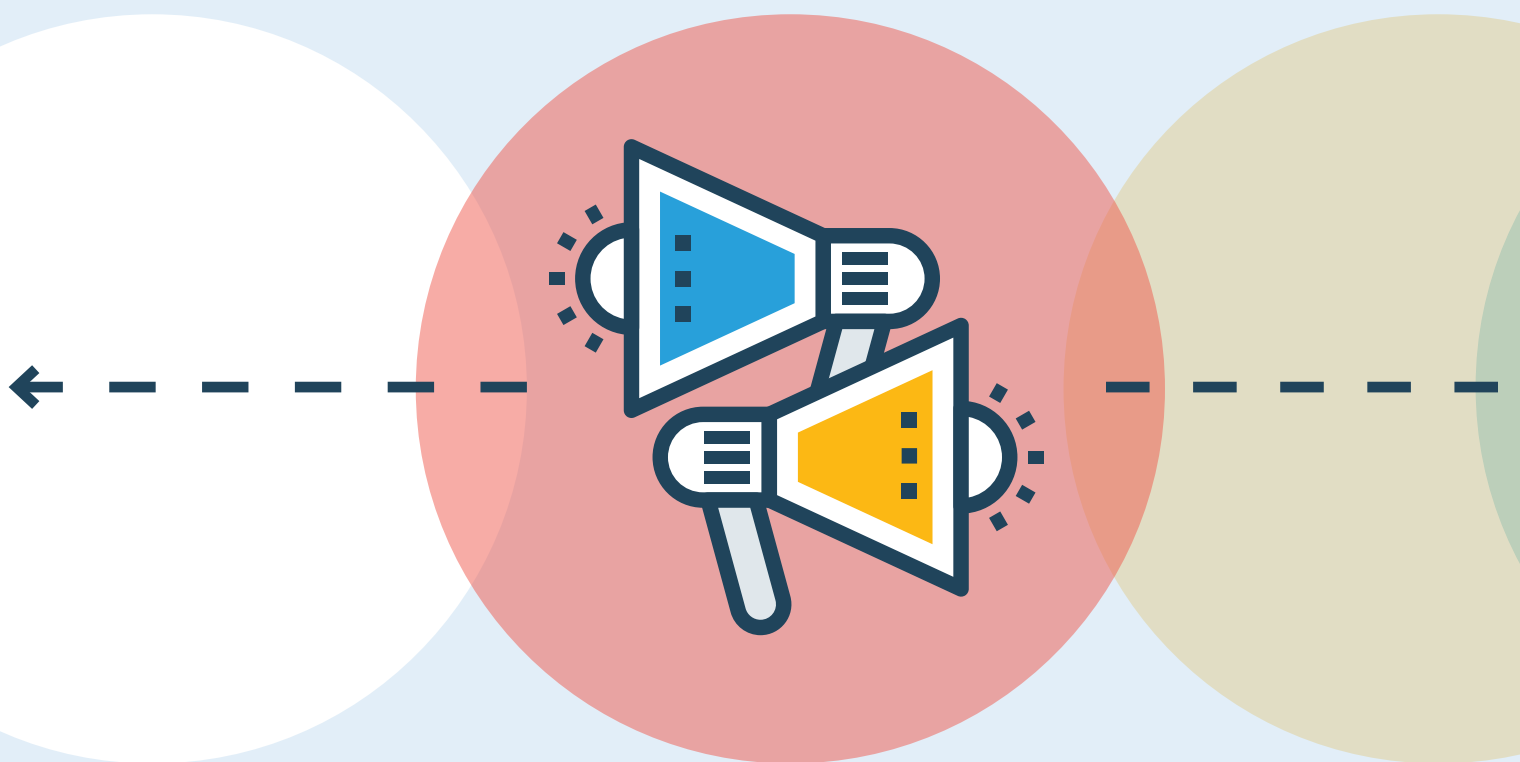


PROMOTING DATA PROTECTION AND RESPECT

推廣資料保障和尊重





教育及參與

公署透過傳媒、互聯網、印刷刊物及公眾教育活動推廣私隱及資料保障和尊重，舉辦培訓以促進機構及個人認識《私隱條例》的規定，並與持份者建立工作關係。

EDUCATION AND ENGAGEMENT

The PCPD promotes privacy and data protection and respect through the media, Internet, publications and public education programmes; organises and conducts training for organisations and individuals on the requirements under the Ordinance; and manages work relationship with stakeholders.



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，帶出對各項私隱議題的關注，藉以提升公眾對個人資料私隱權利的認知。

本報告年度公署共發布了33篇新聞稿（詳見附錄2），回應了209個與《私隱條例》和個人資料私隱時事議題相關的傳媒查詢。公署透過回應傳媒查詢及發出新聞稿，把握社會當下對某些事件或議題的關注，發表與個人資料保障有關的資訊及意見，令社會各界對《私隱條例》的規定有更深入的了解。

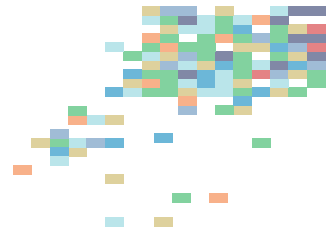


AMPLIFYING MESSAGES THROUGH THE MEDIA

Media

The PCPD is committed to extending the office's reach into all sectors 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 reporting year, the PCPD issued 33 media statements (please refer to Appendix 2), and responded to 209 media enquiries about topical issues on personal data privacy. In responding to media enquiries and issuing media statements in relation to incidents or topical issues of social concern, the PCPD disseminated information and views on personal data protection at opportune times, and thereby deepening understanding of the provisions of the Ordinance by various sectors of society.



