



推廣及公眾教育
Promotion and
Public Education

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推廣及公眾教育

在本年報期間，公署繼續透過各項推廣及公眾教育活動，成功地進一步加強市民大眾對個人資料私隱的認識。

本年的主要活動是青少年私隱網頁設計比賽及暑期巡迴展覽。兩項活動都得到市民的熱烈支持，讓市民對條例的釋義及運用情況有進一步的理解，並加深認識他們本身的個人資料私隱權利。

青少年私隱網頁設計比賽

公署和教育署合辦了這項比賽，讓年青人認識到在使用互聯網在私隱方面可能受到的侵犯，同時帶出在網上世界與他人交換資料時採取預防措施保護個人資料私隱的重要性。

比賽得到本港各中學的熱烈支持。公署共收到來自 80 間學校的 342 位參賽者的 127 份參賽作品。結果，地利亞修女紀念學校(百老匯街)十三名學生組成的參賽隊伍勇奪冠軍。

此外，公署更邀請家長出席頒獎典禮，並在頒獎典禮上舉行「青少年網上安全齊探討」公開講座，由青年問題專家及其他專業人士主持。發言的嘉賓包括成長綜合服務中心主席黃重光教授及警務署的梁永昶警長。

Promotion and Public Education

In the year under review, the PCO successfully built on its foundation in raising awareness of the issues of personal data privacy through promotion and public education.

Highlights of the year were the Privacy Web-site Design Competition for Youngsters and the Summer Consumer Road-shows. Both activities received an overwhelming community support and enabled the public to have a better understanding of the interpretation and application of the PD(P)O, as well as their personal data privacy rights.

Privacy Web-site Design Competition for Youngsters

Jointly organized by the PCO and the Education Department, the Competition aimed at raising young people's awareness of the risks of privacy intrusion when using the Internet. It also highlighted the importance of adopting precautionary measures to safeguard data privacy when obtaining and exchanging information in the cyber world.

The competition received enthusiastic support from Hong Kong's secondary schools. A total of 127 entries by 342 participants from 80 schools were submitted. A team of thirteen students from the Delia Memorial School (Broadway) won the first prize.

In addition, parents were invited to the prize presentation ceremony. During the ceremony, youth experts and other professionals were invited to speak on the topic of "How Can Parents Keep Their Children Safe on the Internet?" Among the speakers were Professor Wong Chung-kgwong, Chairman of the Positive Living United Services and Sergeant W C Leung of the Hong Kong Police.

冠軍隊伍：
地利亞紀念學校(百老匯街)
First prize winner:
The Delia Memorial School
(Broadway)



獲獎同學及各來賓攝於頒獎禮酒會。
Prize winners and invited guests at the cocktail reception of the prize presentation ceremony.



「青少年私隱網頁設計比賽」演講嘉賓警務處梁永昶警長(左)及成長綜合服務中心主席黃重光教授(右)。
Sergeant W C Leung of the Hong Kong Police(left) and Professor Wong Chung-kgwong, Chairman of Positive Living United Services (right) spoke at the "How Can Parents Keep Their Children Safe on the Internet?" seminar.

暑期巡迴展覽

在二零零一年七月至八月期間，公署在本港的各大購物商場共舉辦了五次暑期巡迴展覽。巡迴展覽以小型展覽的形式舉行，展示公署在資料私隱保障方面的訊息，以提高市民對個人資料私隱權利的認識。此外，我們亦在展覽中為家長及學童設計了多種關於私隱保障概念的趣味性遊戲。

Summer Consumer Road-shows

A series of five consumer road-shows were staged at major shopping centres between July and August 2001. The road-show was a mini-exhibition with display information of the PCO's messages on data privacy protection which were designed to arouse public awareness of personal data privacy rights as individuals. Interesting games on privacy protection concepts designed for parents and school children were also showed during the exhibition.



宣傳及傳媒聯絡

與傳媒聯絡



在本年報期間，公署共舉行了四次新聞簡布會，公布《個人信貸資料實務守則》修訂事項及《監察活動及工作期間的個人資料私隱實務守則》草擬本的進展情況。

除新聞簡布會外，公署亦同時向傳媒發出多篇新聞稿，進一步闡述與上述兩套實務守則有關的私隱問題。

在本年報期間，公署共回應了927宗傳媒查詢，主要與市民的權益有關，例如警方建議在公眾地方安裝閉路電視系統，以及婚姻登記處的擬結婚通知書中所披露的個人資料等問題。



Publicity and media liaison

Media Liaison

In the reporting year, the PCO held four press briefings to announce developments in the revisions to the Code of



Practice on Consumer Credit Data and the draft Code of Practice on Monitoring and Personal Data Privacy at Work. In conjunction with the press briefings, further details on the privacy issues related to the two codes of practice were also published in press releases to the news media.

During the year under review, the PCO responded to 927 requests for information from the media. These requests concerned issues of societal interest such as the Police's proposal to install closed circuit television systems in public places and the disclosure of personal data in marriage notices at the Marriage Registry.

