

1 INTRODUCTION

In 2002 the Office of the Privacy Commissioner for Personal Data (“the PCO”) collaborated with the Hong Kong Federation of Youth Groups (“the HKFYG”) in a survey of the attitudes of young people towards privacy¹. The report entitled, *Do Young People Value Privacy?* provided illuminating insights into young people’s perceptions of, and attitudes towards, privacy in its more general sense.

In 2005, the PCO and the HKFYG conducted a second survey of young people’s attitudes towards privacy. The 2005 Survey takes a more specific approach in that it deals with perceptions of, and attitudes towards, *personal data privacy*², as defined by the Personal Data (Privacy) Ordinance (“the Ordinance”).

The 2005 Survey, entitled “*2005 Survey of Youth Attitudes and Perceptions towards Personal Data Privacy*”, successfully interviewed 1,002 young people aged 15-29 between the 3rd and 21st of October. The response rate was 26%, with a standard error of $\pm 1.6\%$. The sum of figures in some tables or diagrams may not add up to 100% due to rounding using the weighting method.

In this survey, the concept of personal data privacy is looked at in relation to information technology (IT), and its propensity to be invasive of personal data privacy. Clearly developments in IT have provided consumers with many benefits in terms of communications, data storage and information seeking. This is perhaps more so in Hong Kong, which is a society in which technologically sophisticated consumer products meet with rapid adoption. Nevertheless, IT is a double-edged sword, and may just as easily pose a threat to personal data privacy, a threat which people may not be aware of.

¹ The HKFYG and the PCO jointly conducted a survey, entitled *Do Young People Value Privacy?* in September 2002. A total of 529 young people, aged between 12 and 34, were polled. Among them, 327 were in the 15-29 age group.

² Personal data are recorded information, including expressions of opinion, relating to an identifiable living individual, which are organised such that they can be processed or retrieved. Examples of personal data used in everyday life include a person's name, telephone number, fax number, address, sex, age, occupation, marital status, salary and financial status, religious belief, nationality, photo, identity card number, medical records and employment records, including assessments of employment performance. <<http://www.pco.org.hk/english/enquiries/questions.html>>

2 RESEARCH METHOD

2.1 Telephone Sampling

The Standard Public Opinion Programme sampling procedures developed by the Public Opinion Programme at the University of Hong Kong were used in this study. Telephone numbers were randomly selected from telephone directories as seed numbers. Then, by employing the plus/minus single digit method, additional numbers were generated from seed numbers to capture possible unlisted numbers. All the numbers were then mixed at random to generate the final telephone sample.

2.2 Selection of Respondents

When contact was successfully established with a target household, one person aged between 15 and 29 was selected using the 'next birthday' rule.

2.3 Questionnaire Design

The HKFYG and the PCO jointly designed the questionnaire. In addition to questions mapping basic demographic data, the questionnaire included 36 opinion questions. The questionnaire is attached to this report. Please refer to **Appendix 1**.

2.4 Data Analysis

Responses have been summarized in either one-way or two-way tabulations. The former describes the frequency of responses; the latter includes statistically significant (Chi-square, $p < 0.01$) relationships between two variables.

3 GENERAL PROFILE

The profile of sample respondents interviewed was largely comparable with that of the Hong Kong population within each of three age-brackets: 15-19, 20-24, and 25-29, when compared with statistics compiled by the Government's Census and Statistics Department in the 2001 census³. However, in order to obtain a sample that duplicates the general population, demographic profiles and responses have been statistically weighted by age.

The weighted sample revealed that (*Table 1*):

- The proportion of males (52%) was slightly greater than females (48%).
- In terms of age distribution, older respondents i.e. those in the 25-29 age group constituted the largest proportion of the sample.
- Those who attained an education level of Form Four and Form Five standard constituted the largest proportion of the sample (39.4%), followed by those with post-secondary education or above (36.8%).
- 49.3% of respondents were at work, while 42.9% were in school. The balance was made up of housewives (3.4%) and the unemployed (5.4%).

³ *Population Census 2001 Basic Tables for District Council Districts*, page 18, Census and Statistics Department HKSAR Government.

Table 1 Sex, Age, Education and Occupation Distribution

	Sample		Weighted Sample	Whole Population 15-29 (2001 Census)	
	Frequency	Percent	Percent	Frequency	Percent
Sex					
Male	522	52.1%	52.0%	--	--
Female	480	47.9%	48.0%	--	--
Total	1002	100.0%	100.0%	--	--
Age					
15-19	555	55.7%	31.1%	450 319	31.1%
20-24	242	24.3%	32.5%	470 126	32.5%
25-29	199	20.0%	36.4%	525 872	36.4%
Total	996	100.0%	100.0%	1 446 317	100.0%
Education					
Form 3 or below	122	12.2%	11.6%	--	--
Secondary (F.4- F.5)	448	44.9%	39.4%	--	--
Matriculation	152	15.2%	12.1%	--	--
Post Secondary	275	27.6%	36.8%	--	--
Total	997	100.0%	100.0%	--	--
Occupation					
Professionals & Semi-professionals	115	11.6%	18.7%	} 49.3%	--
Clerical and Service Workers	154	15.5%	22.9%		--
Production workers	52	5.2%	7.7%		--
Students	610	61.3%	42.9%	--	--
Housewives	20	2.0%	3.4%	--	--
Unemployed	44	4.4%	5.4%	--	--
Total	995	100.0%	100.0%	--	--

* The data in response to this question has been weighted. Totals may not add up to 100% due to rounding up using the weighting method.

4 RESEARCH FINDINGS

The findings of the survey are grouped under three headings.

- *Attitudes towards Protecting Personal Data Privacy in an Environment of Technological Change (4.1)*
 - Internet Usage
 - Public Place Surveillance Cameras
 - Taking Photos of Persons in Public Without Their Consent
 - The Hong Kong Smart ID Card
 - The Patients' Medical Records Database proposed by the Health, Welfare and Food Bureau

- *Attitudes towards Protecting Personal Data Privacy When Applying for a Job (4.2)*
 - Blind Recruitment Advertisements
 - Retention of Candidate's CV by the Employer
 - Collection of HKID Card Copies

- *Views on the Importance of Personal Data Privacy (4.3)*
 - Importance of personal data privacy in relation to other social issues to the Hong Kong society
 - Knowledge of the Personal Data (Privacy) Ordinance

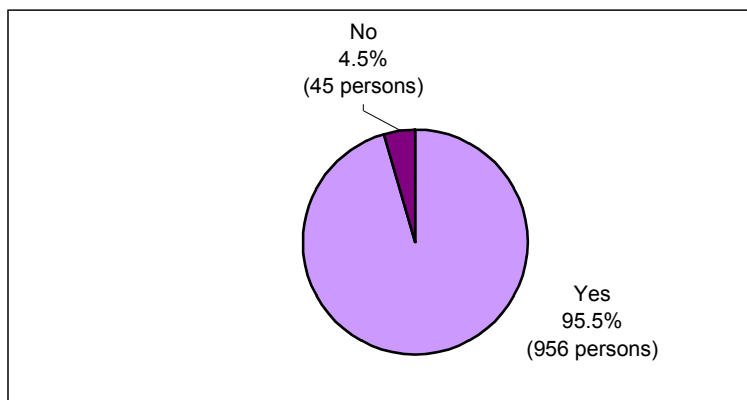
4.1 Attitudes towards Protecting Personal Data Privacy in an Environment of Technological Change

As young people tend to be heavy users, if not very heavy users, of information technology, especially product or service applications such as mobile phones, PCs, the Internet etc, their attitudes toward protecting personal data privacy are worthy of investigation. Essentially this survey seeks to investigate awareness among young people of the relationship between privacy and selected aspects of technology.

4.1.1 Using the Internet

The findings indicate that the great majority of respondents (95.5%) had, at some time, made use of the Internet (*Diagram 1*).

Diagram 1 Have you ever made use of the Internet?



