

ARE YOU READY

for the New Regulatory Regime on Data Protection
in **Direct Marketing**
Effective 1 April 2013



Data User

- Oral or written*
- Prescribed information
 - Intended use for direct marketing
 - Personal data to be used
 - Product/services to be included
 - etc.
- Easily understandable and readable

Data Subject

- Oral or written*
- Consent includes indication of no objection
- Right to opt-out at first approach and subsequently

Non-compliance

Maximum penalty of a fine up to HK\$1 million
5 years' imprisonment

Ignorance of the law is no defence to the criminal offence

New Guidance on Direct Marketing (Jan 2013 edition) now available
Join the professional workshops to get familiarised with the new provisions and compliance measures

(*Written notification and written consent are required in the event of transfer of personal data by the data user to third parties for the latter's direct marketing activities.)

To learn more, visit

www.pcpd.org.hk



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