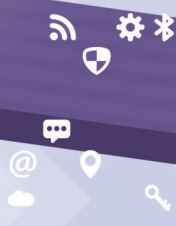




教育、宣傳 及與持份者聯繫

Education, Publicity
and Engagement





用得安心 -
正確使用通訊軟件及社交媒體
網絡研討會



教育、宣傳及與持份者聯繫

私隱公署繼續利用社交媒體和宣傳平台與持份者聯繫，推廣和宣傳尊重及保障個人資料私隱，並提醒各群體保持警覺，應對潛在的私隱風險。

在報告年度內，私隱公署的教育工作繼續受到2019冠狀病毒病的疫情影響。期間不少機構均停止實體會面，而公眾講座、研習班、研討會及會議等亦不時暫停。因此，私隱公署只能提供少量的面授機會，在可行情況下依賴網上講座及會議。

私隱公署亦繼續積極推廣及宣傳尊重及保障個人資料私隱，以及就不同的私隱相關議題提供指引及意見，包括適時發出新聞稿及傳媒回應、接受電台、電視及報章訪問、在報章及專業或業界刊物發表文章、在社交媒體上載影片及帖文、舉行廣告宣傳活動等。

聯繫機構與大眾

在教育方面，私隱公署舉辦公開講座、研討會和工作坊等項目，目標之一為提高各界對《私隱條例》規定的認識、理解和遵從；目標二是向資料使用者提供良好行事方式的指引，保障個人資料私隱；目標三是讓大眾學懂如何保護自己的個人資料私隱。

在報告年度，共 25,999 名參加者以網上或面授形式出席了私隱公署舉辦的公開講座、研討會和工作坊。

Education, Publicity, and Engagement

The PCPD leverages social media and publicity platforms and engages different stakeholders to promote and publicise the respect for and protection of personal data privacy and remind community groups to be vigilant about privacy risks.

In the reporting year, the PCPD's education efforts continued to be hampered by the COVID-19 pandemic. Many organisations ceased face-to-face meetings and public seminars, workshops, talks and conferences were suspended from time to time. As a result, the PCPD could offer very few in-person sessions and relied much more on webinars and virtual meetings when practicable.

The PCPD continued to address or give advice on topical issues relating to personal data privacy by issuing media statements, responding to media enquiries, attending radio, television, and newspaper interviews, publishing articles in newspapers and professional or trade magazines, making posts and uploading videos on social media, and conducting advertising campaigns.

Engaging Organisations and the Community

The education efforts of the PCPD are about engaging organisations and the wider community via public talks, seminars, and workshops. The first goal is to promote the understanding of and compliance with the requirements under the PDPO. The second goal is to provide guidance for data users to follow good practices in the protection of personal data privacy. Finally, the third goal is for the public to acquire knowledge on safeguarding their own personal data privacy.

During the reporting year, a total of 25,999 participants attended our public talks, seminars, and workshops online and in person.



專題演講及網上講座

私隱專員及其團隊應邀出席活動，向各方持份者發表及分享意見，題目包括數碼時代保障私隱的演變、數據道德管理價值和模式等，更特別鼓勵高層人員為機構制訂全面的保障私隱策略。

Speaking engagements and webinars on topical issues

The Privacy Commissioner and the team were invited to speak and share views on the evolution of privacy protection in the digital age, data governance, and ethics stewardship values and models. These activities engaged a broad range of stakeholders. In particular, senior executives were encouraged to incorporate a corporate-wide privacy strategy.



演講主題十分廣泛，包括2019冠狀病毒病、一帶一路、法律科技及即時通訊應用程式與社交媒體所引起的私隱議題、在家工作安排下的個人資料私隱保障及學校應對個人資料私隱事宜的指引等。

Topics of the speaking engagements included personal data privacy issues in relation to COVID-19, Belt and Road, LawTech, work-from-home arrangements, guidance to schools on personal data privacy, and instant messaging apps and social media, etc.



