

教育、宣傳及聯繫 Education, Publicity and Engagement



聯繫各界與大眾

儘管在報告年度內2019冠狀病毒病持續肆虐，私隱公署仍致力宣揚保障個人資料私隱，包括利用社交媒體和網上宣傳平台，及以視像形式和不時的面對面交流與不同持份者溝通。私隱公署亦透過不同方式及渠道回應公眾對私隱的關注，例如發出指引、新聞稿、回應傳媒查詢、接受訪問、發表文章、舉辦宣傳活動、在社交媒體上發放帖文及影片等。

在教育工作方面，私隱公署一直透過舉辦實體或網上講座及專業研習班等活動聯繫各界與大眾，以提高各界對《私隱條例》的認識、理解和遵從。在報告年度內，共32,794名人士參加了私隱公署舉辦的教育活動。

Engaging Different Sectors and the Community

Despite the challenges of the COVID-19 pandemic during the reporting year, the PCPD continued its efforts to promote the protection of personal data privacy by leveraging a mix of social media and online publicity platforms, and engaging different stakeholders via virtual, and from time to time, face-to-face communications. The PCPD also addressed privacy concerns of the public through various means and channels, such as issuing advisories, media statements, responding to media enquiries, joining interviews, publishing articles, conducting promotional campaigns and publishing posts and videos on social media.

In terms of educational work, the PCPD has engaged different sectors and the wider community through seminars or webinars and professional workshops, aiming to raise the awareness and understanding of and compliance with the requirements of the PDPO. During the reporting year, a total of 32,794 participants attended the educational events organised by the PCPD.



專題演講及網上講座

為灌輸及推動尊重私隱的文化，私隱專員及其團隊於報告年度內積極參與不同機構舉辦的活動，向持份者發表及分享意見，內容包括《私隱條例》的核心要求、數碼世代下的資料保障及於機構實施個人資料私隱管理系統的重要性。此外，私隱公署亦舉辦各種與個人資料私隱議題相關的實體或網上講座，例如《修訂條例》、開發及使用人工智能道德標準、內地《個人信息保護法》及歐盟對於跨境資料轉移的新版標準合約條款。

Speaking Engagements and Webinars on Topical Issues

To foster and promote a privacy-respectful culture, the Privacy Commissioner and her team actively participated in events organised by different organisations and shared their views on a wide array of topics during the reporting year, including the core requirements of the PDPO, data protection in the digital age and the importance of implementing a Personal Data Privacy Management Programme in organisations. The PCPD also organised seminars or webinars on topical issues relating to personal data privacy, such as the Amendment Ordinance, ethical development and use of AI, the PIPL of the Mainland and the European Commission's new standard contractual clauses for cross-border transfers of personal data.



簡介講座及機構內部培訓

因應公眾對個人資料私隱的關注與日俱增，私隱公署定期舉辦免費講座，簡介《私隱條例》的內容，提高公眾人士對《私隱條例》的認識和理解。另一方面，私隱公署亦應不同機構的邀請，向他們提供度身訂造的培訓課程，藉以配合其行業合規及運作所需。

Introductory Seminars and In-house Training Programmes

With heightened public awareness of personal data privacy, the PCPD regularly organised free seminars to introduce the requirements of the PDPO and enhance public understanding. On the other hand, the PCPD also provided tailor-made training programmes upon organisations' requests in order to meet their compliance and operational needs.



專業研習班

私隱公署在報告年度內共舉辦了23場專業研習班。研習班得到30個專業機構及行業協會支持。內容涵蓋資料保障法律實務、查閱資料要求，及在銀行或金融服務、直接促銷活動、人力資源管理、保險業及物業管理方面有關個人資料私隱的議題。研習班亦提供個人資料私隱管理系統及與《私隱條例》有關的法院及行政上訴委員會案例的培訓課程。

Professional Workshops

During the reporting year, the PCPD held a total of 23 professional workshops which were supported by 30 professional organisations and trade associations. The topics covered data protection law, data access requests, personal data privacy issues relating to banking or financial services, direct marketing activities, human resource management, insurance and property management practices. The workshops also provided training sessions on the establishment of a personal data privacy management programme and court and Administrative Appeals Board decisions relating to the PDPO.

與持份者會面

為更了解持份者對個人資料私隱保障的關注，私隱公署與不同政府部門的代表、商會、專業團體、機構、組織和持份者會面，並就私隱議題與他們交換意見。

Meetings with Stakeholders

To better understand stakeholders' concerns about personal data protection, the PCPD met with representatives of various government departments, chambers of commerce, professional bodies, organisations, associations and stakeholders to exchange views on topical privacy issues.

