



本年重點工作

Highlights of the Year

打擊「起底」罪行

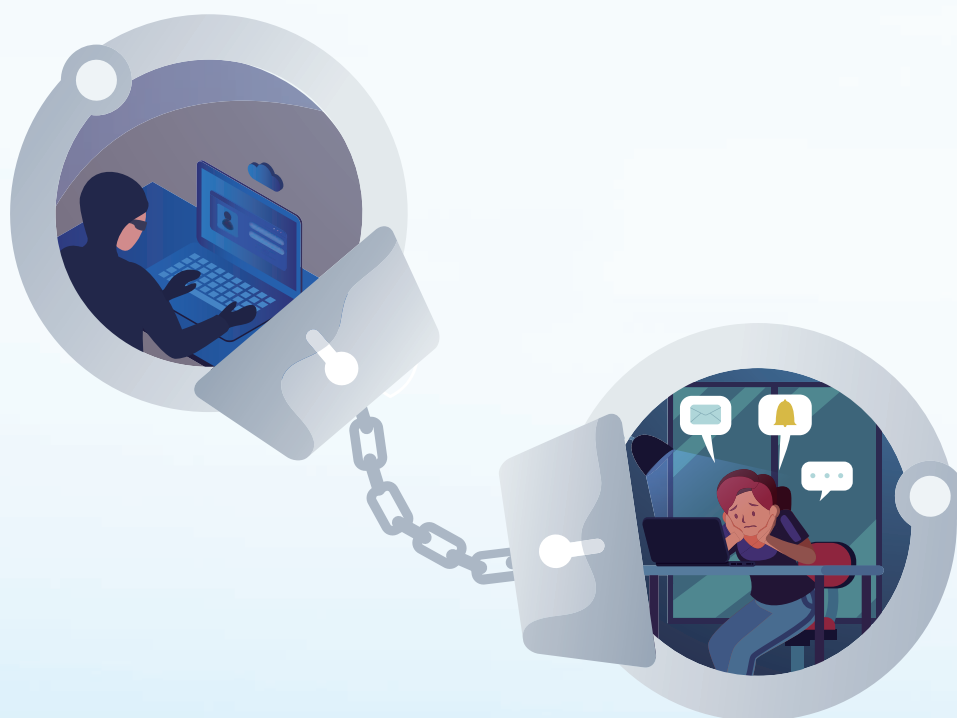
概覽

《2021年個人資料(私隱)(修訂)條例》(《修訂條例》)於2021年10月8日生效，以加強打擊侵犯個人資料私隱的「起底」行為，並賦權私隱專員就有關「起底」罪行發出停止披露通知以停止「起底」訊息的披露，以及就涉嫌「起底」的個案進行刑事調查及檢控。

Combatting Doxxing Offences

Overview

The Personal Data (Privacy) (Amendment) Ordinance 2021 (Amendment Ordinance) came into effect on 8 October 2021 to strengthen the combat of doxxing acts which are intrusive to personal data privacy and empower the Privacy Commissioner to issue cessation notices to put an end to the disclosure of doxxing messages, as well as to carry out criminal investigations and institute prosecutions in respect of doxxing-related offences.



繼 2021-22 年度私隱專員公署首次對「起底」個案展開拘捕行動，以及 2022-23 年度首次對「起底」個案成功作出檢控後，於本報告年度公署不論是在展開刑事調查的個案宗數及拘捕人數方面，均創下歷年新高。此外，經公署持續不斷的主動網上巡查及執法行動，網絡上發現的「起底」個案已大幅減少。

Following the PCPD's first arrest in a doxxing case in the 2021-22 reporting year, and the first successful prosecution in a doxxing case in the 2022-23 reporting year, the PCPD in the current reporting year has seen a record high in both the number of criminal investigations commenced and the number of arrests made. In addition, through the PCPD's continuous efforts in proactive online patrols and law enforcement, the number of doxxing cases discovered on the Internet has notably reduced.

「一站式」處理「起底」個案

Handling Doxxing Cases on a "One-stop" Basis

在《修訂條例》下，私隱專員公署獲賦予新的刑事調查和檢控權，可「一站式」由刑事調查、搜集證據到提出檢控處理「起底」案件，經簡化的程序能有效加快針對「起底」案件的執法和檢控行動。

Under the Amendment Ordinance, the PCPD is given new criminal investigation and prosecution powers to handle doxxing cases on a "one-stop" basis from criminal investigations and evidence collection to prosecutions. The streamlined process can effectively expedite enforcement and prosecution actions against doxxing cases.