* The data in response to this question has been weighted. Base: N=1002

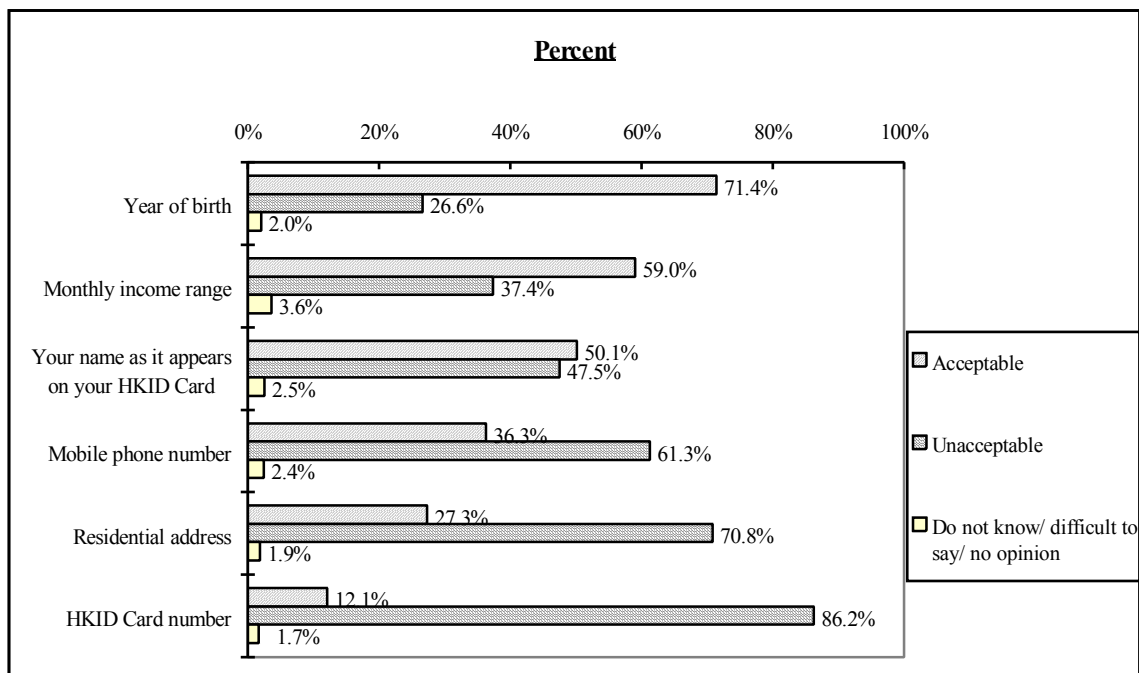
The survey looked specifically at the information disclosure requirements commonly associated with registering for an e-mail account. As is often the case, an e-mail service provider may require a new subscriber to provide personal data when applying for an e-mail account. According to the Ordinance, a data user should ensure that the collection of personal data is lawful, fair and not excessive in relation to the purpose of collection. In view of this, the survey asked respondents if they found the practice of providing personal data when applying for a new e-mail account to be acceptable.

The survey findings indicate how acceptable respondents found it to

release their personal data when registering for an e-mail account. 71.4% of respondents found it acceptable to provide information on their date of birth; 59% for monthly income range; and 50.1% for their “name as it appears on the HKID card”.

Only 36.3% of respondents found it acceptable to release their mobile phone number (*Diagram 2*).

Diagram 2 Do you think it is acceptable or unacceptable to provide the following information for registration of an e-mail account?



* The data in response to this question has been weighted. Options are presented in descending order of frequency of “acceptable” responses. Base: n=956

Statistically, younger respondents, or those still in school, tended to find it more acceptable to provide information about their “year of birth” (*Table 2 and Table 3*).

Table 2 Respondents’ Attitudes towards Providing Information about

their “Year of Birth” - by age group

	Age group			Total
	15-19	20-24	25-29	
Acceptable	262 85.9%	234 74.8%	186 59.4%	682 73.3%
Unacceptable	43 14.1%	79 25.2%	127 40.6%	249 26.7%
Total	305 100.0%	313 100.0%	313 100.0%	931 100.0%

* The data in response to this question has been weighted. P<0.01

Table 3 Respondents’ Attitudes towards Providing Information about their “Year of Birth” - by occupation

	Occupation		Total
	In school	At work	
Acceptable	341 83.2%	294 65.5%	635 73.9%
Unacceptable	69 16.8%	155 34.5%	224 26.1%
Total	410 100.0%	449 100.0%	859 100.0%

* The data in response to this question has been weighted. P<0.01

Respondents were considerably more hesitant when it came to divulging their “residential address”. Only 27.3% were prepared to disclose their address when subscribing for an e-mail account. The percentage of those willing to provide information about their “HKID Card number” was the lowest of all at 12.1%⁴ (*Diagram 2*). Statistically, the older the respondents were, the more reluctant they were to provide information about their “HKID Card number” (*Table 4*).

Table 4 Respondents’ Attitudes towards Providing Information about

⁴ The 2002 survey jointly conducted by the HKFYG and the PCO found that respondents (aged 15-29) regarded “ID Card number” as the most important item of personal privacy among the various options suggested, rating it an average of 9.1 points out of a possible 10, followed by “address” at 8.2 points. They rated the importance of “telephone number”, “salary”, and “Chinese name” in terms of personal privacy at an average of 7.2 points, 6.5 points and 4.9 points respectively.

their “HKID Card Number” - by age group

	Age group			Total
	15-19	20-24	25-29	
Acceptable	58 19.1%	32 10.3%	25 7.9%	115 12.3%
Unacceptable	246 80.9%	280 89.7%	293 92.1%	819 87.7%
Total	304 100.0%	312 100.0%	318 100.0%	934 100.0%

* The data in response to this question has been weighted. P<0.01 Base: n=934

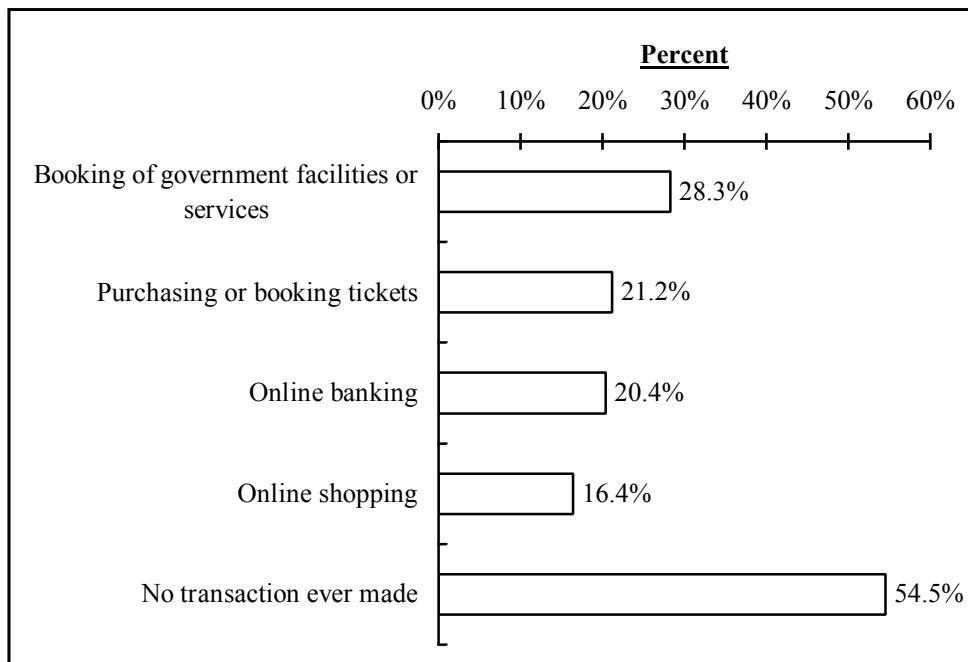
Internet users can undertake a great variety of online transactions through the Internet, such as buying and selling shares, making ticket reservations, purchasing goods and services, online banking and making bill payments. When participating in these transactions, users are often required to provide personal data, particularly data relating to their finances. Experience indicates that in the process of accessing such services personal data may be accidentally or unlawfully accessed or stolen. Where that is the case, financial loss and other problems such as identity theft may arise.

This section of the survey looked into respondents’ Internet behaviour, their concerns and what measures they take to protect their personal data privacy when engaged in online transactions.

Of the 956 respondents answering the question concerning online behaviour: 28.3% had, at some time, booked government facilities or services; 21.2% had undertaken some form of purchasing or booking of tickets; 20.4% had been involved in online banking; and 16.4% had participated in online shopping (*Diagram 3*).