而私隱專員及其團隊亦先後接受 68 次傳媒訪問。透過互聯網、報章、雜誌以至電視及電台廣播，年內共錄得 2,284 則與公署相關的報道。

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

2017 年 4 月期間，公署曾先後兩次發出新聞稿，就 3 月下旬選舉事務處遺失兩部載有選民個人資料的手提電腦事件交代跟進工作。

及後於 2017 年 6 月 12 日，私隱專員發表有關事件的調查報告，指出處方對個人資料私隱保障認知不足，亦未有採取切實可行的步驟，確保選民的個人資料受保障。私隱專員向處方作出多項改善建議。

而臨近 2018 立法會補選提名期時，公署於 2017 年底發出修訂的《給候選人、政府部門、民意調查組織及公眾人士的選舉活動指引》，提醒各選舉活動相關的持份者，在不同階段的選舉活動中處理選民的個人資料時，必須遵從《私隱條例》的規定，減低資料外洩事故發生的機會。私隱專員同時亦向市民提供保障個人資料的提示。

閉路電視及航拍機的使用

就 2017 年 9 月初香港教育大學(教大)閉路電視片段截圖外洩事件，公署在完成循規審查後，考慮到公眾對事件的關注和期望，遂於 2017 年 9 月 20 日發出新聞稿作出回應。審查資料顯示教大沒有採取切實可行保安措施去保障該兩名涉嫌人士的個人資料，因而違反了《私隱條例》下的資料保安原則的規定，但同時亦強調須確保不會窒礙使用閉路電視以搜證、防止、或懲處嚴重不當行為的做法。

The Privacy Commissioner and his staff gave 68 media interviews. 2,284 news stories covering the PCPD's messages were published online, on newspapers and magazines, or broadcast on television and radio.

During the reporting year, the Privacy Commissioner responded proactively to local and global privacy-related issues, including the following:

Electioneering-related incidents

In April 2017, the Privacy Commissioner issued two media statements in regards to the follow-up actions by the PCPD on the loss of the Registration and Electoral Office (REO)'s two notebook computers containing personal data of registered voters.

An investigation report was published on 12 June 2017. It stated that the REO lacked the requisite awareness of personal data protection. REO also failed to take all practicable steps to ensure that the electors' personal data was protected. The Privacy Commissioner made a number of recommendations to REO for improvement.

In the run-up to the 2018 Legislative Council By-election, the Privacy Commissioner issued the revised Guidance on Election Activities for Candidates, Government Departments, Public Opinion Research Organisations and Members of the Public at the end of 2017. The purpose was to remind stakeholders involved in election activities to comply with the requirements under the Ordinance in handling personal data at different stages of election activities so as to avoid data leakage. The Privacy Commissioner also provided advice on personal data protection to members of the public.

Usage of CCTV and drones

The PCPD completed a compliance check on the data leakage incident in early September 2017 regarding the screenshots of CCTV footage of the Education University of Hong Kong (EdUHK). Having considered the concern and expectation of the public, the Privacy Commissioner issued a media statement on 20 September 2017 to provide a response to the incident. The compliance check revealed that the EdUHK failed to take practicable steps to safeguard the two suspects' personal data, thereby contravening the data security principle of the Ordinance. On the other hand, the Privacy Commissioner emphasised the importance of ensuring that the use of CCTV for the collection of evidence, or the prevention or punishment of seriously improper conduct would not be unduly compromised.

在2017年12月初，公署留意到傳媒就使用航拍機引起私隱關注的報道，同時亦收到市民查詢及投訴，部分區議員也有作出查詢和建議。就該議題引起普遍關注，私隱專員於2017年12月4日發出新聞稿發表其意見：航拍機的技術或產品如涉及收集個人資料，便須遵從《私隱條例》的規定和相關的保障資料原則。若航拍機拍攝地點屬私人空間，如被拍攝者的家居，可能屬侵犯被拍攝者的私隱。

其他資料保安事故

踏入2018年接連發生數宗有關旅行社的電腦系統遭入侵的資料保安事故，私隱專員表示關注，並提醒旅行社作為資料使用者，在網絡保安方面，須採取切實可行的保安措施，保障客戶的個人資料安全。公署聯絡相關旅行社並就資料外洩展開循規審查。

而於2018年3月下旬就有傳媒報道指社交媒體平台Facebook用戶個人資料疑被濫用一事，私隱專員亦發出新聞稿，表示已就事件展開循規審查，並會按照《私隱條例》的規定及既定程序跟進事件。

加強規管人對人促銷電話

就2018年3月下旬商務及經濟發展局向立法會資訊及廣播事務委員會所提交的「有關加強規管人對人促銷電話的公眾諮詢報告」中，建議設立法定拒收訊息登記冊加強規管人對人促銷電話，私隱專員認為此方式長遠來說是有效及利便消費者的規管方式，藉以減低人對人促銷電話對市民的滋擾。

In early December 2017, the PCPD noted media reports on the issues of personal data privacy arising from the use of drones. Enquiries, complaints and suggestions from members of the public and District Council members had been received. Given the general concern about the issue, the Privacy Commissioner issued a statement on 4 December 2017 to provide comments: If collection of personal data is involved in technology and products for drone application, the requirements of the Ordinance as well as the Data Protection Principles must be complied with. If the filming place is private premises, such as the home of the affected person, it may be intruding privacy of the affected person.

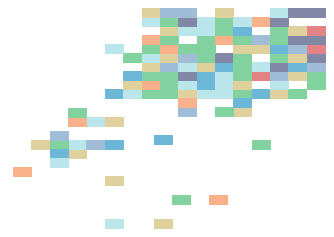
Other data security incidents

On entering 2018, a number of data security incidents happened due to the hacking of computer systems of travel agents. The Privacy Commissioner expressed his concern, and reminded the travel agents as data users to take practicable security measures to protect customers' personal data. The PCPD approached relevant travel agents and initiated compliance checks in the event of data breaches.

In response to media reports on the suspected misuse of Facebook users' personal data in late March 2018, the Privacy Commissioner issued a media statement: the PCPD had commenced a compliance check on the incident, and would follow up on the matter in accordance with the Ordinance and the established procedures.

Strengthening regulation of person-to-person telemarketing calls

In the "Public Consultation Report on Strengthening Regulatory Person-to-Person Telemarketing Calls" submitted by the Commerce and Economic Development Bureau to the Legislative Council's Panel on Information and Broadcasting in late March 2018, it was proposed to set up a statutory do-not-call register to enhance regulation of person-to-person telemarketing calls. The Privacy Commissioner considered this an effective and convenient regulatory approach for consumers in the long run, reducing the nuisance caused by person-to-person telemarketing calls to the public.



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網站，向公眾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 1,065,629 瀏覽人次，比去年的 744,135 人次上升 43%。新增專頁包括「歐盟《通用數據保障條例》」及「回應傳媒查詢或報道」。

Websites & 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 main website, PCPD.org.hk, continues to be a one-stop portal for the members of the public to get the most up-to-date information and resources related to personal data protection. The most popular sections include “Media Statements”, “What’s On” and “Case Notes”. People can also get access to PCPD’s thematic websites and social media platforms via this information portal.

