

# **Promotion and Education**







### 宣傳活動

在面對持續挑戰的同時,私隱專員公署在報告年度內一直致力推 廣個人資料私隱。通過利用多樣 化的平台,如宣傳活動、教育活 動和傳媒等,私隱專員公署有效 地與各持分者聯繫,以提高社會 對個人資料私隱保護的認識和理 解。

### **Promotional Campaigns**

During the reporting year, the PCPD continued its efforts to promote the message of protecting and respecting personal data privacy through promotion and education. By leveraging a diverse range of platforms, such as promotional campaigns, educational activities and media, the PCPD effectively engaged different stakeholders to raise awareness and understanding of personal data privacy protection.



私隱專員公署的教育工作包括針 對特定行業的活動、網上講座、 研習班和培訓課程,旨在促進不 同行業和社區遵從《私隱條例》 的規定。此外,私隱專員公署通 過不同渠道回應各種私隱議題, 例如發布指引、新聞稿、接受訪 問、撰寫文章以及在社交媒體上 發布帖文,進一步加強公署對保 障個人資料私隱的承諾。

在報告年度內,私隱專員公署的 全面努力一共吸引了超過31,000 人次參加其教育活動,反映了公 署在日益數碼化的世界中對推廣 保障個人資料私隱的堅定。 To foster compliance with the PDPO across different sectors and the wider community, the PCPD's educational endeavours encompassed industry-specific campaigns, seminars, webinars, workshops and training sessions. Additionally, the PCPD addressed privacy concerns through multiple channels, including advisories, media statements, response to media enquiries, interviews, articles and social media posts, reinforcing its commitment to safeguarding personal data privacy.

Throughout the reporting year, the PCPD's comprehensive efforts attracted over 31,000 attendances to its educational events, reflecting our unwavering dedication to promoting personal data privacy protection in an increasingly digital world.

#### 關注私隱週

自2007年起,私隱專員公署每年 均參與由亞太區私隱機構成員合 辦的「關注私隱週」,藉此加強區 內對保障個人資料私隱的意識。 報告年度內的香港「關注私隱週 2022」於7月11至17日舉行,主題 為「數碼新世代的私隱保障」。

一系列的活動於「關注私隱週」展開,當中包括於7月12至13日由私 隱專員公署舉辦,同時亦是香港 特別行政區成立25周年慶祝活動 之一的「第57屆亞太區私隱機構論 壇」。在論壇中,私隱專員主持了 題為「新興科技引起的私隱議題和 監管路線圖」的專題討論環節,吸 引了超過120位保障資料主任聯會 (聯會)會員參加。

私隱專員公署聯同香港電腦教育 學會舉辦的「社交媒體私隱教與 學」網上分享會亦是「關注私隱週 2022」的另一重點活動,共吸引了 超過300位校長及教師參加。「社 交媒體:私隱保障實用貼士」海報 亦在7月時張貼於本地鐵路運輸的 車箱幕門及派發予相關持份者。



#### **Privacy Awareness Week**

Since 2007, the PCPD has been participating in the Privacy Awareness Week (PAW) jointly organised by members of the Asia Pacific Privacy Authorities (APPA) to enhance the awareness of personal data privacy protection in the region. During the reporting year, the PAW 2022 was held from 11 to 17 July, under the theme of "Privacy Protection in Digital Era".

Various activities were held during the week, including the 57<sup>th</sup> APPA Forum hosted by the PCPD from 12 to 13 July as one of the celebratory events of the 25<sup>th</sup> anniversary of the establishment of the Hong Kong Special Administrative Region. Led by the Privacy Commissioner, a panel discussion entitled "Privacy Issues Arising from Emerging Technologies and the Regulatory Roadmaps" was held at the forum and attracted an attendance of over 120 Data Protection Officers' Club (DPOC) members.

Another highlight of the PAW 2022 was the "Learning and Teaching Privacy on Social Media" Online Forum jointly organised by the PCPD and the Hong Kong Association for Computer Education which attracted an attendance of over 300 principals and teachers. A poster on "Practical Tips on Privacy Protection in Using Social Media" was also posted on the screen doors of MTR trains in July and distributed to relevant stakeholders.