在接獲「起底」投訴後，私隱專員公署會就涉嫌觸犯「起底」相關罪行的個案展開刑事調查，指派刑事調查人員直接跟進調查工作、搜集證據並進行分析，以決定是否就個案展開拘捕行動。而除了小部分與警方採取聯合執法行動的個案，絕大部分的拘捕個案均由公署的刑事調查人員處理。

After receiving a doxxing complaint, the PCPD will commence criminal investigation into the alleged doxxing-related offences by assigning criminal investigators to follow up on the investigation, collect evidence and conduct analysis, so as to determine whether an arrest operation will be mounted. Except for a few cases involving joint operations with the Police, the vast majority of arrest cases were handled by the PCPD's criminal investigators.



其中一個值得注意的例子是私隱專員公署在2023年11月拘捕一名涉嫌觸犯「起底」罪行的人士，並於三個月內(即2024年2月)成功將被告入罪。

「起底」個案概述

於報告年度內，私隱專員公署合共處理了631宗「起底」個案(其中198宗為經公署主動網上巡查發現的個案、433宗是接獲與「起底」相關的投訴)。公署於同期就152宗個案展開刑事調查，並作出26次拘捕行動，共27人被捕。

此外，私隱專員公署轉介了30宗涉及《私隱條例》第64(3C)條下的罪行，及／或涉及其他不屬於《私隱條例》範圍內的罪行，以供警方作進一步調查及考慮作出檢控。

One of the noteworthy examples is that the PCPD was able to secure the conviction of a doxxing case in February 2024, only three months after the defendant was arrested in November 2023.

Overview of Doxxing Cases

During the reporting year, the PCPD handled a total of 631 doxxing cases (including 198 doxxing cases uncovered by the PCPD's proactive online patrols and 433 doxxing-related complaints received), commenced 152 criminal investigations and mounted 26 arrest operations with 27 persons arrested.

Furthermore, the PCPD referred 30 doxxing cases involving offence under section 64(3C) of the PDPO and/or other offences outside the purview of the PDPO to the Police for further investigation and consideration of prosecution.



拘捕個案重點

在私隱專員公署拘捕的27人中，將事主「起底」的主要原因包括金錢糾紛(33%)、人際糾紛(33%)、職場糾紛(15%)及因政見不同而造成的糾紛(8%)；餘下三人(11%)則因為其他原因作出「起底」(圖1.1)。

Highlights of Arrest Cases

Among the 27 persons arrested by the PCPD, the motives for doxxing were as follows: monetary disputes (33%), relationship disputes (33%), workplace disputes (15%) and disputes arising from different political views (8%). The remaining three persons (11%) doxxed the victims for other reasons (Figure 1.1).