During the reporting year, we had 1,065,629 visits to the website, representing an increase of 43% compared to 744,135 visits the year before. New sections were introduced, including the “EU General Data Protection Regulation” and the “Responses to Media Enquiry or Report”.



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，以助公眾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。

鑑於長者的個人資料私隱被侵犯的事件不時發生，公署於主網站增建「老友記天地」小型網站，載有公署為長者提供的實用小貼士，避免購物、處理財務帳單、使用智能電話及在社交網站分享資訊時其個人資料被侵犯。

此專題網站的改進項目於2017年9月在「國際資料保障及私隱專員研討會」所主辦的「私隱和資料保障國際獎項」之「使用網上工具」組別中獲得冠軍。

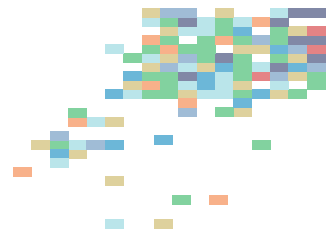
Be SMART Online

This thematic website together with its Facebook page serve as resourceful platform to provide latest trends and practical tips for 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.

Given the occurrences of invasion of the elderly's privacy, the PCPD has launched a mini-site "Elderly Corner" offering useful tips for the elderly on keeping away from privacy invasion in shopping, handling financial bills, using smart phones and sharing information on social networks.

The "Be SMART Online Thematic Website Enhancement" project, won the "Use of Online Tools" category award of the Global Privacy and Data Protection Awards organised by International Conference of Data Protection and Privacy Commissioners in September 2017.





兒童私隱

此專題網站為兒童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，向學生及老師推介和分享最新的計劃活動外，並提供與私隱相關的最新資訊。

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 get the latest programme updates as well as privacy-related news.



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。

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

私隱專員於本報告年度共刊發或修訂了三份指引資料、一份小冊子、一份資料單張、一本書籍及兩份圖鑑，為各持份者提供各類的實用指引及合規建議。

為提高各香港機構／企業認識歐洲聯盟《通用數據保障條例》2016下新制定的資料保障監管框架，以至對它們可能帶來的影響，私隱專員刊發了《歐洲聯盟《通用數據保障條例》2016》小冊子，就當中部分主要的規定與本港《私隱條例》作出比較。

公署亦為中小企業特備全新的指引資料，提供具體例子及實用建議，協助中小企了解如何依從《私隱條例》的規定。私隱專員另刊發全新的資料單張，指出通過電子裝置進行實體追蹤及監察可能構成的個人資料私隱風險。

年內公署與香港城市大學出版社聯合出版《注意！這是我的個人資料私隱》一書。新書推介會於2017香港書展期間舉行，私隱專員於推介會致辭時引用書中的例子解說日常生活中的各種個人資料私隱問題。

Publications

During the reporting year, the Privacy Commissioner issued or revised a wide range of useful guidance and advice on compliance with the Ordinance for our stakeholders. These included three guidance notes, one booklet, one information leaflet, one book and two infographics.

The Privacy Commissioner published the “European Union General Data Protection Regulation 2016 booklet”, to raise the awareness amongst organisations/businesses in Hong Kong of the possible impact of the new regulatory framework for data protection in the GDPR and compare some of the major requirements with those set out in the Ordinance.

A new guidance note tailored for the small and medium enterprises (SMEs) was issued. It provides specific examples and practical advice to help SMEs understand and comply with the requirements of the Ordinance. The Privacy Commissioner also issued a new information leaflet that highlights the possible risks of personal data privacy associated with physical tracking or monitoring through electronic devices.

The PCPD and the City University of Hong Kong Press jointly published a book in Chinese titled “Watch out! This is my personal data privacy”. A Book Launch event was held during the Book Fair 2017. The Privacy Commissioner spoke at the event and quoted some cases from the book to address various privacy issues in daily life.



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.

報告年度內私隱專員共刊發或修訂以下刊物：

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

指引資料 **Guidance Notes**

資料使用者如何妥善處理改正資料要求 (2017年5月 第一修訂版) **Guidance on the Proper Handling of Data Correction Request by Data Users (May 2017, First Revision)**

資料保障·利便營商 – 給中小企的綱領提示 (2017年12月) **Data Protection & Business Facilitation – Guiding Principles for Small and Medium Enterprises (December 2017)**

給候選人、政府部門、民意調查組織及公眾人士的選舉活動指引 (2017年12月 第六修訂版) **Guidance on Election Activities for Candidates, Government Departments, Public Opinion Research Organisations and Members of the Public (December 2017, Sixth Revision)**

小冊子 **Booklet**

歐洲聯盟《通用數據保障條例》2016 (於2018年5月25日生效) (2018年3月) **European Union General Data Protection Regulation 2016 (Effective 25 May 2018) (March 2018)**





資料單張

Information Leaflet

通過電子裝置進行實體追蹤及監察
(2017年5月)

Physical Tracking and Monitoring Through Electronic Devices
(May 2017)

書籍

Book

注意！這是我的個人資料私隱
(2017年7月)

Watch out! This is my personal data privacy
(July 2017)

圖鑑

Infographics

圖鑑：保障實體追蹤及監察所收集的個人資料——給電子裝置製造商的建議
(2017年5月)

Infographic: Protect the Data Collected by Physical Tracking or Monitoring: Recommendations for Device Manufacturers
(May 2017)

圖鑑：競選活動指引
(2017年12月)

Infographic: Electioneering Activities Guidance
(December 2017)



推動機構保障資料

演講

為推動機構建立尊重私隱的文化，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75次演講，鼓勵機構制訂全面的保障私隱策略。公署相信，若機構奉行數據道德，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 senior management staff of the PCPD delivered 75 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 data ethics is strategically important for organisations, helping them to be truly customer-centric, and to achieve an enduring and higher level of business success.