公開簡介講座及機構內部講座

私隱公署定期為公眾舉辦有關保障個人資料的免費簡介講座，讓公眾加深對《私隱條例》的認識和理解，以保障個人資料私隱權。此外，私隱公署亦會按機構要求，提供度身訂造的培訓課程，透過講解與其行業和界別有關的案例，協助員工更加了解《私隱條例》。

專業研習班

私隱公署繼續舉辦一系列有關保障個人資料的專業研習班，主題涵蓋資料保障法律實務、查閱資料要求、銀行／金融服務、直接促銷活動、人力資源管理、保險業、私隱管理系統、法院及行政上訴委員會近期的案例、數據道德及物業管理。

Introductory seminars and in-house training

The PCPD regularly runs free, introductory seminars on personal data protection for the general public to understand the PDPO and to safeguard their personal data privacy right. On request, the PCPD also provides tailored, on-site training for organisations to help their staff to better understand the PDPO, with illustrations in relation to their industries and sectors.

Professional workshops

The PCPD continued its series of professional workshops on data protection catered to specific industries and sectors. These workshops covered Data Protection Law, Data Access Requests, Banking/Financial Services, Direct Marketing Activities, Human Resource Management, Insurance, Privacy Management Programme, Recent Court and Administrative Appeals Board Decisions, Data Ethics, and Property Management Practices.



會見持份者

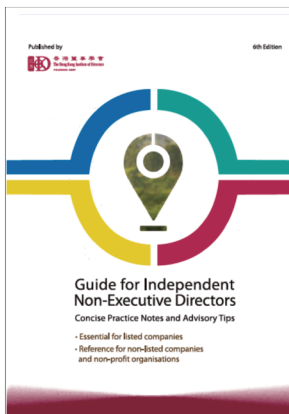
一如既往，私隱公署與來自政府部門、商會、專業團體、機構和組織等持份者會面，並與他們交換意見及了解他們對時下私隱議題的關注。

Meetings with stakeholders

As in the past, the PCPD met with stakeholders from government departments, chambers of commerce, professional bodies, organisations, and groups to exchange views on and understand their concerns about topical privacy issues.

私隱管理系統

私隱公署長期以來一直提倡機構推行私隱管理系統，設有合適制度來保障其收集、使用和持有的個人資料。香港董事學會於2021年3月出版的《獨立非執行董事指南》亦提及私隱管理系統，鼓勵公司董事建立和實施私隱管理系統，以作為推行「環境、社會和管治」管理的良好機構管治策略的主要元素。



The PCPD has long been advocating organisations to implement a Privacy Management Programme (PMP) to put in place a proper system to safeguard personal data that they collect, use, and hold. In March 2021, the Guide for Independent Non-Executive Directors, published by the Hong Kong Institute of Directors, encouraged company directors to set up and implement PMP as an essential element for good corporate governance for the adoption of Environmental, Social and Governance management.

社會福利界行業保障私隱活動

私隱公署聯同香港社會服務聯會合辦題為「非政府機構的個人資料私隱保障」網上研討會系列，以提高社會福利界從業員對保障個人資料私隱的意識。研討會吸引超過300名參與者，包括非政府機構的董事會及委員會成員、社會福利機構主管、顧問及管理人員。研討會上分享了相關案例，並討論社會福利機構如何建立私隱管理系統及實踐數據道德。

Industry-specific Privacy Campaign for Social Service Sector

In collaboration with the Hong Kong Council of Social Service, the PCPD organised a series of “Protection of Personal Data Privacy for NGOs” webinars to promote personal data privacy protection among social service practitioners. The webinars attracted over 300 participants comprising board and committee members of non-governmental organisations, agency heads, advisors and senior managers of social service organisations. The PCPD shared relevant real-life cases and discussed, among other topics, the implementation of privacy management programme and putting data ethics into practice.