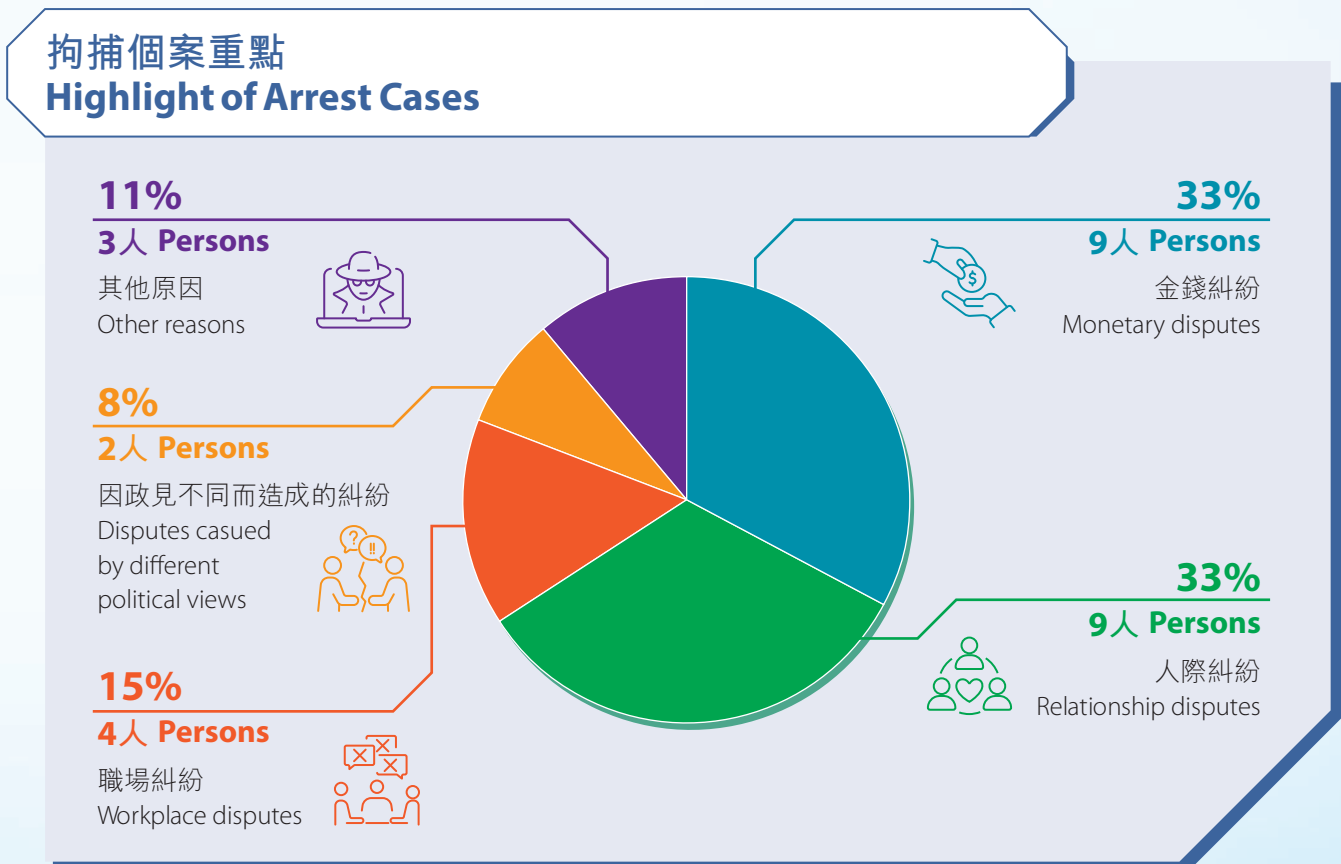


圖1.1
Figure 1.1

與金錢糾紛有關的案件主要涉及合約爭議，涉及職場糾紛的案件主要源於同事之間的爭端。與人際糾紛有關的案件則主要涉及感情瓜葛及鄰里之間的爭端。

Cases relating to monetary disputes mainly stemmed from contractual disputes while cases relating to workplace disputes generally arose from conflicts between colleagues at work. Cases originating from relationship disputes mainly involved emotional entanglements and conflicts between neighbours.

至於「起底」的方式，被捕人士中有21人（78%）透過社交媒體平台及五人（18%）透過即時通訊軟件作出「起底」，其餘一宗（4%）則涉及郵遞信件。

As far as the means of doxxing are concerned, 21 (78%) of the arrested persons conducted doxxing activities through social media platforms, while five (18%) used instant messaging applications, and one case (4%) involved the use of postal mail.

「起底」訊息的移除

除了通過刑事調查和檢控行動將「起底」者繩之於法外，及時移除「起底」訊息同樣重要，以避免對事主造成進一步傷害。就此，《修訂條例》賦予私隱專員法定權力，可向網上平台發出停止披露通知，要求其把「起底」訊息移除。

Removal of Doxxing Messages

Apart from bringing doxxers to justice through criminal investigations and prosecutions, the timely removal of doxxing messages is of equal importance to prevent further harm to victims. In this regard, the Amendment Ordinance confers statutory powers on the Privacy Commissioner to issue cessation notices to online platforms to demand the removal of doxxing messages.

在報告年度內，私隱專員公署向19個網上平台發出了314份停止披露通知，要求他們移除9,227則「起底」訊息，亦成功透過發出停止披露通知移除了67個用作「起底」的頻道。儘管停止披露通知的送達對象大部分為海外的網上平台營運商，但整體而言應公署要求移除「起底」訊息的遵從率達96%。

During the reporting year, the PCPD issued 314 cessation notices to 19 online platforms, requesting removal of 9,227 doxxing messages. 67 channels used for doxxing were also successfully removed through the issuance of cessation notices. Although most of the cessation notices were served on overseas online platform operators, the overall compliance rate for removing doxxing messages reached 96%.