07.04.2017 為中華基督教會香港區會主講「尊重、保障個人資料」講座
Presentation on "Respect, Protect Personal Data" organised by Hong Kong Council of the Church of Christ in China



08.04.2017 為香港城市大學的法律博士課程的學生發表「香港的個人資料保障」客席演講
Guest lecture on "Personal Data Protection in Hong Kong" organised by Juris Doctor Programme of The City University of Hong Kong



26.04.2017 在公署舉辦的「大數據、人工智能與私隱」研討會發表演講
Presentation at the "Big Data, Artificial Intelligence and Privacy" Seminar organised by PCPD

27.04.2017 為國家互聯網資訊辦公室及政府資訊科技總監辦公室主講「介紹香港個人資料私隱專員公署及認識《個人資料(私隱)條例》」及參與「個人信息和重要數據出境安全評估辦法(徵求意見稿)」的討論
Presentation on "Introduction on the PCPD and the Personal Data (Privacy) Ordinance" to Cyberspace Administration of China and Office of the Government Chief Information Officer and discussion on "Measures for Security Assessment of Cross-Border Transfer of Personal Information and Important Data (Draft for Comment)"



- 18.05.2017 在香港品質保證局舉辦的2017專題研討會-可持續發展的策略視野：管治、風險與合規管理發表「緊貼私隱管理的國際與本地趨勢」演講
Presentation on “Stay Ahead of the Privacy Management Trends: Local and International Perspectives” at Symposium 2017 – Governance, Risk and Compliance Management in the Era of Sustainability organised by Hong Kong Quality Assurance Agency
- 23.05.2017 為香港總商會發表「亞洲區資料私隱保障新動態」
Presentation on “A New Era for Data Protection in Asia” organised by Hong Kong General Chamber of Commerce
- 02.06.2017 在香港特許秘書公會舉辦的第18屆公司規管最新發展研討會發表「保障個人資料及資料管理：高級管理人員須注意事項」演講
Presentation on “Personal Data Protection and Data Governance: Points to Note for Senior Management” at 18th Annual Corporate and Regulatory Update 2017 organised by Hong Kong Institute of Chartered Secretaries
- 
- 08.06.2017 為香港人力資源中介協會主講「僱傭中介公司如何保障個人資料」
Presentation on “How Employment Agencies for Domestic Helpers Protect Personal Data” organised by Association of Hong Kong Manpower Agencies
- 09.06.2017 為社會福利署簡介《個人資料(私隱)條例》
Briefing on “Introduction to the Personal Data (Privacy) Ordinance” organised by Social Welfare Department
- 30.06.2017 在香港會計師公會發表「處理僱員的個人資料」講座
Presentation on “Handling Employees’ Personal Data” at Hong Kong Institute of Certified Public Accountants
- 03.07.2017 為「友•導向」師友天地計劃致歡迎辭
Welcome remarks for Life Buddies Programme
- 14.07.2018 為法律教育基金有限公司主講「保障、注意個人資料」講座
Presentation on “Protect, be aware of Personal Data” at Legal Education Trust Fund Limited
- 23.07.2017 在東區文藝協進會有限公司舉辦的「東區金曲賀回歸20周年演唱會」致訓勉詞
Speech at “A Walk Through the Last 20 Years – Concert in Celebration of the 20th Anniversary of the Establishment of the HKSAR” organised by Eastern District Arts Council Limited
- 31.07.2017 為食物及衛生局轄下的電子健康紀錄統籌處舉辦的「醫健通：網絡安全、私隱保障及保安事故管理研討會」中主講「如何妥善保障個人資料及處理資料外洩事故」講座
Presentation on “How to Protect Personal Data and Handle Data Breach Properly” at Seminar on Cyber Security, Data Privacy and IT Security Incident Management in the eHRSS organised by eHR Office, Food and Health Bureau
- 02.08.2017 為香港投資基金公會主講「香港及內地個人資料私隱保障的最新發展」講座
Presentation on “Recent Development in the Data Protection Landscapes in Hong Kong and Mainland of China” organised by Hong Kong Investment Funds Association

08.08.2017 為香港航空企業領袖論壇主講「保障私隱是企業成功的關鍵」講座
Presentation on “Privacy Protection as Key to Business Success” at Business Leader Forum organised by Hong Kong Airlines

15.08.2017 為電腦保安事故協調中心在資訊保安高峰會 2017 的開幕禮發表「數據分析對私隱的啟示」開幕演講

Opening Address on “Privacy Implications for the Use of Data Analytics” at Information Security Summit 2017 organised by Hong Kong Computer Emergency Response Team Coordination Centre



08.09.2017 為香港樹仁大學主講「人工智能時代的資料保障」講座
Presentation on “Data Protection in Your Hand in this Artificial Intelligence Age” organised by Shue Yan University

11.09.2017 and 20.10.2017 為保安局及政府資訊科技總監辦公室舉辦的 2017 政府資訊安全研討會主講「個人資料私隱的有效管治」講座
Presentation on “Effective Governance to Personal Data Privacy” at 2017 Government Information Security Seminar organised by Security Bureau and Office of the Government Chief Information Officer

25.09.2017 在聯合國、數字亞洲研究所和歐洲數據保護主管於第 39 屆「國際資料保障及私隱專員研討會」舉辦的本地化思考，全球化行動：探索世界各地保護私隱的共同價值觀會外活動中發表「探索全球私隱的趨勢以確定當前私隱的地位」演講
Presentation on “Exploring trends in privacy across the world to determine the current status of privacy” at side event organised by United Nations, Digital Asia Hub and European Data Protection Supervisor – Thinking Local, Acting Global: Exploring Common Values that Underpin Privacy Around the World in 39th International Conference of Data Protection and Privacy Commissioners

25.09.2017 參與由資訊政策領導中心於第 39 屆「國際資料保障及私隱專員研討會」中舉辦的資料保障機構如何在責任增加和有限的資源下提升最大的效率、參與和領導小組討論
Panel Discussion on “How Can DPAs Maximise Effectiveness, Engagement and Leadership within the Context of Increased Responsibilities and Limited Resources?” at side event organised by Centre for Information Policy Leadership in 39th International Conference of Data Protection and Privacy Commissioners

26.09.2017 在第 39 屆「國際資料保障及私隱專員研討會」的閉門會議致歡迎詞
Welcome remarks for Closed Session at 39th International Conference of Data Protection and Privacy Commissioners

27.09.2017 在第 39 屆「國際資料保障及私隱專員研討會」的閉門會議致閉幕詞
Closing remarks for Closed Session at 39th International Conference of Data Protection and Privacy Commissioners

27.09.2017 在聯合國教科文組織於第 39 屆「國際資料保障及私隱專員研討會」舉辦的教科文組織項目定義的互聯網指標的持份者諮詢會會外活動中發表「互聯網發展願景；對互聯網普遍性指標的評論 – “人權”指標」演講
Presentation on “Vision on Internet development; comments on Internet Universality Indicators – “Human Rights” Indicators” at side event organised by UNESCO - Multi-stakeholder Consultation on UNESCO Project Defining Internet Indicators in 39th International Conference of Data Protection and Privacy Commissioners