#### 私隱之友嘉許獎2023

私隱專員公署旗艦活動之一「私隱 之友嘉許獎」於2023年載譽歸來, 並以「實踐私隱管理系統 建立信 任共創雙贏」為主題,旨在表揚及 嘉許機構對保障個人資料私隱的 重視及努力。嘉許獎反應十分熱 烈,共收到168份來自企業、公私 營機構及政府部門的報名,可見 香港對保護個人資料私隱的意識 和重要性日益提高。

經評審委員會嚴格的評核程序 後,具備指定「保障私隱措施」的 參加機構將獲嘉許。除了「私隱之 友」金、銀、銅三個級別的獎狀和 獎品外,所有得獎機構亦會授予 「私隱之友」標誌作為嘉許象徵。 卓越獲獎者更會獲邀參與推廣活 動,展現他們保障個人資料私隱 的成就。

#### **Privacy-Friendly Awards 2023**

In 2023, the PCPD's flagship event – the "Privacy-Friendly Awards" returned under the theme of "Embrace Privacy Management Programme to Gain Trust and Benefits", which aims to recognise the commitment and efforts of organisations in protecting personal data privacy. The Awards received an overwhelming response of 168 applications from enterprises, public and private organisations, and government departments, which indicated the growing awareness and importance of protecting personal data privacy in Hong Kong.

Participating organisations with designated "Privacy Protection Measures" in place will be awarded after a stringent assessment process by the judging panel. In addition to the Gold, Silver or Bronze "Privacy-Friendly" certificates and prizes, all awardees would be granted a "Privacy-Friendly" logo as a token of recognition. Outstanding performers will also be invited to participate in various publicity activities to showcase their achievements in personal data privacy protection.



科技發展一日千里,在瞬息萬變 的環境下,實施穩健的個人資料 私隱管理系統以作為數據管治的 一部分有助機構建立信任,並促 進機構遵從《私隱條例》的規定, 這亦是香港企業一直賴以成功的 重要一環。公署會繼續推廣設立 個人資料私隱系統的重要性,並 鼓勵更多機構加入「私隱之友」行 列,攜手構建尊重和保障個人資 料私隱的文化。 In a fast-changing environment accelerated by rapid technological advancements, implementing a robust Personal Data Privacy Management Programme (PMP) as part of data governance can help organisations build trust and facilitate compliance with the requirements of the PDPO, which is also an essential component of the continuous success of businesses in Hong Kong. The PCPD will continue to promote the importance of setting up a PMP and encourage more organisations to join our privacyfriendly community and make a concerted effort to cultivate the culture of respecting and protecting personal data privacy.





### 教育活動

#### 行業保障私隱活動

### **Education**

#### Industry-specific Privacy Campaigns

The PCPD organised or participated in 12 industryspecific promotional and educational events concerning personal data privacy protection, covering sectors such as education, property management, information technology, estate agency and social services. These events attracted nearly 4,000 participants from the relevant industries. By collaborating with various partners of respective sectors, such as the Education Bureau, Estate Agents Authority, Hong Kong Association for Computer Education, Hong Kong Computer Emergency Response Team Coordination Centre, Hong Kong Computer Society, Hong Kong Council of Social Service and Property Management Services Authority, the PCPD aimed to disseminate essential information on personal data protection to practitioners, fostering and promoting a culture of protecting and respecting personal data privacy within the industries.





#### 專題演講及講座/網上講座

私隱專員及其團隊積極參與不同 機構舉辦的研討會及講座,就不 同的個人資料私隱議題向持份者 及公眾人士提供最新資訊及分享 意見,例如《私隱條例》下有關打 擊「起底」的規定、個人資料私隱 管理系統、開發及使用人工智能 道德標準,及網絡推廣的私隱風 險及機遇。

私隱專員公署亦繼續就最新的個 人資料私隱議題舉辦研討會,包 括網絡世界中的數據安全管理、 內地《數據出境安全評估辦法》, 及公署就跨境資料轉移所建議的 合約條文範本等。

#### Speaking Engagements and Seminars/ Webinars on Topical Issues

The Privacy Commissioner and her team delivered presentations in a variety of seminars/webinars and talks organised by different organisations to provide stakeholders and members of the public with upto-date information and advice on various personal data privacy issues, such as the anti-doxxing regime under the PDPO, PMP, ethical development and use of artificial intelligence, as well as privacy risks and opportunities of digital marketing.