「起底」案件的定罪及判刑

在報告年度內，共有16宗「起底」罪行的定罪個案，共17人被定罪。刑罰包括監禁、罰款、社會服務令及感化令。監禁刑期介乎兩星期至兩個月，當中有兩宗個案除判監禁外亦涉及港幣500元罰款；而判處的社會服務令則介乎80至200小時。

被判監禁的三宗個案如下：

男子將外傭中介「起底」

被告於2021年透過事主（作為中介）聘請外傭，事主與被告其後因外傭無法來港工作而發生金錢糾紛。及至2022年4月，被告在一個社交媒體平台上先後發布三條訊息，披露事主的個人資料，並對事主作出負面的評論及指控。於2023年5月，被告在認罪下被裁定一項「未獲資料當事人同意下披露其個人資料而該披露造成指明傷害」的罪名成立，法院判處被告監禁四星期，緩刑18個月。

Conviction and Sentencing on Doxxing Cases

During the reporting year, there were a total of 16 conviction cases relating to doxxing, involving 17 persons. The penalties varied and included imprisonment, fines, community service orders and probation orders. The imprisonment sentences ranged from two weeks to two months, and two of the sentences involved a fine of HK\$500 in addition to imprisonment. The community service orders imposed ranged from 80 hours to 200 hours.

Below are three cases involving custodial sentences:

Male Doxxed an Intermediary of Foreign Domestic Helpers

The defendant signed a contract with the victim, an intermediary, for employment of a foreign domestic helper in 2021. The victim and the defendant later ran into a monetary dispute after the domestic helper had failed to report duty. In April 2022, the defendant posted the personal data of the victim in three doxxing messages on a social media platform alongside some negative comments and allegations. He was convicted of one charge of “disclosing personal data without data subject’s consent causing specified harm” in May 2023 upon his guilty plea. The Court sentenced the defendant to four weeks’ imprisonment, suspended for 18 months.



男子因金錢糾紛將他人「起底」

事主曾於2020年與另一名人士發生金錢糾紛。至2022年9月及12月，被告在一個社交媒體平台的個人帳戶上發布了兩條包含事主個人資料（包括其香港身份證副本）的訊息，要求事主還款。於2024年1月，被告在認罪下被裁定兩項「在未獲同意下披露個人資料」的罪名成立，法院判處被告監禁兩個月，緩刑兩年。

Male Doxxed Another Person because of Monetary Dispute

The victim had a monetary dispute with a third party in 2020. Subsequently, the defendant posted two messages containing the personal data of the victim (including a copy of the victim's Hong Kong Identity Card) on a personal account of a social media platform respectively in September and December 2022, requesting settlement of the outstanding loan from the victim. He was convicted of two charges of "disclosing personal data without consent" in January 2024 upon his guilty plea. The Court sentenced the defendant to two months' imprisonment, suspended for two years.



女子將寵物賣家「起底」

被告曾於2022年底向事主購買三隻小貓，被告其後因當中一隻小貓出現健康問題向事主提出退款要求，但二人未能就退款金額達成共識而出現糾紛。2023年5月，被告在一個社交媒體平台的公開群組發布了一條包含事主個人資料的帖文，並對事主作出負面的評論和指控。於2024年2月，被告在認罪下被裁定一項「在未獲同意下披露個人資料」的罪名成立，法院判處被告監禁兩星期，緩刑三年，並罰款港幣500元。

Female Doxxed a Pet Seller

The defendant purchased three kittens from the victim in late 2022. The defendant subsequently requested a refund from the victim because of the health issue of one of the kittens, but the two could not agree on the amount of refund and a dispute arose between them. In May 2023, the defendant posted a message containing the personal data of the victim in an open discussion group on a social media platform, alongside some negative comments and allegations against the victim. She was convicted of one charge of “disclosing personal data without consent” in February 2024 upon her guilty plea. The Court sentenced the defendant to two weeks’ imprisonment, suspended for three years, and a fine of HK\$500.

從上述裁決可見，法庭視「起底」為嚴重罪行，因此須以相稱的刑罰（包括監禁）以達到阻嚇作用。

Based on the above cases, it is clear that the Court is of the view that doxxing is a serious offence which ought to be deterred by penalties commensurate with the severity of the offences, including custodial sentences.