- 27.09.2017 在 Facebook 晚餐聚會上發表演講
Speech at Facebook Night Dinner
- 28.09.2017 在第 39 屆「國際資料保障及私隱專員研討會」的公開會議致開幕詞及參與「東西薈萃」小組討論
Open remarks for Open Session and Panel discussion on “West Meets East” in 39th International Conference of Data Protection and Privacy Commissioners
- 28.09.2017 在微軟的午餐聚會中發表演說
Speech at Microsoft’s Lunch
- 29.09.2017 在國際私隱專業人員協會的午餐聚會中發表演說
Speech at International Association of Privacy Professionals’ Lunch
- 29.09.2017 在第 39 屆「國際資料保障及私隱專員研討會」的公開會議致閉幕詞
Closing remarks for Open Session at 39th International Conference of Data Protection and Privacy Commissioners
- 30.09.2017 為荷蘭葛洛寧恩大學的聯合國私隱、安全、科技及電子私隱研究小組人權問題特別報告員、馬耳他大學信息政策與管治系、資料配對項目(私隱管理, 財產和互聯網管治的替代方案)、數字亞洲研究所及香港大學主講「私隱、訊息特性及流動 – 私隱作為全球人權的亞洲視角」講座
Presentation on “Privacy, Personality and Flows of Information – Asian Perspectives for Privacy as a Global Human Right” organised by United Nations Special Rapporteur on the Right to Privacy, the Security, Technology & e-Privacy Research Group (SteP) of the University of Groningen in the Netherlands, the Department of Information Policy and Governance of the University of Malta, and the MAPPING Project (Managing Alternatives for Privacy, Property and Internet Governance), Digital Asia Hub and The University of Hong Kong
- 17.10.2017 在強制性公積金計劃管理局舉辦的強積金受託人管治文化工作坊發表「數據私隱與強積金受託人管治文化」演講
Speech on “Data Privacy and Governance of MPF Trustees” at Workshop on Governance of MPF Trustee organised by Mandatory Provident Fund Schemes Authority
- 24.10.2017 為香港海關發表「香港的個人資料保障 – 法律和制度」演講
Presentation on “Personal Data Protection in Hong Kong – Law and System” organised by Hong Kong Customs and Excise Department
- 26.10.2017 為的近律師行於 2017 企業法律顧問論壇主講「法律應如何配合科技發展 – 與網絡有關的最新法律事宜」講座
Presentation on “How the Law is keeping up with Technology – Latest legal issues in Cyberspace” at In-House Corporate Counsel Forum 2017 organised by Deacons



26.10.2017 在蘇黎世大學資訊科技、社會及法律中心與香港大學法律及科技中心合辦的私隱的未來公開研討會發表「從香港角度看 2018 年實施的 GDPR」的演講(此為蘇黎世與香港的約會：兩個城市一場盛宴活動之一)
Presentation on “Observations on the GDPR 2018 from Hong Kong’s Perspective” at a public symposium on “The Future of Privacy” jointly organised by Center for Information Technology, Society, and Law of the University of Zurich and the Law and Technology Centre of The University of Hong Kong under the “Zurich Meets Hong Kong – A Festival Of Two Cities” Events

26.10.2017 於香港中華廠商聯合會會董晚宴上發表「香港作為『一帶一路』和『大灣區』信息(數據)中心的機遇」演講

Presentation on “Opportunities for Hong Kong as the Data Centre for the Belt and Road Initiative and the Greater Bay Area” at General Committee Members’ dinner of Chinese Manufacturers’ Association of Hong Kong



06.11.2017 在香港互聯網協會舉辦的網上私隱研習班系列發表「歐盟《通用數據保障條例》- 香港該如何遵從」演講
Presentation on “The EU GDPR: Hong Kong’s Road to Compliance” to the Online Privacy Workshop Series organised by Internet Society The Hong Kong Chapter

08.11.2017 在 FinanceAsia 舉辦的第六屆亞洲合規論壇中發表「打造更穩建的機構」演講
Presentation on “Building a More Robust Organisation” at 6th Compliance Summit Asia organised by FinanceAsia

15.11.2017 在 Asia Legal Business 及湯森路透舉辦的 ALB 香港資料保障論壇 2017 發表「歐盟 2018 通用數據保障條例對香港資料保障領域、通知及同意模式的挑戰及電子經濟的智慧管治的影響」演講
Presentation on “The Influence of EUGDPR 2018 on Hong Kong Data Privacy Landscape, Challenges of Notice & Consent Model & Smart Regulation in Digital Economy” at ALB Hong Kong Data Protection Forum 2017 organised by Asian Legal Business and Thomson Reuters

20.11.2017 在香港中文大學舉辦的 2017-18 高級管理人員工商管理碩士課程論壇上發表「私隱與業務發展」演講
Presentation on “Privacy and Business Development” at EMBA Forum 2017-18 organised by The Chinese University of Hong Kong

23.11.2017 在高偉紳律師行舉辦的「《通用數據保障條例》將如何影響你的僱員及在人力資源管理方面的措施」講座中發表「《個人資料(私隱)條例》與《通用數據保障條例》的比較研究」演講
Presentation on “Comparison between Personal Data (Privacy) Ordinance and General Data Protection Regulation” at “How Will Your Employees and HR Practices Be Impacted by the General Data Protection Regulation?” Seminar organised by Clifford Chance

30.11.2017 為明愛向晴軒主講「個人私隱與債務處理」
Presentation on “Personal Data Privacy and Handling of Loans” to Caritas Family Crisis Support Centre

01.12.2017 在香港生產力促進局舉辦的醫療及保健系統網絡安全研討會中發表「保障私隱與醫療物聯網的資料管理」及參與小組討論
Presentation on “Privacy Protection and Data Governance in the Internet of Medical Things” and panel discussion at Symposium on Cyber Security on Medical and Healthcare System organised by Hong Kong Productivity Council