行業保障私隱活動

在2021-22年度，私隱公署與物業管理業監管局協辦持續專業發展「法規系列」講座。私隱公署亦與香港社會服務聯會合作，舉辦題為「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。

Industry-specific Privacy Campaigns

In 2021-22, the PCPD co-organised a Continuing Professional Development Seminar on “Law and Regulations Series” with the Property Management Services Authority. To enhance the awareness of protecting personal data privacy among social service practitioners, the PCPD also collaborated with the Hong Kong Council of Social Service to organise a series of webinars entitled “Protection of Personal Data Privacy for NGOs”.



保障資料主任聯會

Data Protection Officers' Club



保障資料主任聯會（聯會）成立至今廿二載，一直為公私營機構的保障資料人員提供有效的培訓和經驗交流平台，讓他們取得私隱領域的最新發展和保障個人資料私隱的資訊，並促進符規的實踐。截至2022年3月底，聯會會員人數超過550名，會員分別來自人力資源管理及培訓、循規、法律事務、規管和執法等多元背景。

Established for 22 years, the Data Protection Officers' Club (DPOC) has been dedicated to providing data protection practitioners from the public and private sectors with an effective training and experience-sharing platform, which allows users to access information about the latest developments in the privacy landscape and personal data privacy protection, and advances the practice of data privacy compliance. The DPOC membership reached more than 550 by the end of March 2022, with members coming from diverse backgrounds, including human resource management and training, compliance, legal affairs, regulatory affairs and law enforcement.

在報告年度內，私隱公署為聯會會員舉辦了不同類型的活動，包括旗艦活動「私隱之友嘉許獎—得獎機構經驗分享會」，邀請2021年得獎機構分享他們在建立尊重和保障個人資料私隱的良好機構文化及成功要訣，以及個人資料管理方面的實際經驗。

During the reporting year, the PCPD organised various activities for the DPOC members, including the flagship event "Privacy-Friendly Awardees' Sharing Session", which invited award-winning organisations in 2021 to share their success stories about building a good organisational culture of respecting and protecting personal data privacy, as well as their practical experience in personal data management.



透過傳媒及各種平台 傳播訊息

新聞稿及傳媒查詢

在報告年度內，私隱公署繼續處理與個人資料私隱有關的議題和提供意見。私隱公署共發布33篇新聞稿，並回覆144個傳媒查詢。傳媒關注議題包括《修訂條例》、為打擊2019冠狀病毒病而引入的不同措施所引起的私隱問題（包括「安心出行」流動應用程式、「疫苗通行證」、收集及使用僱員個人資料）、資料外洩事故，以及部分公共登記冊查冊安排的改變。

Disseminating Messages through Media and Various Platforms

Media Statements and Enquiries

During the reporting year, the PCPD continued to address and give advice on topical issues relating to personal data privacy. The PCPD issued 33 media statements and responded to 144 media enquiries. The topics of media concern included the Amendment Ordinance, privacy issues arising from various initiatives introduced to combat COVID-19 (including the “LeaveHomeSafe” mobile app, Vaccine Pass, collection and use of personal data of employees), data breach incidents, as well as changes to the inspection arrangements of some public registers.



傳媒訪問、記者會和在報章及行業刊物發表文章

私隱專員及其團隊就與私隱有關的議題接受46次電視、電台及報章訪問。私隱公署於2021年8月舉行記者會，發布《開發及使用人工智能道德標準指引》及關於兩間公用事業客戶個人資料系統的視察報告。同年12月，私隱公署就一宗在《私隱條例》下涉嫌「起底」罪行的案件而作出拘捕行動，並就此案件舉行另一記者會。私隱專員亦在報章及行業刊物上發表文章，以回應時下關注的私隱議題並提供建議。

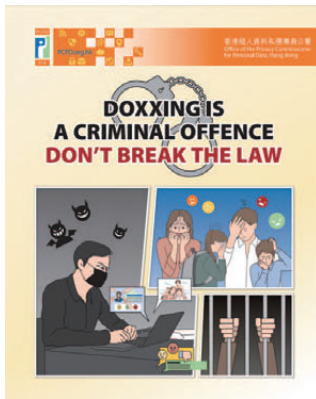
Media Interviews, Briefings and Articles in Newspapers and Industry Journals

The Privacy Commissioner and her team joined 46 television, radio and newspaper interviews on various privacy-related topics. A media briefing was held in August 2021 on the issuance of the “Guidance on Ethical Development and Use of AI” and the “Inspection Report on Customers’ Personal Data Systems of Two Public Utility Companies”. Another media briefing was held in December 2021 in relation to an arrest made for a suspected doxxing offence under the PDPO. The Privacy Commissioner also contributed articles to newspapers and industry journals to address and provide advice on topical privacy issues.