The PCPD also continued to organise seminars/ webinars on current topical issues relating to personal data privacy, including data security management in the cyber world, the Mainland's security assessment measures on cross-border data transfers, and the PCPD's recommended model contractual clauses for cross-border transfers of personal data.





#### 專業研習班

於報告年度內,私隱專員公署共 舉辦了28場專業研習班,吸引超 過770名人士參加。研習班得到30 個專業機構及行業協會支持,內 溶涵蓋資料保障法律實務、與《私 隱條例》有關的法院及行政上訴委 員會案例、個人資料私隱管理系 統、查閱資料要求、與直接促銷 活動及人力資源管理有關的保障 資料私隱措施,以及和保險、銀 行或金融服務行業有關的保障私 隱議題。

#### 簡介講座/網上講座及機 構內部培訓

為了提高公眾人士對《私隱條例》 的認識,私隱專員公署共舉辦了 13次免費講座/網上講座以簡介 《私隱條例》,讓公眾人士理解有 關法定要求。另外,私隱專員公 署亦應不同公私營機構的邀請, 舉辦了約150場度身訂造的培訓 課程,向他們的員工講解《私隱條 例》的要求。

#### 與持份者會面

為提高持份者對保障個人資料私 隱的意識,私隱專員公署積極與 不同界別的持份者接觸,以了解 他們對私隱議題的關注並作出交 流。私隱專員公署透過公開講 座、研討會、研習班和網上講座 向不同政府部門、商會、專業團 號、協會及組織、聯會會員、以 至年輕人及社會大眾人士分享專 業知識和提供培訓。

#### **Professional Workshops**

During the reporting year, the PCPD organised a total of 28 professional workshops which attracted over 770 participants. These workshops, supported by 30 professional organisations and industry associations, covered topics on data protection law, court cases and Administrative Appeals Board decisions relating to the PDPO, PMP, data access requests, data protection in direct marketing activities and human resource management, as well as privacy protection issues relating to insurance, banking or financial services.

#### Introductory Seminars/Webinars and In-house Training Programmes

To enhance public awareness of the PDPO, the PCPD held 13 free introductory seminars/webinars for the general public to understand the statutory requirements. In addition, the PCPD was also invited to conduct around 150 tailor-made training sessions for public and private organisations to explain the requirements of the PDPO to their staff members.

#### **Meetings with Stakeholders**

To enhance stakeholders' awareness and knowledge of personal data privacy protection, the PCPD actively engaged with stakeholders from different sectors to understand and exchange views on their concerns about topical privacy issues. The PCPD met with various government departments, chambers of commerce, professional bodies, associations and organisations, DPOC members, youngsters, and the wider community through public talks, seminars, workshops and webinars to share expertise and provide training.



#### 保障資料主任聯會

私隱專員公署於2000年成立聯 會,旨在向公私營機構的保障資 料人員提供有效的培訓和資源豐 富的平台,讓他們透過經驗交流 與培訓,增潤有關私隱領域中保 障資料私隱的知識和促進符規的 實踐。截至2022年3月底,聯會會 員人數超過510名,當中的機構與 個人會員分別來自公私營機構的 循規、法律事務、規管與執法和 客戶服務等多元背景。

在報告年度內,私隱專員公署為 聯會會員舉辦了三場涵蓋數據安 全管理和跨境資料轉移的專題 座。聯會會員更獲邀參加由私隱 座。聯會會員更獲邀參加由私隱 臺員公署舉辦的「第57屆亞太區私 隱機構論壇」內其中一個專題討為 隱機構論壇」內其中一個專題討論 。透過的分享,聯會會員更可 充分了解新興科技在不同司法官 或 及是否應監管及如何監管這些技 術。

#### **Data Protection Officers' Club**

The PCPD established the DPOC in 2000 to provide data protection practitioners from public and private sectors with an effective and resourceful platform for advancing their knowledge of data protection in the privacy landscape and the practice of data privacy compliance through experience sharing and training. DPOC membership reached over 510 by the end of March 2023. The individual and organisational members come from various backgrounds, including compliance, legal affairs, regulatory affairs, law enforcement and customer services in both the public and private sectors.