- 06.12.2017, 10.01.2018, 31.01.2018 and 14.03.2018 為香港警務處發表「警務人員對《個人資料(私隱)條例》及相關事宜的常見問題」演講
Presentation on “Frequently Asked Questions on the Personal Data (Privacy) Ordinance by the Police Officers” organised by Hong Kong Police Force
- 11.12.2017 為香港總商會的數碼、資訊及電訊委員會發表「內地與歐盟私隱法規的最新發展」演講
Presentation on “Recent Developments of Privacy Laws in the Mainland of China and EU” to the Digital, Information and Telecommunications Committee of Hong Kong General Chamber of Commerce
- 22.12.2017 與香港警務處商業罪案調查科人員分享經驗
Experience sharing with officers of Commercial Crime Bureau, Hong Kong Police Force
- 11.01.2018 為香港美國商會舉辦的閉門午餐會主講
Speech at closed-door roundtable luncheon organised by American Chamber of Commerce in Hong Kong
- 17.01.2018 為保險業監管局發表「保障個人資料及資料管治」演講
Presentation on “Personal Data Protection and Data Governance” organised by Insurance Authority
- 27.01.2018 在香港浸會大學舉辦的雙性人跨領域研討會發表「香港雙性者的人權(資料私隱)」演講
Presentation on “Human (Data Privacy) Right for Intersexuality in Hong Kong” at the “Is it a boy or a girl?” The Limit of the Male-Female Binary: Hong Kong First Interdisciplinary Symposium on Intersexuality organised by Hong Kong Baptist University
- 29.01.2018 為香港旅遊業議會發表「旅遊業界如何保障個人資料私隱」演講
Presentation on “Protecting Personal Data Privacy from Travel Industry’s Perspective” organised by Travel Industry Council
- 29.01.2018 為香港會計專業協會發表「大數據及人工智能時代的資料私隱及企業管治」演講
Presentation on “Data Privacy and Corporate Governance in the Era of Big Data and Artificial Intelligence” organised by Association of Hong Kong Accountants
- 02.02.2018 在香港人力資源管理協會舉辦的香港法例更新：2017回顧及2018展望講座中發表「環球私隱領域的最新發展及人力資源管理在保障個人資料方面的角色」演講
Presentation on “PCPD updates on global privacy landscape and HR’s Role to Protect Personal Data” at the Looking back 2017, Looking Forward 2018 – Legal and Compliance Updates Seminar organised by Hong Kong Institute of Human Resource Management



03.02.2018	在《鳳凰盃》香港國際女子棒球錦標賽 2018 開幕典禮中致辭 Speech at the Opening Ceremony of “Phoenix Cup” Hong Kong International Women’s Baseball Tournament 2018
07.02.2018	參與亞洲商業法律研究所舉辦的數據私隱論壇中的亞洲法律體系如何能在私隱、執法、商業創新和國際貿易之間取得平衡小組討論 Panel discussion on “How Asian legal systems can strike the balance between privacy, law enforcement, business innovation and international trade” at Data Privacy Forum organised by Asian Business Law Institute
08.03.2018	在國際科技法學會舉辦的 2018 國際亞太會議發表「剖析網絡攻擊」演講 Presentation on “Anatomy of a Cyber Attack” at 2018 International Asia-Pacific Conference organised by International Technology Law Association
10.03.2018	為 WebOrganic 的「安全互聯網日智能短片大賽」頒獎典禮致開幕詞 Opening speech for WebOrganic Award Ceremony for the Smart Video Contest for Safe Internet Day
14.03.2018	為香港總商會中小型企業委員會發表「資料私隱保障的最新發展 – 給中小型企業的資訊」演講 Presentation on “Data Privacy Updates for SME” to the SME Committee of Hong Kong General Chamber of Commerce



為個別機構提供講座

公署為 90 間機構提供了 120 場度身訂造的培訓講座，講解《私隱條例》的要求。（有關詳情請參考附錄三）

「大數據、人工智能與私隱」研討會

大數據、人工智能和機器學習（統稱為 BDAIML）的出現提升了效率並創造了商機，同時也對個人資料私隱的保障帶來挑戰。公署於 2017 年 4 月 26 日舉辦「大數據、人工智能及私隱」研討會，吸引了來自不同行業和專業的 300 多位參加者。為期半天的研討會為政府資訊科技總監辦公室統籌的「國際資訊科技節 2017」的其中一項活動。

其他講座

為提高公眾人士對《私隱條例》的認識和理解，公署共舉辦了 28 場簡介講座。包括其中一場為香港社會服務聯會的人力資源經理會舉辦的《私隱條例》及人力資源管理的資料保障。

In-house seminars

The PCPD conducted 120 tailor-made training sessions for 90 organisations to explain the requirements of the Ordinance. (See Appendix 3 for details)

“Big Data, Artificial Intelligence and Privacy” seminar

The emergence of big data, artificial intelligence and machine learning (collectively, BDAIML) has promoted efficiency and created business opportunities, but has posed challenges to personal data privacy at the same time. The PCPD hosted a seminar on “Big Data, Artificial Intelligence and Privacy” on 26 April 2017, attracting more than 300 participants from various industries and professions. The half-day seminar was one of the events of the “International IT Fest 2017” organised by the Office of the Government Chief Information Officer.

Other seminars

The PCPD organised 28 seminars to raise public awareness and their understanding of the Ordinance. One of them was organised for the HR Managers’ Club of the Hong Kong Social Services Council.



保障個人資料專業研習班

公署在本報告年度舉辦了32個工作坊，有1,184名人士參加。工作坊得到27個專業機構及行業協會支持，涵蓋下列主題：

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
私隱管理系統	Privacy Management Programme

與持份者會面

為了解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、團體進行會面。

亞太區私隱機構組織 科技工作小組	Asia Pacific Privacy Authorities – Technology Working Group
亞洲國際法律研究院	Asian Academy of International Law
亞太區經濟合作組織 – 電子商貿督導小組資料私隱分組	Asia-Pacific Economic Cooperation – Electronic Commerce Steering Group Data Privacy Subgroup
布魯金斯學會	Brookings Institution
國泰航空	Cathay Pacific Airways
香港特別行政區中央政策組	Central Policy Unit, HKSAR
政務司司長辦公室	Chief Secretary for Administration's Office
香港中華廠商聯合會	Chinese Manufacturers' Association of Hong Kong
亞太雲端科技博覽	Cloud Expo Asia
商務及經濟發展局	Commerce and Economic Development Bureau
法國資料保障機構	Commission Nationale de l'Informatique et des Libertés
政制及內地事務局	Constitutional and Mainland Affairs Bureau
消費者委員會	Consumer Council
國務院參事室	Counsellor's Office of the State Council
Cullen International	Cullen International
歐華律師事務所	DLA Piper
亞洲藍龍有限公司	Dmitri Hubbard of Blue Dragon Asia Limited

Professional workshops

During the reporting year, we held 32 workshops with 1,184 participants. The workshops, which were supported by 27 professional organisations and trade associations, covered the following topics:

Meeting with stakeholders

In order to understand stakeholders' concerns about personal data protection, the PCPD held meetings with various government departments, organisations and groups.