宣傳及教育刊物

私隱公署於本報告年度刊發了不同的刊物，為各持份者提供各類的實用指引及合規建議，包括介紹內地《個人信息保護法》的書籍、與在家工作安排及人工智能的資料私隱保障相關的指引、以及反「起底」及杜絕網絡欺凌的資料單張及海報。



Publicity and Educational Materials

During the reporting year, the PCPD issued different publications to provide useful information about compliance guidance for stakeholders, including a booklet to introduce the PIPL of the Mainland, guidance notes on data privacy protection issues relating to work-from-home arrangements and AI, as well as information leaflets and posters about anti-doxxing and stopping cyberbullying.



網站

私隱公署透過網站和網上渠道，向不同持份者有效發放有關保障個人資料私隱的資訊和最新發展。在報告年度內，網站共錄得 1,870,806 瀏覽人次。另外，私隱公署亦就重點議題推出專題網站，包括就《修訂條例》去年生效而推出的「起底」罪行新網頁，以及更新了兒童私隱專題網站，旨在提供一站式的網上資源中心。

Website

The PCPD effectively disseminated information about personal data protection and its latest developments through the website and online channels. During the reporting year, we recorded 1,870,806 visits to the website. With a view to offering a one-stop portal of online resources, the PCPD launched thematic websites on key topics, including a new webpage on doxxing offences since the Amendment Ordinance took effect last year, and revamped its thematic website on children privacy.



社交媒體平台

一如既往，私隱公署定期更新社交平台內容，以簡單的文字及插圖，向大眾提供最新的保障個人資料私隱的資訊及趨勢。本年度內，私隱公署共發表了296篇帖文，內容涵蓋不同議題，包括在疫情期間收集及使用僱員個人資料的建議、在家工作安排下保障個人資料的貼士、反「起底」訊息和私隱公署防疫抗疫關愛義工隊的工作。

Social Media Platforms

As always, the PCPD regularly updated its social media platforms to provide the public with information about the protection of personal data privacy and privacy trends using simple texts and illustrations. During the year, the PCPD published 296 social media posts which covered a vast variety of topics, ranging from advisories on the collection and use of personal data of employees during the pandemic, and tips on how to safeguard personal data while working from home to anti-doxxing messages and the work of the PCPD's Anti-Epidemic Volunteer Team.



走進社區 — 推動保障私隱意識

Publicity Initiatives for Promoting Awareness of Privacy

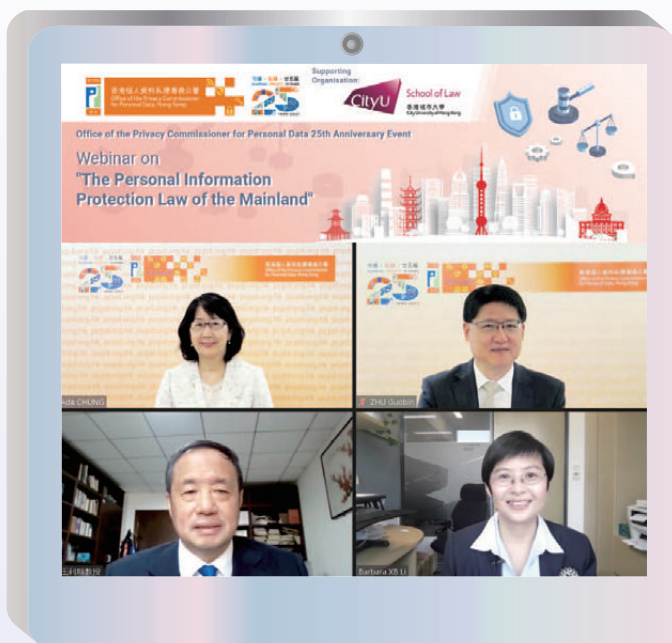
私隱公署成立25周年誌慶活動

25th Anniversary Celebratory Events



私隱公署在2021年慶祝成立25周年。於報告年度內，私隱公署舉辦了一系列不同私隱議題的網上研討會作慶祝活動，題目包括「內地《個人信息保護法》」、「歐盟的新版標準合約條款下從歐盟轉移個人資料至其他國家」、「開發及使用人工智能道德標準指引」、「社交媒體與你」及「大數據時代下的資料保障」等。

To mark its 25th Anniversary in 2021, the PCPD organised a series of webinars on different data privacy topics, such as “The PIPL of the Mainland”, “New Standard Contractual Clauses of the EU for Transfer of Personal Data from EU to Third Countries”, “Ethical Development and Use of Artificial Intelligence”, “Social Media and You” and “Data Protection in the Age of Big Data”.