During the reporting year, the PCPD organised three topical seminars for DPOC members, covering topics such as data security management and crossborder data transfers. DPOC members were also invited to join a panel discussion of the 57<sup>th</sup> APPA Forum hosted by the PCPD. The DPOC members gained a better understanding of the formidable challenges to personal data privacy arising from emerging technologies across different jurisdictions, and whether and how these technologies should be regulated, from the sharing by the privacy/ information commissioners or senior representatives from Australia, Canada, Japan and the United Kingdom.



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### 媒體宣傳

#### 新聞稿及傳媒查詢

在報告年度內,私隱專員公署共 發布51篇新聞稿,並回覆114個傳 媒查詢。傳媒關注議題包括《修訂 條例》及公署的執法行動、多宗資 料外洩事故、《社交媒體私隱設定 大檢閱》報告、各項防疫措施引起 的私隱問題、個人資料詐騙,以 及由一套紀錄片引起的個人資料 私隱問題。

### **Publicity on Media**

### **Media Statements and Enquiries**

During the reporting year, the PCPD issued 51 media statements and responded to 114 media enquiries. The topics of media concern included the Amendment Ordinance and the PCPD's enforcement actions, several data breach incidents, the report on "Comparison of Privacy Settings of Social Media", privacy issues arising from various anti-pandemic measures, personal data fraud, as well as the personal data privacy issue arising from a documentary.





#### 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有關私隱的 議題接受了72次電視、電台及報 章訪問,內容涉及多個課題,包 括與《修訂條例》執法有關的拘捕 及判刑個案、落實《修訂條例》首 年的檢討、個人資料詐騙及私隱 專員公署的工作。

#### Media Interviews, Briefings and Articles in Newspapers and Industry Journals

The Privacy Commissioner and her team conducted 72 television, radio and newspaper interviews on various privacy-related topics, including arrests and sentencing cases related to the enforcement of the Amendment Ordinance, review of the first year of implementation of the Amendment Ordinance, personal data fraud and the work of the PCPD.





私隱專員公署分別於2022年6月、 11月及2023年2月舉行了三場記 者會,讓傳媒及公眾人士了解私 隱專員公署的工作。記者會涵蓋 私隱專員公署2022年工作報告、 發表五份調查報告(包括四間物業 管理公司不當收集、保留及/或 使用業戶及訪客個人資料、一 個醫療集團意外棄置病人醫療紀 錄、一個醫療集團透過統一系統 互用旗下品牌客户的個人資料, 及兩間機構數據庫或伺服器遭勒 索軟件攻擊),以及發表新版本的 《保障個人資料私隱 — 物業管理 界別指引》和《資訊及通訊科技的 保安措施指引》單張。

During the reporting year, three media briefings were held in June and November 2022, and February 2023 respectively, enabling the media and members of the public to gain a better understanding of the PCPD's work. The media briefings covered the PCPD's work in 2022, issuance of five investigation reports (including the improper collection, retention and/or use of personal data of residents and visitors by four property management companies, accidental disposal of medical records of patients by a medical group, sharing of clients' personal data among a medical group's various brands through an integrated system, and a ransomware attack on the database or servers of two organisations), as well as the publication of the new edition of "Protection of Personal Data Privacy - Guidance for Property Management Sector" and the leaflet on "Guidance on Data Security Measures for Information and Communications Technology".





私隱專員亦在報章及行業刊物上 發表文章,分享有關個人資料私 隱的觀點、見解和指引,如資料 保安、《修訂條例》和採用跨境資 料轉移建議合約條文範本指引。 The Privacy Commissioner also contributed articles to newspapers and industry journals to share views, insights, and guidance on personal data privacy, such as data security, the Amendment Ordinance and the adoption of Recommended Model Contractual Clauses for cross-border transfers of personal data.