電子健康紀錄統籌處	Electronic Health Record Office
平等機會委員會	Equal Opportunities Commission
Facebook	Facebook
美國聯邦貿易委員會	Federal Trade Commission, USA
財經事務及庫務局	Financial Services and the Treasury Bureau
食物及衛生局	Food and Health Bureau
Google	Google
新互動媒體	New iMedia
GSMA	GSMA
香港銀行公會	Hong Kong Association of Banks
香港保險業聯會	Hong Kong Federation of Insurers
香港銀行學會	Hong Kong Institute of Bankers
香港金融管理局	Hong Kong Monetary Authority
香港警務處技術服務部	Hong Kong Police Force – Technical Services Division
香港科技園公司	Hong Kong Science and Technology Parks Corporation
香港貿易發展局	Hong Kong Trade Development Council
香港科技大學工商管理學院高級管理人員課程部	Hong Kong University of Science and Technology Business School Executive Education Office
醫院管理局	Hospital Authority
國際私隱專業人員協會	International Association of Privacy Professionals
國際資料保障及私隱專員研討會執行委員會	International Conference of Data Protection and Privacy Commissioner Executive Committee
投資推廣署及香港科研製藥聯會	Invest Hong Kong and Hong Kong Association of the Pharmaceutical Industry
銀聯通寶有限公司	Joint Electronic Teller Services Limited
韓國開發研究院	Korea Development Institute
韓國訊息安全局	Korean Internet & Security Agency
立法會	Legislative Council
立法會議員許智峯(香港島)	Legislative Council Member Hon HUI Chi-fung (Hong Kong Island)
立法會議員葉建源(教育界)、立法會議員姚松炎博士及教育局	Legislative Council Member Hon IP Kin-yuen (Education), Legislative Council Member Dr Hon YIU Chung-yim and Education Bureau
立法會議員易志明(航運交通界)	Legislative Council Member Hon Frankie YICK Chi-ming (Transportation)
香港物流及供應鏈多元技術研發中心	Logistics and Supply Chain MultiTech R&D Centre
強制性公積金計劃管理局	Mandatory Provident Fund Schemes Authority
微軟	Microsoft



大韓民國企劃財政部	Ministry of Strategy and Finance of Republic of Korea
尼爾森	Nielsen Company (US), LLC.
政府資訊科技總監辦公室	Office of the Government Chief Information Officer
團結香港基金	Our Hong Kong Foundation
渣打銀行香港	Standard Chartered Bank Hong Kong
湯森路透	Thomson Reuters
印尼巴查查蘭大學	University of Padjadjaran, Indonesia
美國眾議院外交事務委員會	US Congressional Staff on the House Foreign Affairs Committee
VISA 香港	VISA Hong Kong

保障資料主任聯會

公署於2000年創立保障資料主任聯會，為機構的保障資料人員提供一個交流經驗和培訓的平台，促進知識的增長和符規的實踐。截至2018年3月底，聯會有577名會員（包括個人及機構會員），會員來自公私營機構；他們來自多方背景，包括循規、法律事務、規管、執法和客戶服務。

公署於本報告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，主題包括明智使用便攜式裝置及處理資料外洩事故、以及以個案為重點以講解《私隱條例》。另外，公署舉辦了兩場講座，以協助聯會會員了解歐洲聯盟《通用數據保障條例》的規定。

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 stood at 577 by the end of March 2018. The individual and organisational members come from a wide range of background, including compliance, legal affairs, regulatory affairs, law enforcement and customer relations, in both the public and private sectors.

During the reporting year, the PCPD held four briefing sessions and talks for DPOC members, on smart use of portable storage devices and data breach handling, and the Ordinance with special emphasis on case studies. The PCPD organised two seminars for DPOC members to guide them through the new requirements in the European Union General Data Protection Regulation.



私隱專員在保障資料主任聯會迎新會上致辭。

The Privacy Commissioner gave opening remarks at the welcome reception for DPOC.



公署高級律師及嘉賓講者為保障資料主任聯會會員講解《通用數據保障條例》的規定。

PCPD Senior Legal Counsel and guest speaker shared with DPOC members on the GDPR requirements.

行業保障私隱活動

科技的進步為營商環境帶來翻天覆地的變化，亦為中小型企業帶來更大的發展空間和機遇。頻繁的商業活動大大增加了中小型企業處理客戶和員工個人資料的機會。但礙於資源有限，一般中小型企業對遵從《私隱條例》的規定往往力不從心，事倍功半。有見及此，公署投放更多資源協助中小型企業，加強保障個人資料，並藉以培養「尊重」個人資料私隱的企業文化，增強客戶信任。

為加強與中小型企業的溝通與合作，公署舉辦「中小企保障私隱運動」。公署於2018年1月發出《資料保障·利便營商－給中小企的綱領提示》指引資料，因應中小企業的不同業務功能提供具體例子及實用建議，以協助中小企了解如何遵從《私隱條例》的規定。

此外，公署推出專為中小型企業而設的諮詢熱線和電郵，為中小型企業提供更便捷的渠道，以就如何遵從《私隱條例》的規定作出查詢。

中小型企業的專屬諮詢熱線號碼為2110 1155，由專責的公署職員在公署的辦公時間內接聽（星期一至五上午8時45分至下午12時45分及下午1時50分至下午5時40分，公眾假期除外）。此外，中小型企業亦可透過專用的電郵地址（sme@pcpd.org.hk）作出查詢。

Industry-specific Privacy Campaign

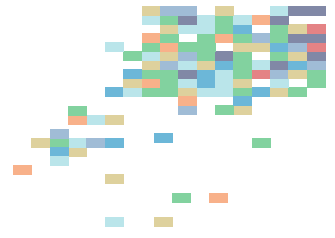
Technological advancement has brought about drastic changes in the business environment and opened up new opportunities for small and medium enterprises (SMEs). Frequent business activities have made the handling of personal data of customers and staff members a daily routine of SMEs. However, with limited resources, SMEs in general find it difficult to comply with the Ordinance. In view of this, the PCPD has allocated more resources to assist especially SMEs in strengthening personal data protection, so as to nurture an organisational culture of “respecting” personal data privacy and gaining customers’ trust.