保障資料主任聯會

保障資料主任聯會成立於2000年，讓機構的保障資料人員交流經驗和接受培訓，以促進知識增長和符合實踐。截至2021年3月底，聯會共有557名公私營機構會員，背景多元，包括循規、法律事務、規管、執法和客戶服務等。



Data Protection Officers' Club

Established in 2000, the Data Protection Officers' Club (DPOC) provides data protection practitioners a platform for advancing their knowledge and practice through experience sharing and training. DPOC membership stood at 557 at the end of March 2021. Members come from a wide range of backgrounds, including compliance, legal affairs, regulatory affairs, law enforcement, customer relations, etc., in the public and private sectors.

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

透過傳媒及網上平台 傳播訊息

傳媒

報告年度內，私隱公署共發布了64篇新聞稿，僅次於去年度的新高69篇。年內共回應了220宗傳媒查詢，議題包括2019冠狀病毒病引起的私隱議題、有關「起底」的案件、特區政府提出修訂《私隱條例》以打擊「起底」及公共登記冊涉及的私隱議題等。

Disseminating Messages Through Media and Online Platforms

Media communications

During the reporting year, the PCPD issued 64 media statements, second highest to the last reporting year's record of 69. It also responded to 220 media enquiries about the requirements under the PDPO. Some topics from the media included privacy issues arising from COVID-19, doxxing-related cases, the SAR Government's proposals to amend the PDPO to combat doxxing, and privacy issues arising from public registers.





私隱專員參與的傳媒訪問及記者會和在報章及行業刊物發表的文章

私隱專員及其團隊就與私隱有關的議題接受過 70 次傳媒訪問，包括提醒長者如何避免墮入資料陷阱及提防「起底」。在 2021 年 1 月舉行的記者會中，總結私隱公署在 2020 年的工作及公布一份有關公眾及機構對保障個人資料私隱的態度和意見的調查報告。

私隱專員亦在報章及行業刊物發表文章，分享觀點和見解，並就個人資料私隱方面的議題提供指引。主題包括「起底」、使用社交媒體時保障個人資料私隱及與 2019 冠狀病毒病接觸者追蹤流動應用程式相關的私隱議題等。

The Privacy Commissioner's interviews, briefings, and articles in the media and industry journals

The Privacy Commissioner and her team gave 70 media interviews on various privacy-related topics, including doxxing and prevention for senior citizens to fall victim to data traps. In a media briefing in January 2021, the Privacy Commissioner reported on the work of the PCPD in 2020 and released the results of a survey to gauge the attitudes and views of the public and organisations on the protection of personal data privacy.

The Privacy Commissioner also contributed articles to newspapers and industry journals and shared views, insights, and guidance on personal data privacy. Topics included doxxing, protection of personal data privacy when using social media, data privacy issues related to COVID-19, contact tracing apps, etc.



網站及社交媒體

網站

私隱公署網站提供有關私隱公署的工作及個人資料私隱議題的最新資訊。報告年度內，私隱公署網站共錄得 1,896,878 瀏覽人次，較上一報告年度的 1,520,779 人次上升兩成半。這個有效溝通渠道最多人瀏覽的內容包括「個案簡述」、「新聞稿」和「演講辭、簡報及專題文章」。

Website and social media

Website

The PCPD website contains information on the work of the PCPD and the latest updates on personal data privacy issues. In the reporting year, the website recorded 1,896,878 visits, an increase of 25% from 1,520,779 visits in the last reporting year. The most popular sections on this effective communication channel were “Case Notes”, “Media Statements”, and “Speeches, Presentations & Articles”.



私隱公署亦推出「『起底』害己害人」的全新網頁，透過教育和宣傳工作打擊「起底」行為。網頁詳細闡述「起底」的禍害和帶來的嚴重法律後果，並呼籲市民切勿以身試法。

In our education and promotion efforts to combat doxing, the PCPD has launched the new “Say ‘No’ to Doxing” webpage to elaborate on the harmful effect and serious legal consequences of doxing and to urge the public not to flout the law.