Diagram 3 *Which of the following types of services have you used on the*

Internet? (Read out options)

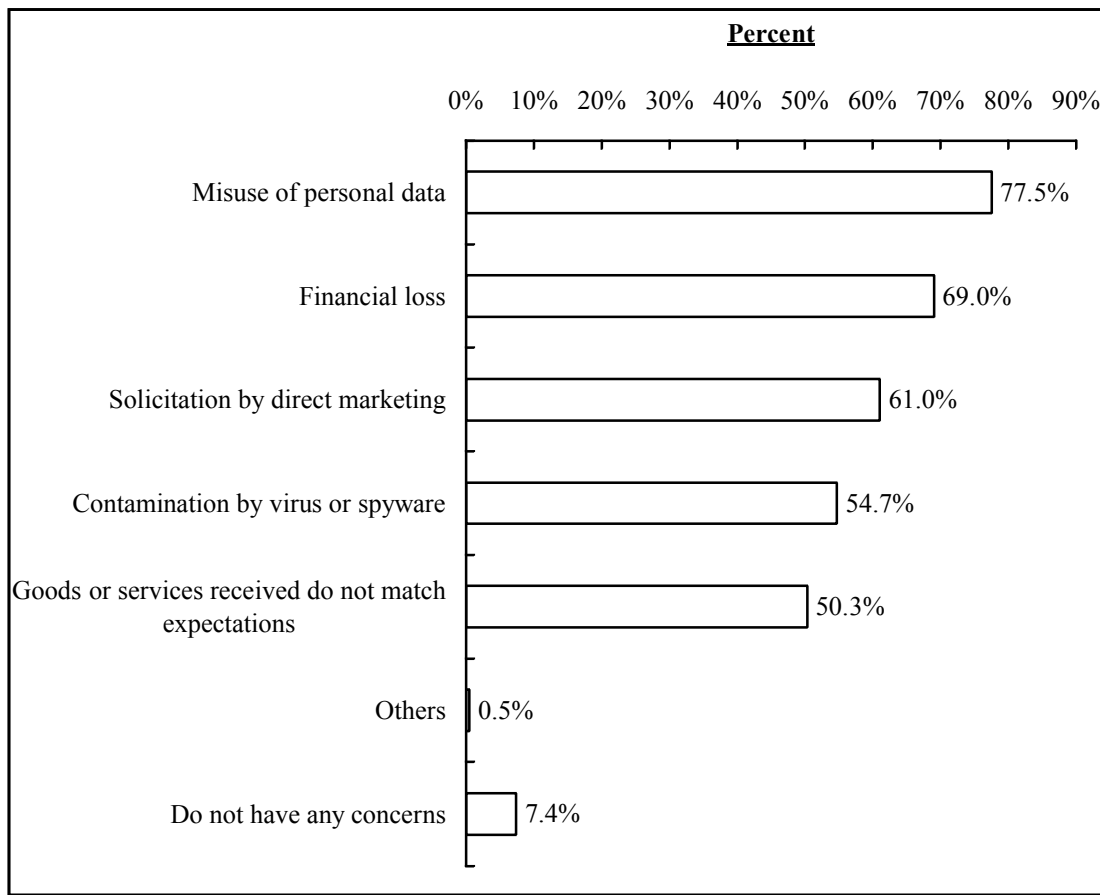


* The data in response to this question has been weighted. Respondents were permitted to provide multiple answers. Options are presented in a descending order of frequency. Base: n=956

In terms of concerns expressed about transactions on the Internet, the greatest number (77.5%) of respondents who had participated in any form of online transaction expressed concern about the “misuse of personal data”. The second most commonly mentioned concern was “financial loss” (69.0%). 61% expressed the concern that online transactions may elicit unwanted direct marketing activities (*Diagram 4*).

Diagram 4 What are your major concerns about transactions on the

Internet?

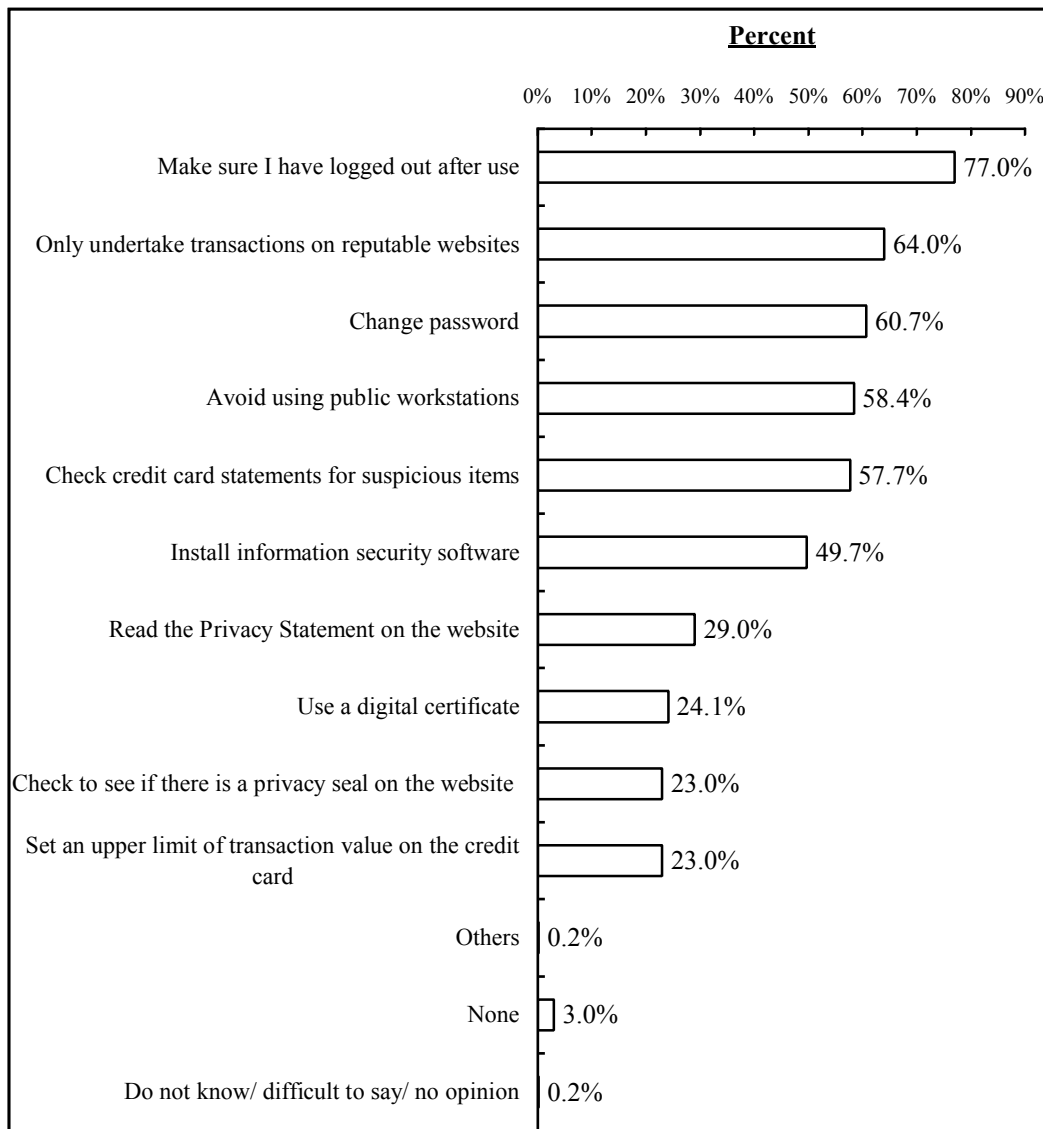


* The data in response to this question has been weighted. Respondents were permitted to provide multiple answers. Options are presented in descending order of frequency. Base: n=435

The finding that 77.5% of respondents expressed about the “misuse of personal data” raises questions about the particular methods used by respondents to protect their personal data privacy when involved in online transactions.

The findings reveal that, among the options provided (with multiple answers allowed), the method the largest proportion of respondents (77.0%) adopted to protect their personal data privacy during an online transaction was to “make sure that they logged out after use”. The second most frequently used method was that they “only undertook transactions on reputable websites” (64.0%). This was followed by occasionally changing their access password (60.7%) (*Diagram 5*).

Diagram 5 Which of the following methods do you currently use to protect your personal data privacy during an online transaction?

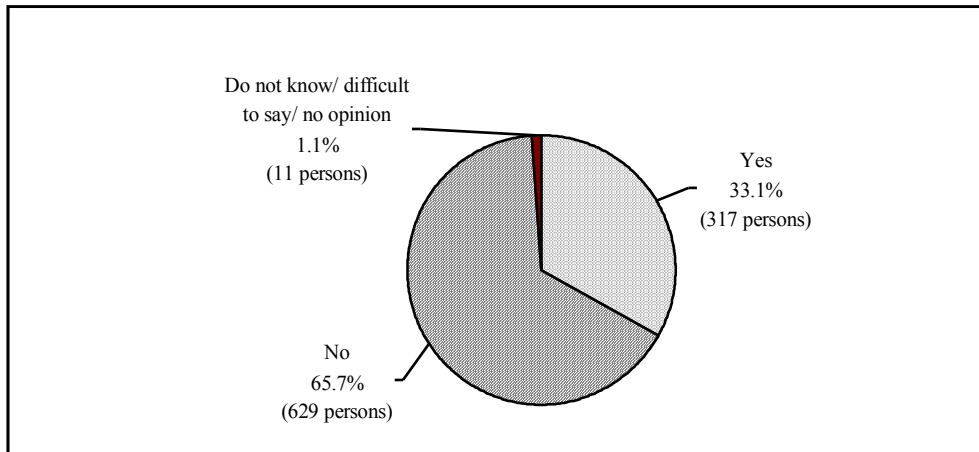


* The data in response to this question has been weighted. Respondents were permitted to provide multiple answers. Options are presented in descending order of frequency. Base: n=435

With a growing awareness among the public of the need to protect their personal data privacy, many web sites have prepared their own privacy policy statements (“PPS”), detailing their position towards protecting the privacy of personal data.