To strengthen communication and cooperation with SMEs, the PCPD organised the SME Privacy Protection Campaign. The PCPD issued the “Data Protection & Business Facilitation – Guiding Principles for Small and Medium Enterprises” Guidance Note in January 2018 to help SMEs understand and comply with the requirements of the Ordinance by providing specific examples and practical advice according to their different business functions.

In addition, the PCPD launched a dedicated hotline and email service providing SMEs with a readily available channel to make enquiries about how to ensure compliance with the Ordinance.

The SME Hotline 2110 1155 operates during the PCPD office hours (Monday to Friday from 8:45am to 12:45pm and 1:50pm to 5:40pm, except public holiday). SMEs can also make email enquiries to sme@pcpd.org.hk.





走進社區

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2017年5月8日至14日舉辦「關注私隱運動2017」，主題是「分享資料前請三思」，提醒公眾在決定分享自己或他人的個人資料前，應三思而後行。

「關注私隱運動2017」共獲得132間夥伴中學及逾400名來自各行各業的保障資料主任聯會會員的支持。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，吸引逾50,000名人士參與。

今年公署特意設計四款海報，以生動的漫畫角色推廣在各方面保障網上私隱：流動應用程式、管理網上帳戶密碼，網絡攝錄機及社交網絡。



四款由公署所設計的「關注私隱運動2017」海報。
Four posters designed by the PCPD for the PAW 2017.

保障個人資料教育展覽

公署亦於金鐘港鐵站舉行公眾展覽，分別就流動應用程式、管理網上帳戶及密碼、網絡攝錄機和社交網絡四個範疇，帶出相關的保障私隱實務知識。



PROMOTING AWARENESS IN THE COMMUNITY

Privacy Awareness Week

The PCPD continued to promote privacy awareness in the region, together with Asia Pacific Privacy Authorities members, by organising Privacy Awareness Week 2017 (PAW 2017) between 8 and 14 May 2017 with the theme “Share Personal Data with Care”. Members of the public were reminded to be vigilant and think twice before sharing their own and others’ personal data.

The PAW 2017 was supported by 132 partnering secondary schools and over 400 members of the Data Protection Officers’ Club from various trades. A series of promotion and public education activities were organised during the week at schools and in the community, having engaged over 50,000 people.

To put across this year’s theme, the PCPD specially designed four posters with topics on mobile apps, managing online accounts and passwords, webcams and social media, featuring lively comic characters to promote online privacy protection.

Public education exhibition on personal data protection

An exhibition was held at the Admiralty MTR station during the week to provide passers-by with practical tips on four aspects, including mobile apps, managing online accounts and passwords, webcams and social media.

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，而公署職員亦從保障資料的角度與會員分享精明使用便攜式儲存裝置及處理資料外洩事故時須注意的事項。



DPOC welcoming reception cum lunch talk

The Privacy Commissioner welcomed DPOC members at the reception. A talk was held to share with members the smart use of portable storage devices from data protection perspective and how a data breach should be handled.



學校夥伴嘉許計劃及中學生「保障、尊重個人資料」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、尊重個人資料」短片大賽。公署特以頒獎典禮作為「關注私隱運動2017」的壓軸活動，並邀請夥伴中學及短片大賽入圍隊伍出席頒獎典禮。

Award Presentation Ceremony for Student Ambassador for Privacy Protection Programme 2017

A recognition scheme on promoting privacy protection and a short video competition were held under the Student Ambassador for Privacy Protection Programme 2017. Partnering schools and finalists of the competition were invited to the award presentation ceremony as the finale of the PAW 2017.



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，以免成為罪案受害者和蒙受金錢損失，公署與多個社會福利機構合辦了15個講座，與長者分享日常生活中保障個人資料的錦囊，吸引超過一千名長者參與。

Educational talks to senior citizens

To help senior citizens recognise potential data privacy risks and prevent them from falling victim to crime and financial exploitation, 15 educational talks in collaboration with various social services organisations were held. Speakers shared tips with the elderly on how to protect their personal data in daily life. Over 1,000 senior citizens have attended the talks.



保障私隱學生大使計劃

公署連續第七年舉辦保障私隱學生大使計劃。透過這個計劃，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，了解保障個人資料私隱的重要性，並在友儕間傳揚此訊息。

Student Ambassador for Privacy Protection Programme

The PCPD has run the Student Ambassador for Privacy Protection Programme for seven consecutive years. Under the Programme, secondary school students are encouraged to learn the importance of protecting personal data privacy and to share the knowledge with peers through organising interactive inter-school competitions and on-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、校際短片製作比賽，以及流動展覽車校園巡迴展覽。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132間中學參與這項計劃（詳見附錄四）。

至於短片大賽，共吸引約500名來自49間中學的同學參加。學校夥伴嘉許計劃及短片大賽的頒獎典禮於2017年5月13日舉行。

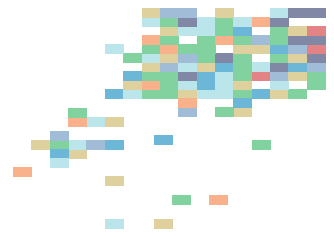
The Programme for 2017 consisted of a Partnering Schools Recognition Scheme, an inter-school short video competition and a school roadshow. The Partnering Schools Recognition Scheme offered gold, silver and bronze awards to commend and publicly recognise the achievements of secondary schools that demonstrate good practice in promoting personal data privacy protection on campuses. In total, 132 secondary schools took part in the Scheme (see Appendix 4).

About 500 students from 49 secondary schools took part in the short video competition. The award presentation ceremony for the Partnering Schools Recognition Scheme and short video competition was held on 13 May 2017.



公署安排流動展覽車駛到中學校園，為同學及老師提供保障個人資料貼士。

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



另外，公署安排流動展覽車在四月及五月駛至共43間中學校園，透過在展覽車內的展板、派發公署出版的刊物，以及播放教育短片，向同學及老師提供在日常生活中保障個人資料的實用貼士。

A 4-week school roadshow was held in April and May 2017 with an exhibition truck shuttling among 43 partnering schools during the period. Practical tips were provided through the display panels inside the truck to show teachers and students how to protect personal data in daily life. Latest publications were distributed and educational videos were shown in the truck.