刊物

在二零零一年六月，公署出版了一份「《個人資料(私隱)條例》的應用 — 《人力資料管理實務守則》：招聘廣告方面的常問問題的資料概覽」，為僱主在招聘廣告方面提供明確而清晰的指引。

為加強市民大眾對公署的角色、職能及職責的認識，公署在二零零二年二月出版了一本名為《香港個人資料私隱專員公署》的資料小冊子。



公署通訊 — 《私潮》

在本年報期間，公署共出版了三期《私潮》，讓市民大眾得悉各項與私隱有關的問題、公署的活動，以及投訴個案及查詢等資料。每期通訊的發行量超過9,000份，免費派給市民參閱。此外，市民大眾亦可從公署的網址瀏覽過往各期《私潮》的內容。

公署網址 (www.pco.org.hk)

公署透過網址積極接觸市民，定期在網址上刊登公署的最新消息及活動詳情。市民大眾可從網上閱覽公署的最新刊物、實務守則、諮詢文件、講辭、公署通訊及宣傳錄影帶。超過300名市民曾透過網址訂閱公署通訊網上版本。由二零零一年四月至二零零二年三月，公署網址的瀏覽人數高達140,406人次，即平均每月為11,000人次。

Publications

In June 2001, the PCO produced a Fact Sheet entitled "Application of the Personal Data (Privacy) Ordinance – Code of Practice on Human Resource Management – Frequently Asked Questions About Recruitment Advertisements". The Fact Sheet aims to provide employers with clear and precise guidance in relation to recruitment advertisements.

In order to provide the general public with a better understanding of the PCO's role, functions and duties, a new information booklet entitled "About the Office of the Privacy Commissioner for Personal Data, Hong Kong" was released in February 2002.



PCO Newsletter "Private Thoughts"

Three issues of "Private Thoughts" were released in the year under review. The newsletter keeps the public informed of privacy related issues, PCO activities, and information about complaint cases and enquiries. More than 9,000 copies of each issue were distributed to the public free of charge. Arrangements have also been made to facilitate access to past issues of the newsletter on the PCO web-site.



PCO web-site (www.pco.org.hk)

The primary objective of the web-site is to enhance the PCO's outreach efforts. The latest news and activities are regularly posted on the PCO web-site. Members of the public are able to view updated PCO publications, Codes of Practice, consultation papers, speeches, PCO newsletters and advertising videos. Over 300 members of the public have made use of the online subscription service to subscribe to the PCO Newsletter. From April 2001 to March 2002, the site recorded a total of 140,406 visits at an average of 11,000 per month.



公眾教育

講座、研討會及演講

在本年報期間，公署曾就條例的規定，定期免費為市民舉辦了10次簡介講座。此外，公署亦為各公私營機構舉辦了168次講座，解釋條例的規定。私隱專員亦在多個本港及海外的國際研討會上，就個人資料私隱問題發言。



公署職員在下述本地會議上發言：

- The Tenth International World Wide Web Conference
- 國際醫院聯盟 2001 年國際會議
- ICC B2C ADR Round Road
- The CLE Conference on IT Law
- 勞工處的「守法循規 — 香港法例與人力資源管理面面觀」專題研討會
- 2001 Digital Transactions Forum
- The 12th World Productivity Congress
- Seminar on Civil Justice Reform

Public education

Seminars, conferences and speaking engagements

During the reporting year, the PCO conducted 10 introductory seminars on the requirements of the PD(P)O. These seminars were conducted on a regular basis, at no charge, to any interested members of the public. 168 in-house training seminars were also offered to staff of private and public organizations on compliance with the requirements of the PD(P)O. The Privacy Commissioner also spoke at a number of local and international conferences on issues related to personal data privacy.

Speaking engagements by PCO staff at conferences held in Hong Kong:

- The Tenth International World Wide Web Conference
- The International Hospital Congress 2001
- ICC B2C ADR Round Road
- The CLE Conference on IT Law
- "Labour Relations Extravaganza" of Labour Department
- 2001 Digital Transactions Forum
- The 12th World Productivity Congress
- Seminar on Civil Justice Reform

公署職員曾參加的海外研討會：

- 在馬來西亞舉行的 The 2nd MSC International Cyberlaws Conference
- 在美國舉行的 The Washington Briefing and Peer Workshop
- 在澳洲舉行的 The Privacy and Security in the Information Age Conference
- 在澳洲舉行的 Conference on “Privacy: Turning privacy compliance into business advantage”
- 在法國舉行的第二十三屆資料保障專員國際研討會
- 在韓國舉行的 The 1st ASEM Seminar on e-Commerce
- 在加拿大舉行的 Privacy by Design 2001 Conference
- 在墨西哥舉行的 The APEC E-Commerce Steering Group Forum on Privacy
- 在紐西蘭由 the Privacy Agencies of New Zealand and Australia (PANZA) 舉辦的會議（第十四屆）
- 在紐西蘭舉行的 The 3rd Asia Pacific Forum on Privacy and Data Protection
- 在紐西蘭舉行的 The 31st Meeting of the International Working Group on Data Protection in Telecommunications
- 在紐西蘭舉行的 The International Symposium on Freedom of Information and Privacy

