



**Stay
SMART!**
Protect Your
Personal Data

**Tips for
the Elderly**



PCPD



HK




PCPD.org.hk

香港個人資料私隱專員公署
Privacy Commissioner
for Personal Data, Hong Kong

Stay Smart and Protect Your Personal Data People of All Ages Can Do It!

Our everyday activities (such as shopping, handling financial bills, using smart phones, sharing information on social networks) involve personal data in one way or another. A careless move taken may lead to personal data leakage for himself or another. The consequences could be serious if the personal data is used by malicious people.

Be aware of the following tips in order to keep away from possible privacy invasion!



**Be a Smart Elderly!
Take control of your personal data, and beware not to fall into the privacy traps!**

Wallet

- ▶ Always check your wallet to ensure that important documents or ATM cards are secure
- ▶ Avoid keeping rarely used documents, ATM cards or credit cards in your wallet
- ▶ Do not keep the passwords of ATM cards in your wallet
- ▶ Keep important telephone numbers. Report the loss of a document immediately



Mail Box

- ▶ Keep the mail box locked to avoid letterbox burglary
- ▶ If you did not manage to change your address when you move house, you can apply for the redirection of mail service to redirect letters to your new address



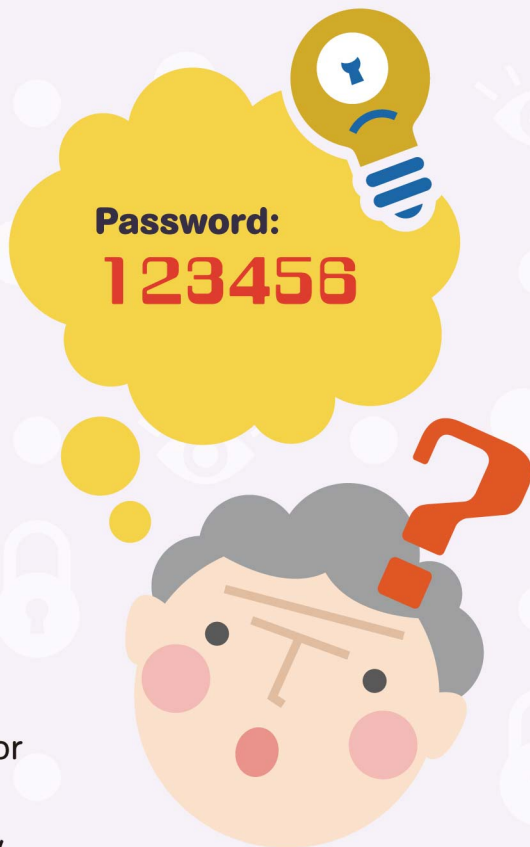
🔒 Documents Containing Personal Data

- ▶ Shred all documents containing personal data (e.g. bank statements, water bills, electricity bills) before disposal. Do not reuse them or dispose of them recklessly (e.g. wrapping food waste)



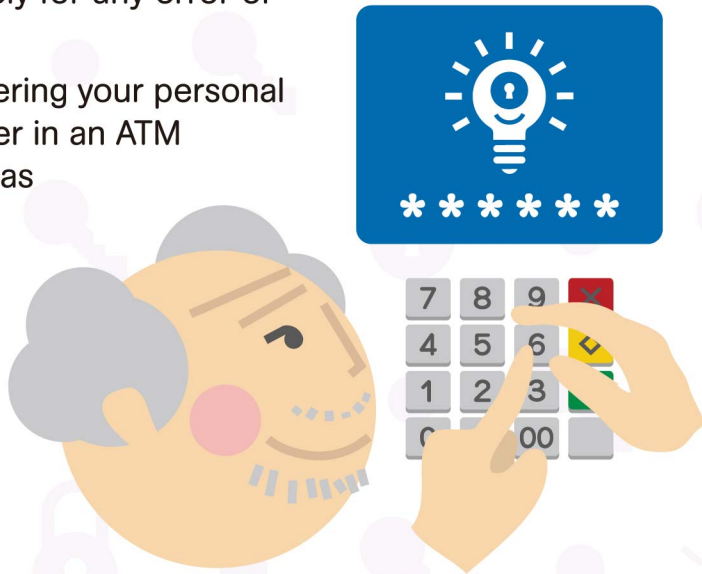
Passwords

- ▶ It is better to keep the personal passwords in mind
- ▶ If you have to write down the passwords, keep the passwords and the related cards or account numbers separately to prevent both items from being picked up by others in case of loss
- ▶ Use a password that is hard to guess (e.g. avoid using birth dates or ID card numbers as passwords)
- ▶ Do not use the same password for multiple accounts
- ▶ Change your passwords regularly
- ▶ Do not disclose your passwords to others easily



🔒 ID Card Numbers or Bank Account Data

- ▶ Do not provide ID card numbers or ID card copies to strangers
- ▶ Check your bank account balance and transaction records regularly. Contact the bank immediately for any error or doubt
- ▶ Stay alert when entering your personal identification number in an ATM machine and cover as appropriate when entering
- ▶ After withdrawing money, remember to take back your ATM card and the notification slip