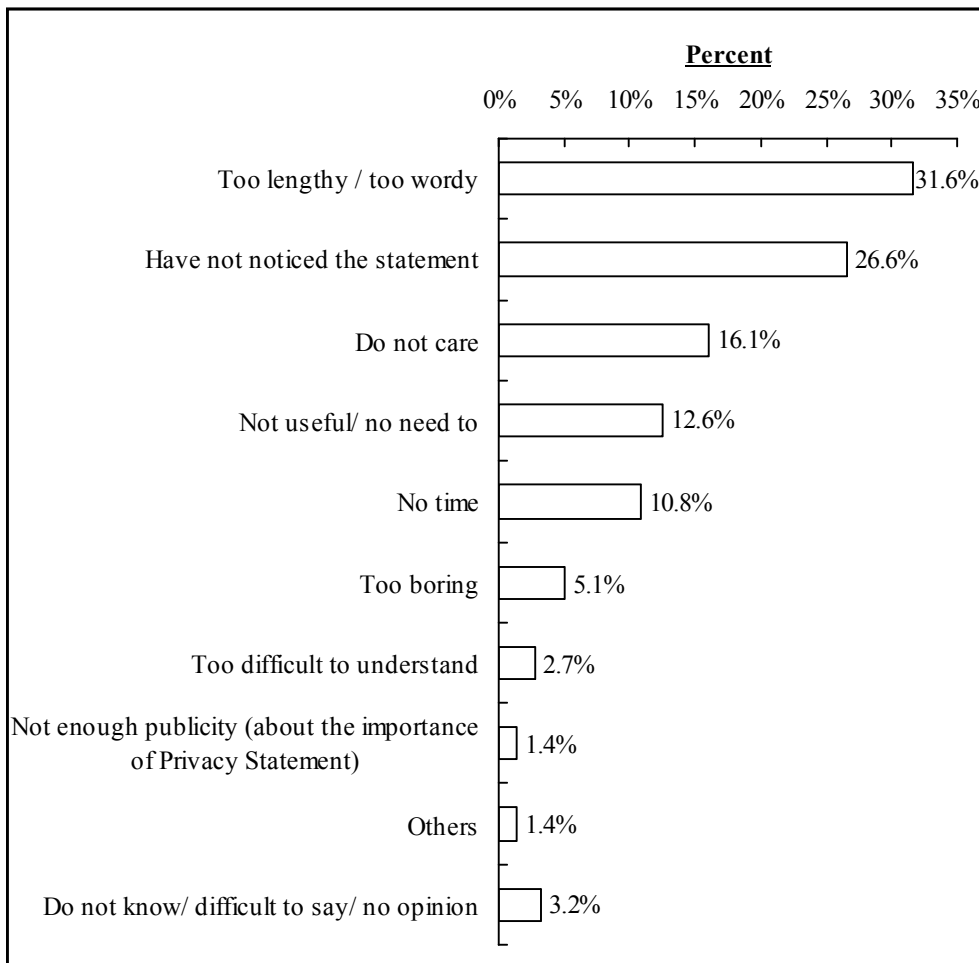
Nevertheless, the findings show that only around one-third (33.1%) of respondents had ever read a privacy policy statement when working online (*Diagram 6*). The remaining two-thirds (65.7%) had not read *any* Privacy Policy Statement, with most attributing the reason for not doing so to the impression that the statement was too lengthy/ too wordy or that they had not noticed the statement on the website (*Diagram 7*).

Diagram 6 Do you ever read the Privacy Policy Statement on websites?



* The data in response to this question has been weighted. Base: n=956

Diagram 7 Why don't you read the Privacy Statement? (Options not read to respondents)



* The data in response to this question has been weighted. Respondents were permitted to provide multiple answers. Options are presented in descending order of frequency. Base: n=629

4.1.2 CCTV Cameras

Developments in technology have also enhanced the capabilities of CCTV cameras. In Hong Kong, the use of CCTV systems is commonplace in locations such as residential buildings, shopping malls and car parks. Although there is broad-based acceptance of CCTV cameras within the community, it is not an easy task to strike a balance between ensuring security and protecting personal privacy. For example, in February 2002, the Hong Kong Police revealed plans to install CCTV cameras in various public places for the purposes of crowd management and crime prevention. The plan included the introduction of a pilot scheme, which advocated the installation of CCTV cameras in Lan Kwai Fong, a popular entertainment district, by mid 2002. The announcement attracted considerable public debate and media interest. Much of this resulted in criticism of the Police proposal because it was viewed as unnecessarily invasive of privacy in an area where there was a low incidence of crime. In May 2002, the Security Bureau decided to shelve the plan. In contrast, a survey conducted by the Home Affairs Bureau in 2003 found that the majority of Hong Kong citizens (68%) agreed with the installation of surveillance cameras at hygiene black spots⁵.

In view of these experiences the survey sought to establish whether young people thought that the installation of CCTV cameras in public places was an intrusion upon their personal data privacy. To answer this question the survey listed seven public locations and asked respondents to rate, on a scale of 0-10 where 10 represented highly intrusive, the extent to which they felt the installation of CCTV cameras in those locations was intrusive of their personal data privacy. The locations were: in the classroom; on campus; inside MTR and KCR trains; in shopping malls; on MTR platforms; in lifts inside residential buildings; and in public car parks.

⁵ The survey was conducted from 6 to 8 October 2003. A total of 1,207 Hong Kong citizens aged 15 or above were polled. The decision to install CCTV cameras in unhygienic public places was taken in the light of the outbreak of SARS in Hong Kong. http://www.had.gov.hk/en/public_services/team_clean_corner/team_index.htm

The survey results indicate that respondents were generally of the view that the installation of CCTV cameras in each of the seven locations cited were not a serious intrusion upon their privacy. In only one instance – CCTV cameras installed in the classroom – did respondents rate intrusiveness at more than 5 points (*Table 5*).

It is worth noting that these findings are very similar to those derived from a more broadly based community survey undertaken by the Commissioner’s Office in 2002⁶.

Table 5 *On a scale of 0 to 10, where 0 is not intrusive at all and 10 is highly intrusive, i.e. the higher the score the more intrusive it is, how intrusive of your personal data privacy are CCTV cameras in the following places?*

	Mean✖	No. of raters
In the classroom	5.19	1000
On campus	4.02	996
Inside MTR and KCR carriages	3.05	999
In shopping malls	2.55	999
On MTR platforms	2.14	999
In lifts inside residential buildings	1.92	999
In public car parks	1.76	999

* The data in response to this question has been weighted. Figures disregard those who answered, “don’t know” and those who “refused to answer”. Options are presented in descending order of “mean”.

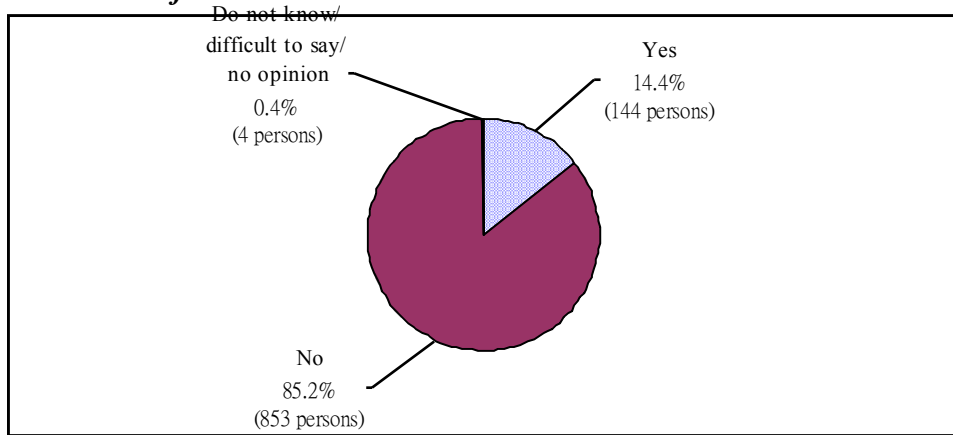
4.1.3 Taking Photos of Persons in Public Without Their Consent

The camera functions of products such as mobile phones and MP3 players have improved significantly in recent years. It is common for people to take such devices with them wherever they go and take photos in public.