Participation of PCO staff in conferences held outside Hong Kong:

- The 2nd MSC International Cyberlaws Conference, Malaysia
- The Washington Briefing and Peer Workshop, USA
- The Privacy and Security in the Information Age Conference, Australia
- Conference on “Privacy: Turning privacy compliance into business advantage”, Australia
- The 23rd International Conference of Data Protection Commissioners, France
- The 1st ASEM Seminar on e-Commerce, Korea
- Privacy by Design 2001 Conference, Canada
- The APEC E-Commerce Steering Group Forum on Privacy, Mexico
- The 14th meeting of the Privacy Agencies of New Zealand and Australia (PANZA), New Zealand
- The 3rd Asia Pacific Forum on Privacy and Data Protection, New Zealand
- The 31st Meeting of the International Working Group on Data Protection in Telecommunications, New Zealand
- The International Symposium on Freedom of Information and Privacy, New Zealand



保障資料主任聯會

聯會分別在二零零一年五月及二零零二年一月舉辦了兩次全體會議，簡布公署處理的私隱問題的第一手資料，各成員亦藉此共聚一堂，分享彼此在處理私隱問題上的經驗及交換意見。



私隱專員鄧爾邦先生於「私隱論壇」上頒贈紀念品予出席嘉賓金融管理局李令翔先生(上)及恒生銀行陸觀豪先生。

Mr Raymond Tang, Privacy Commissioner presented souvenirs to guest speakers Mr Raymond Li (above) of Hong Kong Monetary Authority and Mr Roger Luk of Hang Seng Bank at the Privacy Forum.

公署在二零零二年一月的聯會會議上首次舉行「私隱論壇」，讓各會員有機會在輕鬆的氣氛下，與私隱專員及有關機構的主要官員討論最新的私隱問題。首次論壇邀請的嘉賓包括恒生銀行的陸觀豪先生及金融管理局的李令翔先生，討論了金融界提出共用正面信貸資料的問題。

此外，公署亦為聯會會員舉辦名為

「人力資源管理及個人資料私隱」、「如何處理客戶的個人資料」及「擬備收集個人資料聲明及私隱政策聲明」的工作坊，深入探討資料保障的工作，為不同行業的工作者須加以注意的事項提供詳細資料。



在一月舉行的聯會會議上，公署向出席工作坊的會員頒發證書及獎牌。會員均表示工作坊非常實務，對他們在日常工作中詮釋條例的規定有很大幫助。

Data Protection Officers' Club

Two plenary Club meetings were held in May 2001 and January 2002. Members attending the meetings were provided with first-hand information on personal data privacy issues handled by the PCO. The meetings also provided them with the opportunity to meet other members, to share experience and exchange views on matters related to data privacy issues.

“Privacy Forum” was a new initiative introduced at the Club meeting held in January 2002. Privacy Forum serves as a platform for members to discuss current privacy issues with other members, the Privacy Commissioner, and key officials from relevant organizations in a relaxed atmosphere. The topic discussed related to the financial industry’s proposal on the sharing of consumer positive credit data. Mr. Roger Luk of the Hang Seng Bank and Mr. Raymond Li of the Hong Kong Monetary Authority were invited guests who participated in the Forum.

A series of intensive Data Protection Workshops, entitled “Human Resource Management and Personal Data Privacy”, “How to handle customers’ personal data” and “Preparing Personal Information Collection Statement (PICS) and Privacy Policy Statement (PPS)” were arranged for members. These workshops provided detailed information on subjects that were of interest to those working in a wide range of industries.

Attendees were also awarded with certificates and plaques at the January DPOC Meeting. Members found the workshops very useful and practical as they were able to learn how to interpret the PD(P)O in their daily work.

招待中國官方訪問團

在本年報期間，公署與中國有關官員保持密切聯絡，藉此向他們推廣個人資料私隱。曾會面的團體包括：

- 東北三省公證人員訪港考察團
- 廣東省人民政府發展研究中心
- 湖北省武漢市中南財經政法大學訪港考察團

Meeting with Chinese Official Delegations

In the reporting year, the PCO kept close communication ties with relevant officials in China, with the aim of working closely together with them to promote the issue of personal data privacy. Meetings were held with the following:

- 東北三省公證人員訪港考察團 (North Eastern Three Provinces (Delegation))
- 廣東省人民政府發展研究中心 (The Centre for Development Research, Guangdong Provincial Government)
- 湖北省武漢市中南財經政法大學訪港考察團 (Zhong Nan University of Economics & Law, Wuhan City, Wubei Province)



私隱專員鄧爾邦先生及公署職員熱情款待國內訪問團。
Chinese delegations well received by Mr Raymond Tang and PCO staff.