維護數據安全

國家安全涵蓋數據安全，而數據安全是網絡安全的支柱。數據安全包括保護個人資料私隱，對於維護個人的私隱權至關重要。私隱專員公署一直致力透過多種策略以加強數據安全。

Safeguarding Data Security

Data security is an integral part of national security and forms the backbone of cybersecurity. It encompasses the protection of personal data privacy, which is fundamental to preserving individuals' privacy rights. The PCPD has been dedicated to strengthening data security through various strategies.

推出「數據安全」三大法寶

Launching the Data Security Trio



私隱專員公署於2023年11月14日在網站推出「數據安全」專題網頁及「數據安全快測」，並設立「數據安全熱線」2110 1155，旨在讓企業可一站式取得有關資料保安的資訊，並協助他們提升保護數據的能力及遵從《私隱條例》的規定。

With the aim of providing enterprises with one-stop access to information concerning data security and helping them enhance their capability to protect data and comply with the requirements under the PDPO, the PCPD launched the Data Security thematic webpage and the “Data Security Scanner” on the website, as well as the “Data Security Hotline” 2110 1155 on 14 November 2023.

「數據安全」專題網頁讓企業可以便捷地取得與資料保安有關的資訊，包括保安提示、最新數據安全消息、資料外洩事故的資料、《私隱條例》的相關規定、案例及教育資訊等。「數據安全快測」則是一個自我評估工具，讓企業快捷方便地自行評估其資訊及通訊科技系統的資料保安措施是否足夠。

The Data Security thematic webpage enables enterprises to conveniently obtain information related to data security, including security alerts, latest updates on data security, information on data breach incidents, relevant requirements under the PDPO, cases, and educational resources. Separately, the “Data Security Scanner” is a self-assessment toolkit that enables enterprises to conduct a quick and easy self-assessment of the adequacy of their data security measures for information and communications technology systems.

發出新版《資料外洩事故的處理及通報指引》及網上資料外洩事故通報表格

Issuing New Guidance on Data Breach Handling and Data Breach Notifications, and Online Data Breach Notification Form

有鑑於近年資料外洩事故有增無減，為確保數據安全，私隱專員公署於2023年6月30日發出新版的《資料外洩事故的處理及通報指引》，向機構提供實用的建議，協助他們作好準備，一旦發生資料外洩事故可以有效地應對，並遏止損害及傷害擴大。

In view of the increasing number of data breach incidents in recent years and with the aim of safeguarding data security, the PCPD issued a new “Guidance on Data Breach Handling and Data Breach Notifications” on 30 June 2023 to assist organisations in preparing themselves in the event a data breach occurs. The Guidance also contains practical recommendations to help organisations handle data breaches and contain the resulting damage and harm.



另外，私隱專員公署亦推出了網上資料外洩事故通報表格，以引導式問題及多項選擇題，幫助機構更全面及便捷地向公署通報資料外洩事故的詳情。

Separately, the PCPD has also launched an Online Data Breach Notification Form. This form, designed with guided questions and multiple-choice answers, enables organisations to comprehensively and efficiently report the details of data breach incidents to the PCPD.

https://www.pcpd.org.hk/english/enforcement/data_breach_notification/dbn_form.html

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Office of the Privacy Commissioner
for Personal Data, Hong Kong

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Compliance & Enforcement

- Court Judgment
- Administrative Appeals Board's Decisions
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Data Breach Notification

Basic Information of the data user

User Sector

Private Sector

Public Sector

Company/organisation name*

Hong Kong office's correspondence address

Information of the Contact Person

Name of person making this notification*

Job Title

因應不同私隱保障議題主動採取循規行動

私隱專員公署一直留意有關數據安全的私隱保障議題，並主動採取合適的循規行動。

因應社會各界關注全港信貸資料庫處理借款人的信貸資料的情況，為確保借款人的個人資料私隱受到保障及資料庫的數據安全，私隱專員公署於2023年6月主動對全港信貸資料服務機構進行循規審查，以了解該等機構就借款人的信貸資料所採取的保安措施及保留期限，是否符合《私隱條例》的規定。在完成循規審查後，公署向所有信貸資料服務機構提供實用建議，以加強他們的數據安全措施。

Taking Proactive Compliance Actions in Response to Various Privacy Protection Issues

The PCPD continued to monitor privacy protection issues related to data security and proactively took appropriate compliance actions.