The survey also sought to establish whether it was common among young people to take photos of others without their consent. The survey findings show that the majority of respondents (85.2%) had never taken photos of strangers without asking them first (*Diagram 8*). 14.4%, however, admitted that they had done so.

⁶ For details of the report please refer to
<http://www.pco.org.hk/chinese/publications/opinionsurvey7.html>

Diagram 8 *Have you ever taken photos of strangers without asking them first?*

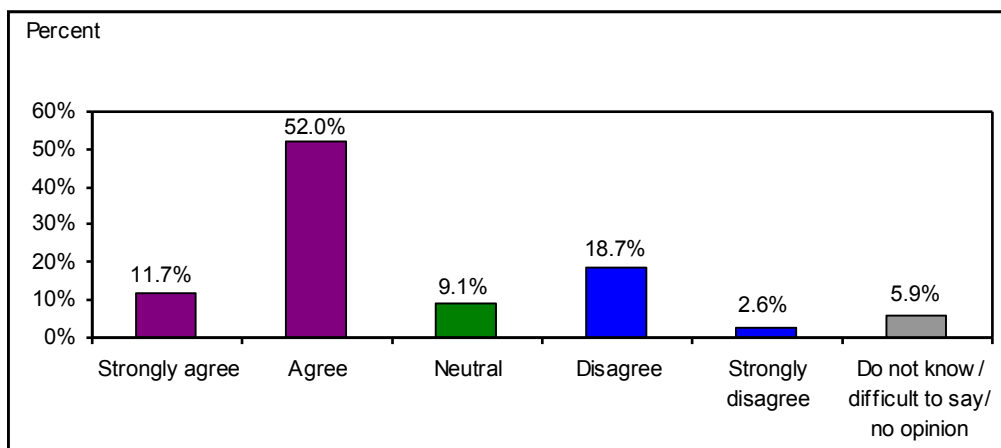


* The data in response to this question has been weighted. Base: N=1002

When asked if a person, whom they did not know, took photos of them in a public place without their consent was an intrusion upon their personal data privacy, 63.7% of respondents agreed (52.0% agreed; 11.7% strongly agreed). 21.3% (18.7% disagreed; 2.6% strongly disagreed), however, did not agree (*Diagram 9*).

Responses to this issue indicated no statistically significant relationships when cross-tabulated against age, educational attainment, occupation or sex.

Diagram 9 *To what extent do you agree or disagree that it is intrusive of your personal data privacy rights if a person that you do not know uses a camera of any kind to take a photo of you in a public place without asking you first? Would you say you...*



* The data in response to this question has been weighted. Base: N=1002

4.1.4 The Hong Kong Smart ID Card

With effect from June 2003, the Government of the HKSAR began issuing a new generation of identity card in the form of a smart card with a computer chip embedded in it⁷. This development signified an important step forward for Hong Kong, which is a pioneer in issuing a smart identity card to the general public.

There are two applications on the smart ID card issued in Hong Kong: immigration applications and non-immigration applications. The inclusion of non-immigration applications is optional. Up to this point, three kinds of data can be included for non-immigration applications: e-Cert⁸; library card⁹; and driving license¹⁰.

There are many benefits in issuing a smart ID card although concerns have been expressed about the security of personal data in the chip embedded in the card. The survey sought to ascertain respondents' views as to whether they have confidence in the security measures incorporated in the smart ID card. A supplemental question looked into whether respondents demonstrated any enthusiasm in terms of adding non-immigration applications to their smart ID card.

The survey findings indicate that, with multi-answers allowed, more than 60% of respondents were prepared to add the library card (62.8%), and/or a driving license (61.2%). 43.4% were prepared to add an e-Cert. 16.2% of respondents were not prepared to add any of the functions (*Diagram 10*).

Diagram 10 If you were given the choice, would you be prepared to add the following non-immigration applications to your HK

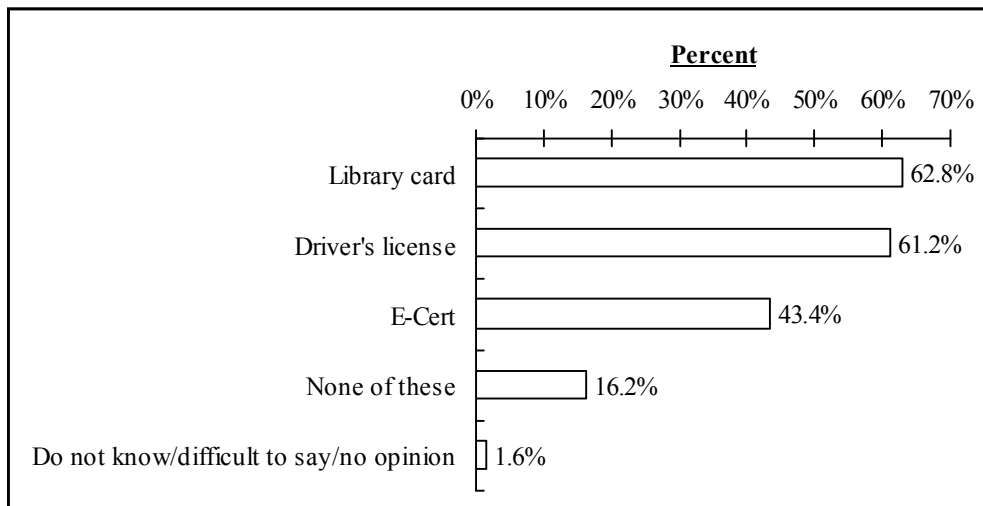
⁷ The card is embedded with an integrated circuit, or a "chip" which has the capacity of storing and processing data. The chip supports the recording, storing and processing of data as well as transmitting data to, or receiving data from, designated device electronic. The chip embedded in the smart identity card is designed with segregated compartments for keeping Immigration applications and other value-added non-immigration applications. <http://www.immd.gov.hk/ehtml/hkid_hkid.htm>

⁸ Cardholders can also store in their smart ID card an e-Cert issued by Hongkong Post which is provided free for the first year. The e-Cert enables cardholders to perform electronic transactions, such as ESD applications, securely over the Internet.

⁹ Cardholders can choose to use their smart ID card as a library card. To enable the library card function on the smart ID card, cardholders have to perform a simple registration process at a public library. With the library card function enabled, cardholders can avail themselves of various services provided at public libraries by using their smart ID card

¹⁰ Starting around 2006, holders of the smart ID card may choose not to carry their driving licences when driving.

Smart ID Card?



* The data in response to this question has been weighted. Respondents were permitted to provide multiple answers. Options are presented in descending order of frequency. Base: N=1002

4.1.5 Patients' Medical Records Database

Information technology facilitates the sharing of documents by aggregating information into databases, which can be accessed by authorized personnel. In medical service area, more timely and accurate medical treatment could be given to a patient in an emergency, if the patient's medical history were entered in a single database accessible to doctors. Such a scheme is being implemented in the UK¹¹ and many patients' medical record databases exist in the USA.

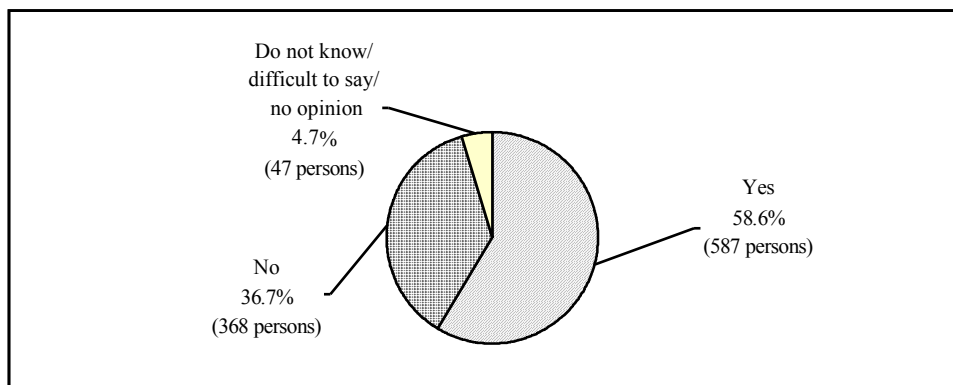
In Hong Kong, the Health, Welfare and Food Bureau issued a Discussion Paper, entitled *Building a Healthy Tomorrow – Discussion Paper on the*

¹¹ In Britain, BT has recently been offered a 10-year contract by the Department of Health to implement a NHS project (National Health Service). The project aims to collect the data or information of patients held in a number of places in Britain so that authorized doctors can read or retrieve the data or information of patients to provide immediate and accurate medical services when needed (Source: *Sing Tao Daily* 2004/1/7, or please visit <http://www.bt.com>).