私隱公署網站及其專題網站在由香港互聯網註冊管理有限公司和政府資訊科技總監辦公室舉辦的「2020-21 年度無障礙網頁嘉許計劃」中榮獲「金獎」。專題網站「網上私隱要自保」更連續三年獲得金獎而獲頒「三連金獎」。

社交媒體

私隱公署在本報告年度活躍於社交平台，共發表 380 篇帖文，宣傳保障及尊重個人資料私隱的訊息。私隱公署亦因應大眾關注的私隱議題，適時提供保障個人資料私隱的資訊。

帖文主題多元化，包括小心使用社交媒體及即時通訊軟件、提防偽冒電郵或短訊、打擊「起底」、在家工作安排下的資料保安、教導青少年提防網上騙徒、參與大型抽獎活動時如何保障個人資料私隱，以及建議教育機構在疫情下怎樣保障教職員及學生個人資料私隱等。

The PCPD's main and thematic websites were awarded "Gold Award" in the Web Accessibility Recognition Scheme 2020-2021 organised by the Hong Kong Internet Registration Corporation Limited and the Office of the Government Chief Information Officer. The thematic website "Be SMART Online" was also awarded "Triple Gold Award" for achieving gold for three consecutive years.

Social Media

During the reporting year, the PCPD maintained an active online presence and made 380 social media posts on protecting and respecting personal data privacy. We responded in a timely manner to incidents and issues of public concern.

The topics included using social media and instant messaging apps mindfully, staying vigilant about phishing, "combating doxxing", and data security related to work-from-home. We also advised teenagers to beware of online swindlers, recommended the public to safeguard personal data privacy in large-scale lucky draw activities, and worked with education institutes on protecting personal data privacy of teachers, staff, and students during the pandemic.

走進社區 推動保障私隱意識

關注私隱週

「關注私隱週」為私隱公署與亞太區私隱機構合辦的年度推廣項目，而亞太地區私隱機構則是交流個人資料私隱保護和最新私隱議題的意見和經驗之論壇。

私隱公署在2020年6月22日至26日舉辦香港地區「關注私隱週2020」，主題為「保障私隱 維護尊嚴 構建智慧香港」。

「關注私隱週2020：由原則至行動—企業保障個人資料」網上講座為「關注私隱週2020」的旗艦活動，超過850名私隱管理專業界從業員、保障資料主任聯會會員、企業僱主、行政、人力資源管理人員等參與。

為向大眾推廣網絡安全意識，私隱公署聯同Google香港及本地插畫家Dustykid合作，製作以「幸福係由學習安全上網做起」為題的漫畫故事。六期的漫畫故事講述日常生活中潛在的網絡安全風險，並分享網絡安全小貼士。

Publicity Initiatives for Promoting Awareness

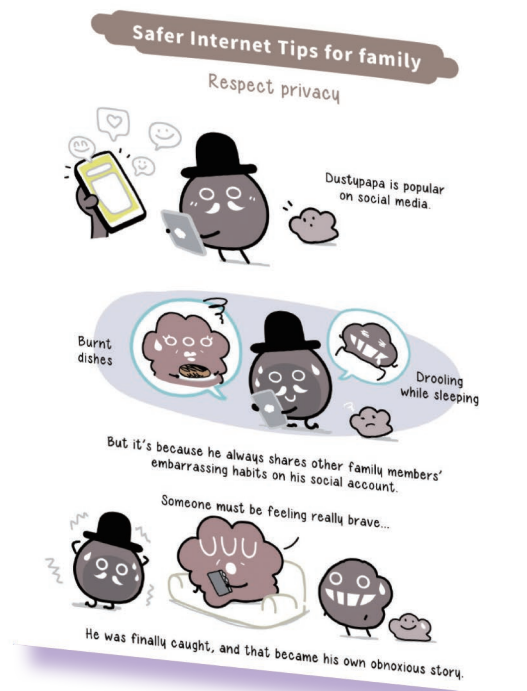
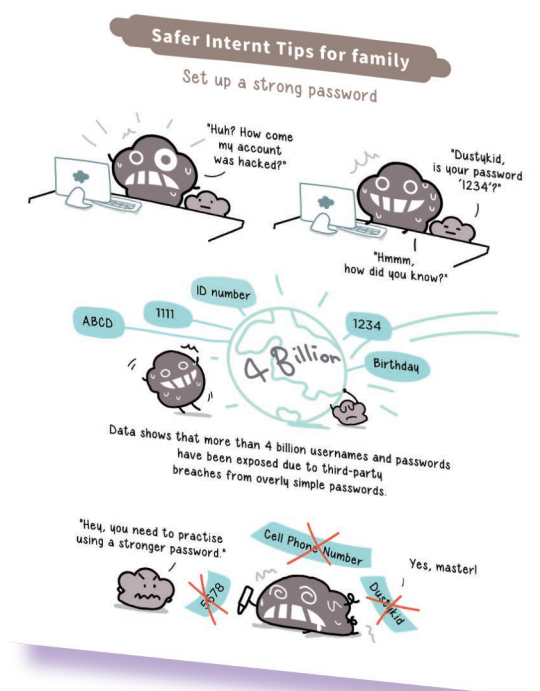
Privacy Awareness Week