In response to concerns raised by the community about the handling of borrowers' credit data by credit reference agencies in Hong Kong, the PCPD proactively commenced compliance checks of all credit reference agencies in Hong Kong in June 2023 to ensure the protection of the personal data privacy of borrowers and the data security of credit reference databases. The compliance checks were carried out to ascertain whether the security measures and retention periods adopted by credit reference agencies regarding the credit data of borrowers complied with the requirements of the PDPO. After completion of the compliance check process, the PCPD provided practical recommendations to all credit reference agencies with a view to enhancing their data security measures.



透過外展和教育加強數據安全

Enhancing Data Security through Outreach and Education

私隱專員公署積極舉辦不同講座及工作坊，闡明網絡及數據安全的重要性。通過舉辦研習班和推廣活動，公署希望提高機構對數據安全的意識。在報告年度內，公署為不同機構舉辦了170場內部培訓。由2023年11月起，這類內部培訓內容亦加入了數據安全管理，以加強機構保障數據安全的措施。有關數據安全的講座包括2023年7月的「Web 3.0下的網絡安全及資料外洩事故處理」、2023年11月的「防範網絡攻擊 提升數據安全」以及2024年3月的「應對網絡安全威脅及資料外洩事故」。

The PCPD actively organised various seminars and workshops to raise awareness of the importance of cyber and data security. These initiatives aimed to heighten organisations' awareness of data security through workshops and promotional activities. The PCPD conducted 170 in-house seminars for different organisations within the reporting year. Starting from November 2023, the content of such in-house seminars has also incorporated data security management to enhance organisations' data security measures. Some seminars on data security included "Cybersecurity in Web 3.0 and Data Breach Handling" in July 2023, "Enhancing Data Security to Prevent Cyber Attacks" in November 2023 and "Responding to Cyber Security Threats and Data Breaches" in March 2024.



加強協同效應和國際合作

在2023年11月，私隱專員公署及香港生產力促進局·網絡安全共同發表「香港企業網絡保安準備指數及私隱認知度調查2023」報告，評估本地企業應對網絡安全威脅的準備程度。

Strengthening Synergy and International Cooperation

In November 2023, the PCPD and the Hong Kong Productivity Council Cyber Security jointly released the “Hong Kong Enterprise Cyber Security Readiness Index and Privacy Awareness Survey 2023” report, assessing the readiness of local enterprises to respond to cyber security threats.



鑑於科技進步帶來的私隱風險，私隱專員公署積極與國際性私隱組織合作，應對科技快速發展所帶來的挑戰。在2023年8月，作為環球私隱議會的國際執法合作分組的聯席主席，公署與全球11個私隱或資料保障機構，向社交媒體平台等網站發表聯合聲明，表達環球保障私隱的期望及原則，指出數據擷取帶來的主要私隱風險，並提醒他們有責任保護個人資料免遭非法數據擷取。聯合聲明亦向相關平台提供一系列建議措施，以減低數據擷取的私隱風險。

Given the privacy risks associated with technological advancements, the PCPD actively collaborated with international counterparts to tackle challenges arising from rapid technological development. In August 2023, as the co-chair of the International Enforcement Cooperation Working Group of the Global Privacy Assembly, the PCPD joined forces with 11 privacy or data protection authorities worldwide to issue a joint statement to social media platforms and other websites. This collective effort established global expectations and principles on privacy protection, identified the major privacy risks associated with data scraping, underscored the platforms' duty to safeguard personal data against unlawful extraction and recommended measures to mitigate privacy risks.

進行調查

發表兩份與投訴有關的調查報告

私隱專員於報告年度發表了兩份與投訴有關的調查報告。

私隱專員就未經授權查閱一個信貸資料庫（該資料庫）的信貸資料一事進行調查，並於2023年6月發表調查報告。調查源於私隱專員公署收到一宗投訴，投訴人發現他在該資料庫內的信貸資料在他不知情及未經他的同意下被財務公司多次查閱。調查發現該資料庫的營運者違反了《私隱條例》下保障資料第4(1)原則有關個人資料保安的規定，以及保障資料第2(2)原則有關個人資料保留的規定。

Conducting Investigations

Releasing Two Complaint Investigation Reports

During the reporting year, the Privacy Commissioner released two complaint investigation reports.

The Privacy Commissioner conducted an investigation into the unauthorised access to credit data in a credit reference system (the System) and released an investigation report in June 2023. The investigation arose from a complaint received by the PCPD, where the complainant reported that his credit data in the System had been accessed multiple times by money lending companies without his knowledge or consent. The investigation found that the operator of the System had contravened Data Protection Principle (DPP) 4(1) of the PDPO regarding the security of personal data and DPP 2(2) regarding the retention of personal data.