Future Service Delivery Model for our Health Care System, in July 2005. The paper suggested developing a territory-wide information system for health care providers in both the public and private sectors. The proposed database would store and retrieve patients’ medical records to facilitate the movement of patients’ records between different levels of care and between the public and private sectors¹².

Are young people in favour of placing their medical records in such a database? The survey results indicate respondents were divided on the matter. 58.6% indicated they would consent to placing their medical record in the database, while 36.7% would not do so (**Diagram 11**). Males, or respondents with a higher level of educational attainment, seemed more receptive to the idea of placing their medical records in such a database (**Table 6 and Table 7**).

Diagram 11 *The government has proposed setting up a patients’ medical records database. The purpose is to allow health care workers in both public and private sectors to share patients’ medical records in order to improve health services. However, there can be no guarantee of absolute security and there is a risk of unauthorised access to the database. Considering these benefits and risks, would you consent to placing your medical records in such a database?*



* The data in response to this question has been weighted.

Table 6 *Respondents’ Views Regarding Placing their Medical Records in the Database - by sex*

Sex

¹² See “*Building a Healthy Tomorrow – Discussion Paper on the Future Service Delivery Model for our Health Care System*”, paragraph 57, July 2005, the Health, Welfare and Food Bureau.

	Male	Female	Total
Yes	328 65.9%	259 56.8%	587 61.5%
No	170 34.1%	197 43.2%	367 38.5%
Total	498 100.0%	456 100.0%	954 100.0%

* The data in response to this question has been weighted. P<0.01

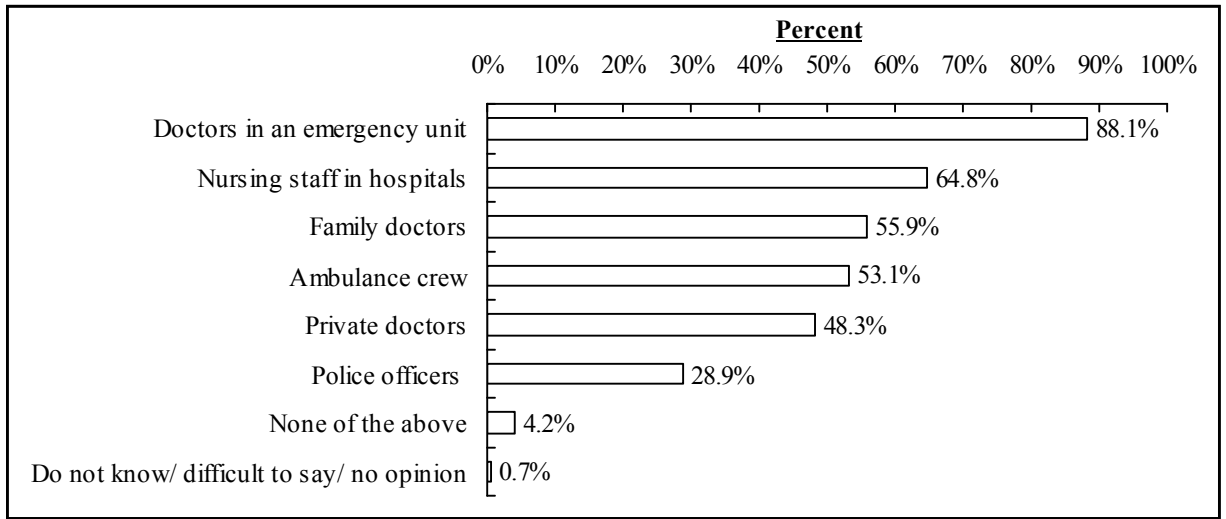
Table 7 Respondents' Views Regarding Placing their Medical Records in the Database - by educational attainment

	Level of Educational Attainment				Total
	F. 3 or below	F.4 to F.5	F.6 to F.7	Post Secondary	
Yes	61 54.5%	224 58.9%	67 57.3%	234 68.8%	586 61.7%
No	51 45.5%	156 41.1%	50 42.7%	106 31.2%	363 38.3%
Total	112 100.0%	380 100.0%	117 100.0%	340 100.0%	949 100.0%

* The data in response to this question has been weighted. P<0.01

When asked who should be allowed access to the patients' medical records database, the greatest number (88.1%) of respondents believed that "doctors in an emergency unit" should be allowed access. 64.8% indicated that "nursing staff in hospitals" should have access to the records; and more than half believed that "family doctors" (55.9%) or "ambulance crews" (53.1%) should have access. Less than half (48.3%) indicated that "private doctors" should have access to the records whereas only 28.9% thought that the police should have access (*Diagram 12*).

Diagram 12 *Who do you think should be allowed access to the records in the patient medical records database if it were set up?
(Read out options)*



* The data in response to this question has been weighted. Respondents were permitted to provide multiple answers. Options are presented in descending order of frequency. Base: N=1002

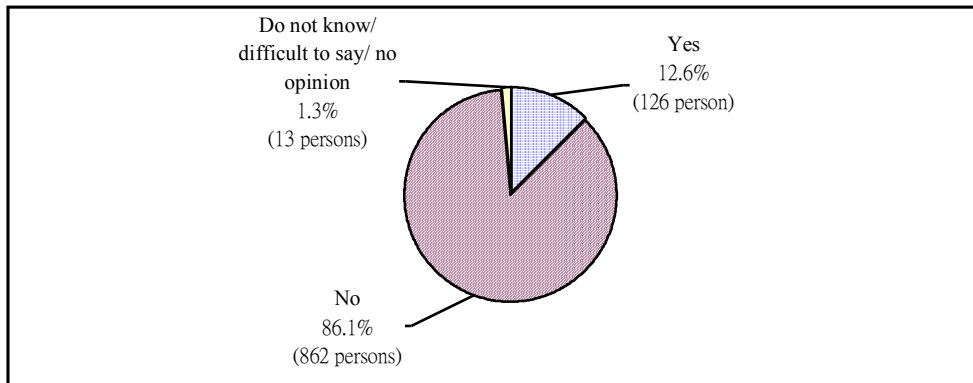
4.2 Attitudes towards Protecting Personal Data Privacy When Applying for a Job

According to the Code of Practice on the Identity Card Number and other Personal Identifiers issued by the PCO¹³, no data user may compulsorily require an individual to furnish a copy of his identity card unless authorized by law. However, young people may not be familiar with the law or its implications. The questions in this part of the survey were designed to understand the awareness of young people in this regard in the context of employment, and in particular, when applying for a job.

The survey results indicate that 86.1% of respondents were not prepared to send their curriculum vitae in response to a recruitment advertisement that did not identify the prospective employer’s name. Only 12.6% thought otherwise (*Diagram 13*).

¹³ The Code was identified by notice in the Gazette on 1997/12/19.

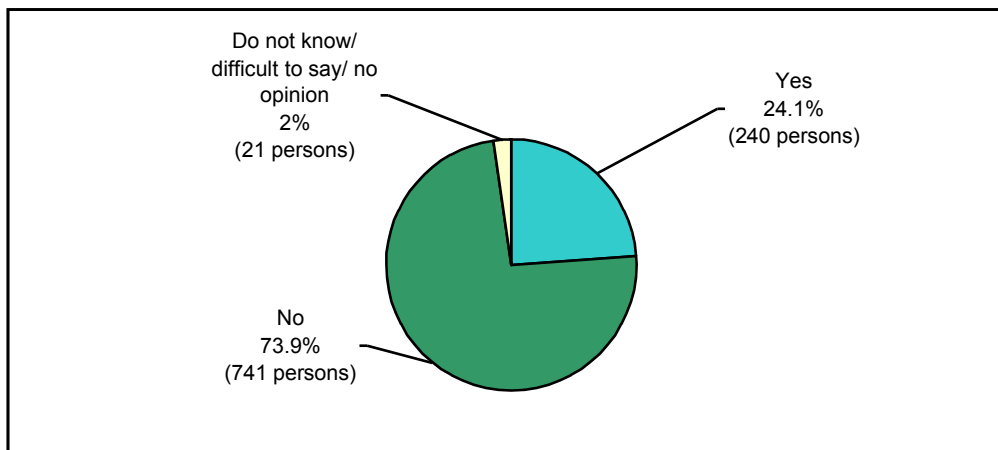
Diagram 13 *When you are looking for a job, do you send your CV to an organization that does not identify the company name in the job advertisement?*



* The data in response to this question has been weighted. Base: N=1002

When submitting their resume for a job, 74% of respondents were of the view that they would not consent to an employer retaining their CV if they were not offered the job (**Diagram 14**). This was particularly the case for those with a lower level of educational attainment or those at school (**Table 8 and Table 9**). 24.1% of respondents would consent to the retention of their CV even if they were not offered the job.