青少年教育工作

為聯繫青少年，私隱公署在2021年舉辦「保障私隱學生大使・學校夥伴嘉許計劃」。來自64所中學超過16,000名學生透過成為計劃下的「學校夥伴」，共同締造尊重及保障個人資料私隱的校園環境。計劃亦包括一項全港中學生手機遊戲應用程式設計比賽，共吸引了超過400名中學生參加。

Engaging Youngsters

To engage youngsters, the PCPD organised the Student Ambassador for Privacy Protection Programme (SAP) in 2021. 64 secondary schools, with more than 16,000 students, joined the network of SAP to become “partnering schools” to foster a culture of respecting and protecting personal data privacy on campus. A Mobile Game Apps Design Competition, which was part of SAP 2021, attracted more than 400 secondary school students.

A promotional poster for the Student Ambassador for Privacy Protection Programme (SAP) 2021. The poster features a blue and purple background with a central shield icon containing a padlock. Text on the poster includes:
保障私隱學生大使・學校夥伴嘉許計劃2021
校園齊守護・承擔保障私隱任務
砌出保障私隱特別任務APP
特別任務 全港中學生手機GAME應用程式設計比賽
主題：
1 向網絡欺凌說「不」
2 上網提高警覺 披露個人資料要小心
截止報名日期：2021年7月16日
遞交手機應用程式截止日期：2021年8月31日
網址：<https://www.pcpd.org.hk/childreprivacy/student-ambassador-program.html>
或 www.goodmorningclass.com.hk
查詢：3586 3006 (李小姐)
The poster also includes logos for the PCPD, the Good Morning Class, and the School Partnership Programme.

此外，為向青少年宣揚網上保護個人資料的訊息，私隱公署以四格漫畫創作比賽的小學生獲獎作品為藍本，製作了三部教育動畫短片，在電視頻道與各社交媒體平台上播放，亦派發教育單張至各小學及社會服務機構。

To disseminate messages about the online protection of personal data to youngsters, the PCPD produced three animated educational videos based on the award-winning works of the Comic Strip Competition which was open to primary school students. The videos could be viewed on television channels and various social media platforms. The PCPD also produced educational leaflets which were distributed to primary schools and social services organisations.



關注私隱週

私隱公署繼續與亞太區私隱機構各成員合辦年度國際性推廣活動「關注私隱週」，藉此加強區內公眾對保障個人資料私隱的意識。由私隱公署舉辦的香港「關注私隱週2021」於6月21日至27日圓滿舉行，主題為「互聯網世代中保障私隱」。

今年「關注私隱週」的頭炮重點活動為「社交媒體與你」網上講座。私隱專員及香港中文大學工程學院副院長（外務）黃錦輝教授於講座活動上，就公眾使用社交媒體及即時通訊軟件時如何保障個人資料私隱提供實用建議，並講解社交媒體的最新發展及對社會的影響。

Privacy Awareness Week

The PCPD continued to join hands with members of the Asia Pacific Privacy Authorities to organise the annual international promotional event – Privacy Awareness Week – to enhance public awareness of protecting personal data privacy in the region. In Hong Kong, the PCPD successfully held the Privacy Awareness Week 2021 from 21 to 27 June under the theme of “Protecting Privacy in the Internet Era”.

The kick-off and flagship event of the Privacy Awareness Week 2021 was the webinar on “Social Media and You”. The Privacy Commissioner and Professor WONG Kam-fai, Associate Dean (External Affairs), Faculty of Engineering of The Chinese University of Hong Kong, provided practical guidance to users of social media and instant messaging apps on how to protect personal data privacy, and explained the latest developments in social media and their impact on the society.



私隱公署緊貼環球數據私隱領域關注的議題，針對企業及機構舉辦了「大數據時代下的資料保障」網上講座，講解《私隱條例》對機構運用大數據或人工智能的規管及提升網絡安全等議題。

The PCPD kept abreast of the issues concerning the global data privacy landscape. A webinar on “Data Protection in the Age of Big Data” was organised for enterprises and organisations to elaborate the relevant requirements under the PDPO with regard to their use of big data or AI, and discussed issues related to enhancing cybersecurity.

私隱公署亦於「關注私隱週2021」期間展開流動戶外宣傳活動。多部雙層巴士車身繪上「守護兒童私隱」及「『起底』害己害人」等有關資料保障的重要訊息，穿梭主要商業區及住宅區，以廣泛並有效地向公眾推廣保障個人資料私隱的訊息。

The PCPD also rolled out a mobile outdoor publicity campaign during the Privacy Awareness Week 2021. Double-decker buses carrying important messages about data protection including “Protecting Children’s Privacy” and “Say ‘No’ to Doxxing”, shuttled on routes through the prime business and shopping areas to widely and effectively promote the messages about the protection of personal data privacy to the general public.