# Data governance – the privacy considerations

#### Interviewed by CG: Privacy Commissioner for Personal Data, Ada Chung Lai-lin FCG HKFCG, argues that ensuring best practice is followed in the handling of memory data is a considered and of the parameter conference of the ob-

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#### Personal Data Privacy Management Programmes (PMP4) within their respective comparies. Implementing a 1969 halo comparies indicate personal data preferctions as part of their corporate policies and column. and anhances accountability. Accountability means that experiptions are accounted in the

place measures to environment or toppel in place measures to environment compliance Accountability has been increasingly incorporated into data protection law ensured the workt, such as the Europe Union's General Data Protection

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#### 宣傳及教育刊物

在報告年度內,私隱專員公署出版了多份刊物,為持份者提供各類實用指引及合規建議,包括《社交媒體私隱設定大檢閱》報告、 《資訊及通訊科技的資料保安措施 指引》及其單張。

為提醒市民在網上或社交媒體平台轉載「起底」訊息前要三思,私 隱專員公署製作了電視宣傳短片 及電台宣傳聲帶,由2022年7月起 在40個電視頻道及12個電台頻道 播放。相關短片及聲帶亦於公署 網站及社交媒體平台上播放。

#### **Publicity and Educational Materials**

During the reporting year, the PCPD issued a number of publications to provide stakeholders with practical guidance and compliance suggestions, including the report on "Comparison of Privacy Settings of Social Media", the "Guidance Note on Data Security Measures for Information and Communications Technology" and its leaflet.

To remind the public to think twice before sharing doxxing messages online or on social media platforms, the PCPD produced TV and radio Announcements in the Public Interest (API) for broadcast on 40 TV and 12 radio channels starting from July 2022. The API was also promoted on the PCPD's website and social media platforms.







#### 網站

私隱專員公署透過網站有效地傳 遞有關保障個人資料私隱及其最 新發展的資訊。在報告年度內, 公署的網站錄得超過1,900,000瀏 覽人次。為提供有關打擊個人資 料詐騙的一站式平台,公署推出 新網頁,提供反詐騙提示、相關 教育資訊及協助渠道。

#### Website

The PCPD effectively disseminated messages about personal data privacy protection and the latest developments through its website. During the reporting year, the PCPD website recorded over 1,900,000 visits. To provide a one-stop platform of information on combatting personal data fraud, the PCPD launched a new webpage offering anti-fraud tips, relevant educational resources and channels of assistance.



#### 社交媒體平台

私隱專員公署定期更新其社交媒 體平台,利用簡單的文字和插圖 向公眾提供有關私隱保障和私隱 趨勢的資訊。在報告年度內,私 隱專員公署發表了457篇帖文,與 上一個報告年度的296篇相比,增 加了54%。內容涉及公署的宣傳 活動、預防個人資料詐騙、《資訊 及通訊科技的資料保安措施指引》 及其單張、《社交媒體私隱設定大 檢閱》報告,以及內地及海外私隱 法規的最新發展等。

#### **Social Media Platforms**

The PCPD regularly updated its social media platforms, using simple texts and illustrations to inform the public of information relating to privacy protection and emerging privacy trends. During the reporting year, the PCPD published 457 social media posts, a 54% increase compared to the 296 posts in the previous reporting year. The content covered topics such as the PCPD's promotional activities, personal data fraud prevention, the "Guidance Note on Data Security Measures for Information and Communications Technology" and its leaflet, the report on "Comparison of Privacy Settings of Social Media", and the latest developments in privacy regulations in the Mainland and overseas.





#### 與青少年聯繫

#### 保障私隱學生大使 · 學校 夥伴嘉許計劃

為向青少年推廣尊重及保障個人 資料私隱的重要訊息,私隱專員 公署舉辦「保障私隱學生大使●學 校夥伴嘉許計劃」(嘉許計劃),吸 引超過16,000名中學生積極參加。