Diagram 14 *Would you consent to an employer retaining your CV even if you are not offered the job?*



* The data in response to this question has been weighted. Base: N=1002

Table 8 Respondents' Willingness to Consent to an Employer Retaining their CV Even If They Were Not Offered the Job - by educational attainment

	Level of Educational Attainment				Total
	F. 3 or below	F.4 to F.5	F.6 to F.7	Post Secondary	
Yes	20 18.9%	77 19.7%	31 25.8%	109 30.4%	237 24.3%
No	86 81.1%	313 80.3%	89 74.2%	250 69.6%	738 75.7%
Total	106 100.0%	390 100.0%	120 100.0%	359 100.0%	975 100.0%

* The data in response to this question has been weighted. P<0.01

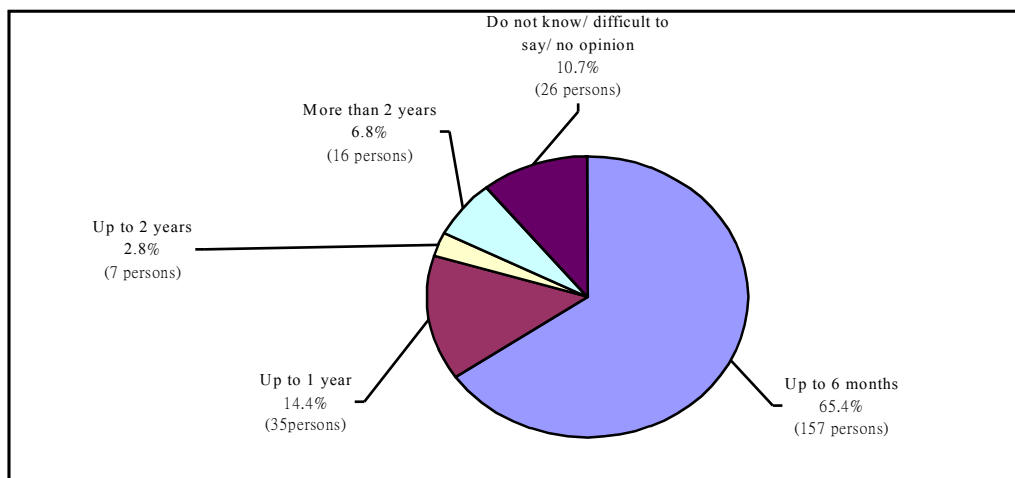
Table 9 Respondents' Willingness to Consent to an Employer Retaining their CV Even If They Were Not Offered the Job - by occupation

	Occupation		Total
	In school	At work	
Yes	84 20.3%	139 29.4%	223 25.1%
No	330 79.7%	334 70.6%	664 74.9%
Total	414 100.0%	473 100.0%	887 100.0%

* The data in response to this question has been weighted. P<0.01

The 240 (24% of the total) respondents who would consent to an employer retaining their CV, even though they were not offered the job, were asked how long they thought it reasonable for the employer to retain their CV. The survey findings indicate that the majority (65.4%) held the view that it was reasonable for the employer to retain their CV for up to 6 months (*Diagram 15*).

Diagram 15 *If you gave your consent, for how long do you think it is reasonable for the employer to retain your CV?*

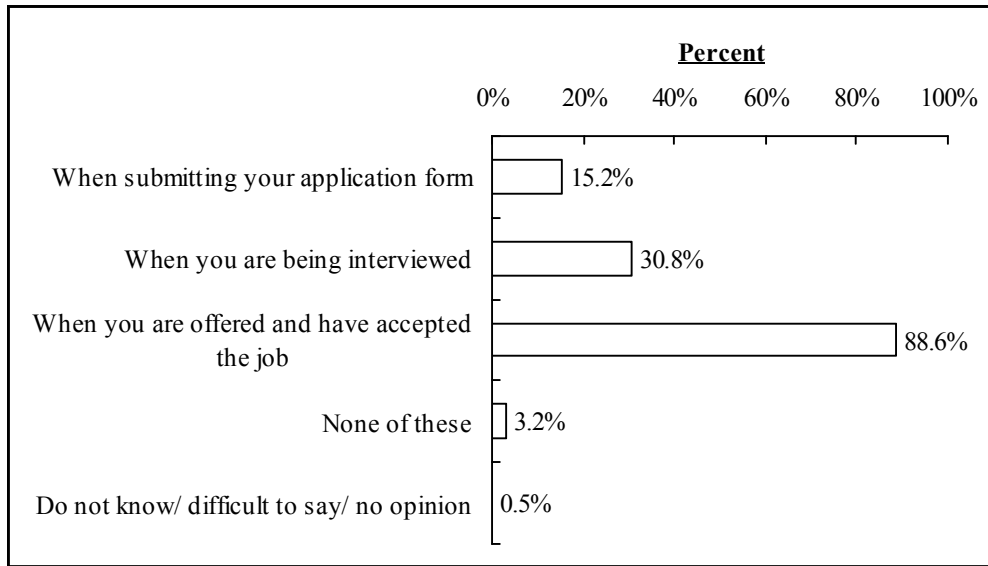


* The data in response to this question has been weighted. Base: n=240

Respondents were then asked to consider three situations and indicate in which of the situations, if any, they thought it acceptable to provide a copy of their identity card to a potential employer. The situations represented three successive stages in the job recruitment and selection process: i) when submitting an application form; ii) when being interviewed; and iii) when offered the job and having accepted the employer's offer.

The survey findings indicate that only 15.2% of respondents found it acceptable to provide a copy of their HKID card with the submission of their completed job application form. 30.8% indicated that it was acceptable to provide a copy of their HKID card if they were called for an interview. However, the majority (88.6%) held the view that it was acceptable to submit a copy of their HKID only if they were offered and accepted the job (*Diagram 16*).

Diagram 16 *When applying for a job, an employer may request a copy of your HKID card. In which of the following circumstances do you think it is acceptable to provide the copy?*



* The data in response to this question has been weighted. Respondents were permitted to provide multiple answers. Options are presented in descending order of frequency. Base: N=1002

4.3 Views on the Importance of Personal Data Privacy

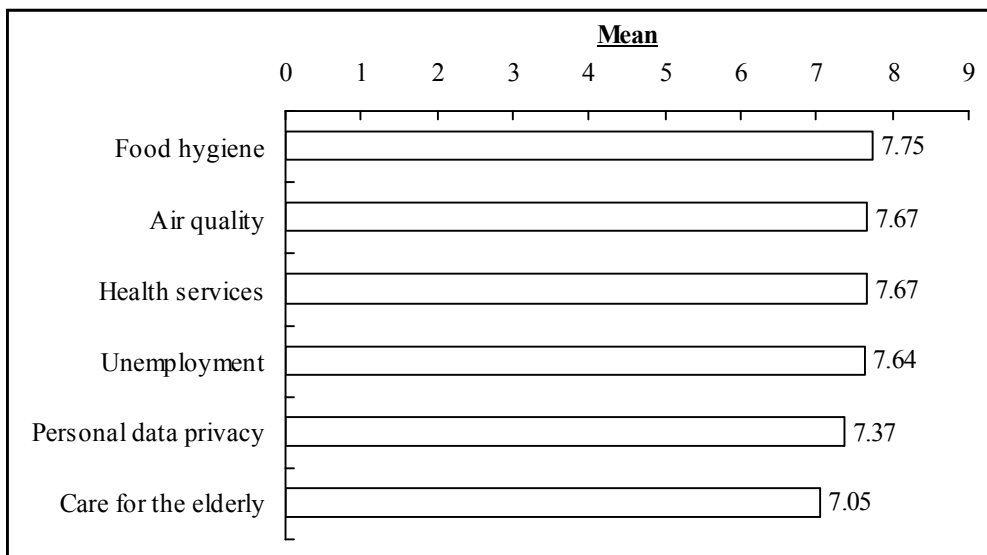
The 2002 survey of young people jointly conducted by the HKFYG and the PCO established that respondents (aged 15-29) placed a high value on the importance of maintaining personal data privacy, giving it a mean value of 8.3 out of a possible 10¹⁴.