The Privacy Awareness Week (PAW) is an annual promotional event of the Asia Pacific Privacy Authorities (APPA) on personal data privacy protection. APPA is a forum for privacy authorities in the Asia Pacific region to exchange ideas and share experiences about privacy protection and the latest privacy issues.

The PCPD held PAW 2020 in Hong Kong on 22 to 26 June 2020 under the theme "Protecting Privacy Respecting Dignity for a Smart Hong Kong".

The flagship event was the online workshop "Privacy Awareness Week 2020: From Principles to Practice – Personal Data Protection for Enterprises". It was attended by more than 850 participants comprising privacy management professionals, DPOC members, business owners, executives, and human resource practitioners.

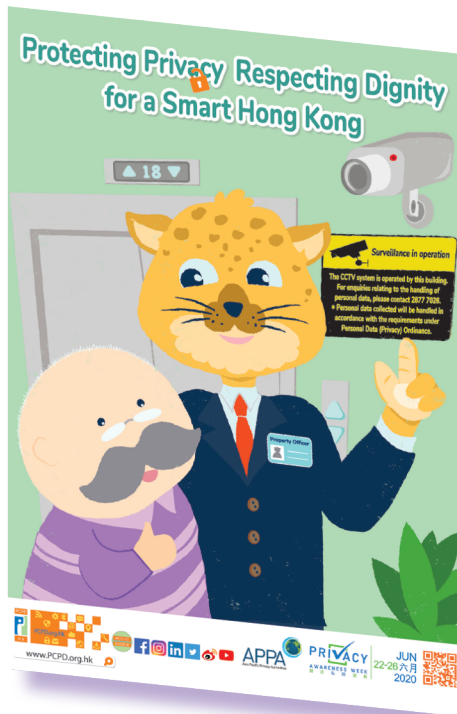
To promote awareness of cybersecurity to the public, the PCPD collaborated with Google Hong Kong and Dustykid, a local illustrator, on comic strips. The theme was "Happiness starts from learning to surf the Internet safely". The six comic strips showed potential cybersecurity risks on the Internet and tips on using the Internet safely.





私隱公署亦製作了數碼版海報。

The PCPD also created e-posters on privacy protection.



戶外宣傳活動

為慶祝私隱公署成立25周年及讓更多市民觀看到個人資料保障訊息，私隱公署在2021年3月展開流動戶外宣傳計劃。車身印上顏色奪目的圖像及25周年誌慶標誌的電車，穿梭於主要商業區和購物區，直至2021年6月底。

Outdoor promotional campaign

To celebrate the PCPD's 25th Anniversary and to increase the visual exposure of our message on personal data privacy protection, the PCPD began a mobile outdoor advertisement campaign in March 2021. Trams painted with eye-catching celebratory images and remindful captions would run up and down prime business and shopping areas until late of June 2021.