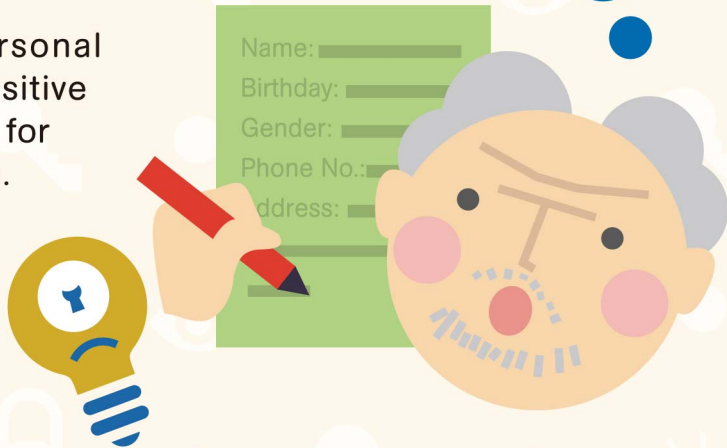
Answering Incoming Calls

- ▶ The number shown at the incoming call is not always reliable. You can reject the call if you cannot recognise the caller's identity
- ▶ Do not disclose personal data to strange callers
- ▶ If you have doubts about the caller's identity, you should hang up and then call the relevant organisation to verify
- ▶ Do not disclose personal data if the caller rejects to provide information like name and staff number for you to verify his identity
- ▶ Do not trust unexpected websites or messages provided by the caller



Shopping

- ▶ There is no such thing as a free lunch. You should understand the purpose and use of the collected personal data before providing it for membership programmes or rewards offered by the merchants. You should also consider if it is worth giving up you or other's privacy for the benefit offered. Do not hesitate to refuse if you do not want to provide it!
- ▶ You can provide personal data selectively. Sensitive data is not necessary for marketing purposes. Indicating your age group or month of birth is sufficient



Direct Marketing

- ▶ If a company sends you a notification stating that it wants to use your personal data for direct marketing purpose, you do not need to respond if you want to reject these direct marketing messages. A non-response to a notification does not imply consent. The company cannot use your data for direct marketing purpose without your consent
- ▶ You can ask the marketer to stop using your personal data for direct marketing anytime, even if you have made the consent before
- ▶ You can make your opt-out request in written if you want to reject the direct marketing messages, and keep a copy for record



Using Smart Devices (e.g. smart phones and laptops)

- ▶ Do not install apps from unofficial channels
- ▶ Read the Personal Information Collection Statement (“PICS”) and Privacy Policy Statement (“PPS”) when downloading the apps. Assess if the data collected is excessive and which information an app is allowed to access



Download

App access requires
the following



Allow

Reject

- ▶ Regularly check the privacy setting of your device
- ▶ Uninstall those apps that you no longer use;
Remove the suspicious apps if you have doubts
- ▶ Do not store sensitive data in phone book
- ▶ Erase all sensitive personal data (e.g. online banking passwords) in your device before repair/disposal
- ▶ Regularly back up or upload data from your smart device
- ▶ Enable automatic screen lock against prying eyes when your smartphone is unattended or lost
- ▶ Do not leave the location service switched on. Some apps may upload or plot your trail without your notice
- ▶ Do not allow devices to remember your login details to prevent anyone with access to your device to login your accounts



Online Activities

- ▶ Do not give up your personal data to websites for privileges or rewards
- ▶ Do not use public computers or public Wi-Fi networks to access websites with sensitive information (e-banking, online shopping, webmail, etc.)
- ▶ Remember to log out the websites if you need to use public computers to access personal accounts. Do not allow devices to remember your login details
- ▶ Remove Wi-Fi access points in the network settings of your mobile device after using a public Wi-Fi hotspot
- ▶ Be cautious about email messages asking for your personal data
- ▶ Do not open any attachment or click on any links from unexpected email messages
- ▶ Install and regularly update anti-theft and anti-virus software, and also the security software of the operating system. Do not install pirated software



Using Social Networks

- ▶ Avoid providing excessive personal data when you set up a new account
- ▶ Do not share the personal data and geo-location of you and your family members on social networking sites
- ▶ Regularly check the privacy setting pages to see what kinds of personal data are being shared and how
- ▶ Do not accept people you do not know, or are unsure of, as your friends
- ▶ Once disclosed online, your personal data may be copied or kept permanently, and cannot be removed. Think carefully before you post



What is Personal Data Privacy?

- ▶ “Privacy” is very broadly defined. **Personal data privacy** is an important part of it and is protected under the **Personal Data (Privacy) Ordinance**. **Personal data** is the recorded information which relates to a living person and can be used to identify that person, such as identity card numbers, names, phone numbers, addresses, date of birth, photos, video clips, bank account numbers and medical records.



Your Personal Data Privacy Rights

Under **the Personal Data (Privacy) Ordinance**, you have the rights:

- ▶ to ensure the collection of your personal data is in a lawful and fair way;
- ▶ to be informed of the intended use of the data;
- ▶ to provide only data necessary for the prescribed purpose;
- ▶ to reject any use of your personal data other than the prescribed purpose;
- ▶ to access and make correction of your personal data; and
- ▶ to be informed of data user's openly available privacy policies.





Regardless of our age, everyone's personal data privacy rights should be protected and respected! Remind family members and other elderly to be aware of the importance of protecting their personal data privacy in order to keep away from possible privacy invasion!

Visit the following websites for more information:



PCPD Website

[PCPD.org.hk](https://www.pcpd.org.hk)



"Be SMART Online" Thematic Website

www.pcpd.org.hk/besmartonline



PCPD



H K



Enquiry Hotline
(852) 2827 2827



Fax
(852) 2877 7026



Address
12/F, Sunlight Tower, 248 Queen' s Road East, Wanchai, Hong Kong



Email
enquiry@pcpd.org.hk



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Disclaimer

The information and suggestions provided in this publication is for general reference only. It does not provide an exhaustive guide to the application of the Personal Data (Privacy) Ordinance (the “Ordinance”). For a complete and definitive statement of the law, direct reference should be made to the Ordinance itself. The Privacy Commissioner for Personal Data (the “Commissioner”) makes no express or implied warranties of accuracy or fitness for a particular purpose or use with respect to the information and suggestions set out in this publication. The information and suggestions provided will not affect the functions and powers conferred upon the Commissioner under the Ordinance.

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