The current survey proposed six social issues and invited respondents to rate each of them in terms of their importance on a scale of 0 - 10, where 10 indicates very important while 0 not important at all. The six issues were: food hygiene; air quality; health services; unemployment; personal data privacy; and care for the elderly.

¹⁴ A total of 529 young people, aged between 12 and 34, were polled in September 2002. On average, respondents rated 8.3 points out of a possible 10 when asked to rate the importance of maintaining personal data privacy. Those aged between 15 and 29 also gave an average of 8.3 points in this regard.

The survey findings show that respondents believed all six issues were important, with “food hygiene” topping the list with a mean score of 7.75. This finding is unsurprising given current public concern around the safety of some imported food stuffs, meat and fish. This was closely followed by “air quality” and “health services”, each scoring an average of 7.67 points. “Unemployment” scored 7.64 points, “personal data privacy” scored 7.37 points and “care for the elderly” scored 7.05 (*Diagram 17*). A 0.7 range in the scores suggests that the six social issues were seen by respondents to be of similar importance.

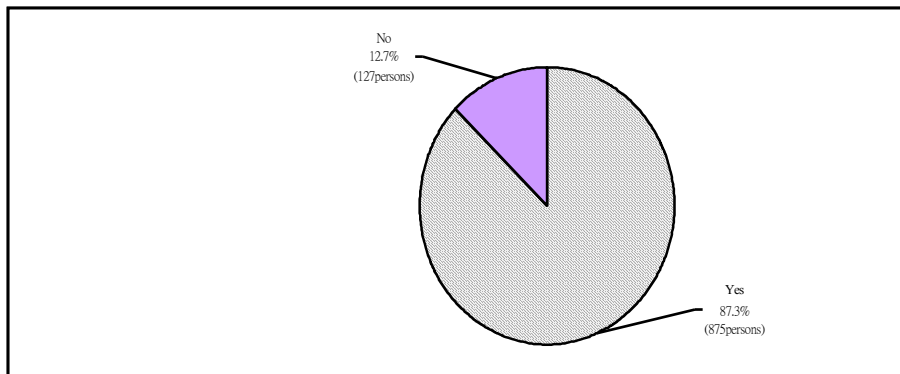
Diagram 17 Please rate the importance of the following issues to Hong Kong’s society on a scale from 0 to 10. 0 means not important at all and 10 means very important.



* The data in response to this question has been weighted. Figures disregard those who answered, “don’t know” and those “refused to answer”. Options are presented in descending order of “mean”. Base n for the items are 1000, 1002, 1000, 999, 999 & 995 respectively.

At the individual level, 87.3% of respondents claimed to have heard of the Personal Data (Privacy) Ordinance (*Diagram 18*). However, when asked to evaluate if they had sufficient knowledge of their personal data privacy rights to know when their privacy was being intruded upon, respondents gave an average of 5.21 points out of a possible 10 (*Table 10*).

Diagram 18 *Have you ever heard of the Personal Data (Privacy) Ordinance?*



* The data in response to this question has been weighted. Base: N=1002

Tale 10 *Where 0 is no information at all and 10 is a great deal of information,*

	Mean※	No. of raters
Do you feel that you have sufficient information about your personal data privacy rights to know when your privacy is being intruded upon?	5.21	990

* The data in response to this question has been weighted. Figures disregard those who answered, “don’t know” and those “refused to answer”.

5 CONCLUSION

5.1 ALTHOUGH YOUNG PEOPLE ARE RECEPTIVE TO RAPID TECHNOLOGICAL CHANGE, THEY ARE AWARE OF THE NEED TO PROTECT THEIR PERSONAL DATA PRIVACY AND GENERALLY VIGILANT IN DOING SO.

In a society characterised by rapid technological change, young people have plenty of opportunities to purchase and use a wide variety of sophisticated electronic consumer products and services e.g. mobile phones, digital cameras and the Internet. As many of these products and services facilitate the collection, storage and transfer of personal data, the issue of protection of personal data has increasingly come to occupy people’s attention. The survey identified five technology-related issues and explored respondents’ attitudes towards their propensity to be privacy-invasive.

INTERNET USAGE

The findings reveal that over 95% of respondents had online experience. Among Internet users, most were open-minded on providing personal data when applying for an e-mail account. 71.4% of respondents found the request to provide 'year of birth' data acceptable, followed by 'monthly income range' (59.0%) and 'name as it appeared on their HKID card' (50.1%).

However, respondents were much more hesitant when asked to provide further personal information such as their 'residential address' or 'HKID Card number': only 27.3% and 12.1% respectively found the provision of these classes of personal data acceptable.

Of those respondents who had Internet experience, 65.7% said that they had *not* read the Privacy Policy Statement (PPS) when surfing websites primarily because the PPS was too lengthy/wordy (31.6%) or because they had not noticed it (26.6%).

Respondents exercised caution when engaging in online activities that involved a financial transaction. More than half (54.5%) had never made an online purchase. Among the major concerns were: the misuse of personal data (77.5%); financial loss (69.0%); and the prospect of being subjected to unwanted direct marketing (61%). The most common means of protecting personal data privacy online included: logging out from the account properly after use (77.0%); being selective by only making purchases on reputable websites (64.0%); and occasionally changing passwords (60.7%). Very few respondents took no security measures at all (3.0%).

CCTV CAMERAS

Regarding the installation of CCTV cameras in public places, respondents generally believed that their presence was not a serious intrusion upon their privacy. More specifically, respondents were tasked how intrusive it was of their personal data privacy to install CCTV cameras in seven locations using a scale of 0 to 10 (where 0 = not intrusive at all and 10 = highly intrusive). The findings indicate that the installation of cameras in the classroom was considered most intrusive, with a mean score of over 5, whereas the mean scores of the other six locations were all below 5.

TAKING PHOTOS OF STRANGERS IN PUBLIC PLACES

In relation to devices with photo-taking functions, 63.7% found it intrusive if a person they did not know took photos of them in a public place without their consent. One in five (21.3%), however, did not find this practice to be intrusive.

THE HONG KONG SMART ID CARD

Regarding the HK Smart ID Card, the findings indicate that 62.8% of respondents were prepared to add a library card, and 61.2% were prepared to add the driving license facility. 43.4% said they would include an E-cert in their HK Smart ID Card. Only 16.2% of respondents said they were *not* prepared to add any of these functions.

PATIENTS' MEDICAL RECORDS DATABASE

Recently the Government proposed establishing an electronic patients' medical records database, which would enable health care workers in both the public and private sectors to share patients' medical records. The survey findings indicate that 58.6% of respondents were in favour of placing their medical records in such a database, while 36.7% were not.

5.2 YOUNG PEOPLE ARE AWARE OF PERSONAL DATA PRIVACY ISSUES DURING THE EMPLOYMENT SELECTION AND RECRUITMENT PROCESS

The survey findings reveal that young people exercised considerable vigilance in protecting their personal data in the process of applying for a job. 86.1% of respondents indicated that they would *not* send their CV in response to a job advertisement that did not identify the employer's name.

73.9% of respondents took the view that they would not consent to an employer retaining their CV if they were not offered the job. However, 24.1% indicated that they would permit an employer to so. Of them, 65.4% took the view that the employer should not retain their CV for longer than 6 months.

Regarding the provision of a copy of the identity card, the findings show that only a small proportion of respondents (15.2%) found it acceptable to provide a copy when submitting an application for a job. 30.8% of respondents said they would agree to provide a copy of the HKID if they were invited for an interview. The vast majority of respondents (88.6%) found it acceptable to do so *only* if they were offered and accepted the job.

5.3 YOUNG PEOPLE CONSIDER THE ISSUE OF PERSONAL DATA PRIVACY AS IMPORTANT AS OTHER MAJOR SOCIAL ISSUES IN HONG KONG. NONETHELESS, THEY NEED TO BE BETTER ACQUAINTED WITH PERSONAL DATA PRIVACY PROTECTION

The survey proposed six social issues and invited respondents to rate each of them in terms of their importance to Hong Kong society on a scale of 0-10, where 0=not intrusive at all and 10=highly intrusive. The findings show that all six social issues scored an average of more than 7 points, with the issue of food hygiene topping the list at 7.75 points. Personal data privacy scored 7.37 points.

87.3% of the respondents claimed that they were aware of the Personal Data (privacy) Ordinance. Nevertheless, respondents gave themselves an average of 5.12 points out of a possible 10 when asked to evaluate their knowledge of the Ordinance. The result suggests that educational efforts need to be sustained if young people are to become better informed of the provisions of the Ordinance and thereby better equipped to protect their personal data.