#### **Engaging Youngsters**

#### **Student Ambassador for Privacy Protection Programme – Partnering Schools Recognition Scheme**

To promote the importance of respecting and protecting personal data privacy among youngsters, the PCPD organised the "Student Ambassador for Privacy Protection Programme – Partnering Schools Recognition Scheme", which attracted the participation of over 16,000 secondary school students. 在這個獲教育局「商校合作計劃」 協辦的嘉許計劃中,私隱專員 公署更舉辦了「全港中學生手機 GAME應用程式設計比賽」。私隱 專員公署共收到超過來自400多 名中學生所提交的150多個參賽作 品,反應非常踴躍。勝出隊伍亦 獲頒獎盃、獎狀及獎學金,以嘉 許參賽者的程式設計意念、創意 和編程技巧,以及運用創意把「向 網絡欺凌説『不』」或「上網提高警 覺 披露個人資料要小心」的訊息 融入作品中。

私隱專員公署亦頒發嘉許計劃的 鑽石、金、銀、銅章予64間中 學,以表揚得獎學校過去一年致 力締造尊重及保障私隱的校園環 境。 Under the programme, which was co-organised by the Education Bureau as a Business-School Partnership Programme, the PCPD also hosted a "Mobile Game Apps Design Competition for Secondary Students". The PCPD received an overwhelming response, with over 150 entries submitted by over 400 secondary school students. The winning teams were awarded trophies, certificates and scholarships in recognition of their programme design concepts, creativity, programming skills and the innovative incorporation of messages related to the theme of the competition: "Say 'No' to Cyberbullying" or "Stay Vigilant Online: Exercise Caution when Disclosing Personal Data" into their work.

The PCPD also presented the programme's diamond, gold, silver and bronze awards to 64 secondary schools in recognition of their efforts in fostering a culture of respecting and protecting personal data privacy on campus over the past year.





#### 「尊重私隱 由我做起」小學 生短片創作比賽

私隱專員公署於2022年9月推出 了「尊重私隱 由我做起」小學生短 片創作比賽,藉此提高同學對保 障個人資料私隱的意識,讓他們 明白尊重他人的個人資料私隱的 重要性,以及認識網上活動潛在 的私隱風險。比賽對象為小學三 至六年級學生,參賽隊伍需從三 個主題:「尊重別人的個人資料私 隱」、「向網絡欺凌説『不』」或「上 網提高警覺,披露個人資料要小 心」中任擇其一,製作一條兩分鐘 以下的短片。

#### Short Video Competition for Primary School Students – Respecting Privacy Begins with Me

The PCPD launched a short video competition for primary three to six students themed "Respecting Privacy Begins with Me" in September 2022, with a view to raising students' awareness of protecting personal data privacy, enabling them to understand the importance of respecting others' personal data privacy and learning more about the potential privacy risks which exist in the online world. Participating teams were invited to choose one of the three themes: "Respect Others' Personal Data Privacy", "Say 'No' to Cyberbullying" or "Stay Vigilant Online: Be Careful while Disclosing Personal Data" to produce a short video clip which lasted for less than two minutes.





#### 學校講座

為協助年輕人更了解如何保障網 上個人資料私隱及意識到「起底」 行為的嚴重性,私隱專員公署不 遺餘力地舉辦「上網提高警覺,向 網絡欺凌説『不』」小學講座活動, 活動至今已有超過8,000名來自30 間學校的學生參與。

其中,私隱專員於2022年11月在 聖公會聖雅各小學舉辦「網上保護 個人資料、尊重個人資料私隱」講 座,向超過200名小五及小六學生 講解保障及尊重個人資料私隱的 重要性,教導他們向網絡欺凌及 「起底」説不。

於報告年度內,私隱專員公署亦 繼續舉辦大學講座,致力向大專 學生推廣對「起底」條例的認識。

#### **School Talks**

To assist youngsters in understanding how to protect their personal data online and raise their awareness of the seriousness of doxxing acts, the PCPD spared no effort to organise primary school talks titled "Stay Vigilant Online: Say 'No' to Cyberbullying". Over 8,000 students from 30 primary schools participated in these activities.

As part of this initiative, the Privacy Commissioner delivered a talk on "Protecting and Respecting Personal Data Privacy Online" at S.K.H. St. James' Primary School in November 2022. The talk emphasised the importance of protecting and respecting personal data privacy to over 200 primary five and six students. The Privacy Commissioner also taught them to say "No" to cyberbullying and doxxing.

During the reporting year, the PCPD also continued to hold university talks to promote the awareness of doxxing offences among tertiary students.