此外，為促進僱主及人力資源管理人員認識有關保障個人資料私隱方面的責任和相關的法律規定，私隱專員於2023年12月就接獲的四宗有關人力資源管理的投訴發表調查報告。私隱專員調查後發現，涉案機構分別違反了保障資料原則有關個人資料準確性、使用（包括披露）和保安的規定。

Besides, to raise the awareness amongst employers and human resource managers of their responsibilities in protecting personal data privacy and complying with the relevant statutory requirements, the Privacy Commissioner released an investigation report in December 2023 regarding four complaints received by the PCPD in relation to human resource management. Upon investigation, the Privacy Commissioner found that the organisations in the four cases had respectively contravened the requirements on accuracy, use (including disclosure) and security of personal data under the DPPs.

在上述調查中，私隱專員向涉案的資料使用者送達了執行通知，指示他們糾正其違規事項，以及防止類似的違規行為再度發生。

In the aforementioned investigations, the Privacy Commissioner served Enforcement Notices on the data users concerned, directing them to remedy their respective contraventions and prevent recurrence of similar contraventions.



發表兩份有關資料外洩事故的調查報告

在報告年度內，私隱專員公署完成兩份有關資料外洩事故的調查報告。2023年12月，公署就一個網購平台涉及超過30萬個香港用戶帳號的資料外洩事故發表調查報告，當中私隱專員裁定有關網購平台違反了保障資料第4(1)原則有關個人資料保安的規定。在2024年3月，公署完成對一公營機構與勒索軟件攻擊有關的資料外洩事故的調查，其後發表相關的調查報告¹，當中私隱專員裁定該公營機構同時違反了保障資料第2(2)及第4(1)原則有關個人資料保留及保安的規定。

私隱專員向相關的資料使用者送達執行通知，指示其糾正違規事項並防止違規情況再度發生。

Releasing Two Investigation Reports on Data Breach Incidents

During the reporting year, the PCPD completed two investigation reports on data breach incidents. In December 2023, the PCPD released an investigation report on a data breach incident encountered by an online shopping platform involving the personal data of more than 300,000 user accounts in Hong Kong. In the report, the Privacy Commissioner found that the online shopping platform contravened DPP 4(1) concerning the security of personal data. In March 2024, the PCPD completed an investigation into a data breach incident related to a ransomware attack on a public body, and an investigation report was subsequently released¹, in which the Privacy Commissioner found that the public body contravened DPP 2(2) and 4(1) concerning the retention and security of personal data.

The Privacy Commissioner served Enforcement Notices on the relevant data users, directing them to remedy the contraventions and prevent their recurrence.

¹ 私隱專員於2024年4月2日發表有關調查報告。

¹ The Privacy Commissioner released the investigation report on 2 April 2024.

舉辦私隱之友嘉許獎 2023

138間得獎機構支持實踐私 隱管理系統

在報告年度內，私隱專員公署舉辦旗艦活動 — 「私隱之友嘉許獎 2023」，以「實踐私隱管理系統 建立信任共創雙贏」為主題，向企業推廣設立個人資料私隱管理系統的重要性。頒獎典禮於2023年8月圓滿舉行，由政制及內地事務局局長曾國衛，GBS, IDSM, JP 擔任主禮嘉賓，共嘉許138間企業、公私營機構及政府部門，以表揚他們在保障個人資料私隱的決心及表現。

Launching Privacy-Friendly Awards 2023

138 Award-winning Organisations Support the Implementation of Privacy Management Programme

During the reporting year, the PCPD launched its flagship event – the “Privacy-Friendly Awards 2023” under the theme of “Embrace Privacy Management Programme to Gain Trust and Benefits” to promote the significance of the establishment of a Personal Data Privacy Management Programme to organisations. The Awards Presentation Ceremony, officiated by Mr Erick TSANG Kwok-wai, GBS, IDSM, JP, Secretary for Constitutional and Mainland Affairs, was successfully held in August 2023. Awards were presented to 138 enterprises, public and private organisations, as well as government departments to recognise their commitment and performance in safeguarding personal data privacy.



參加機構只要具備指定的「保障私隱措施」，即獲嘉許。經過評審委員會的仔細考慮和審核，多達138間機構獲獎，當中八間機構獲得卓越金獎、80間機構獲得金獎、33間機構獲得銀獎和17間機構獲得銅獎。今屆得獎機構的數目比上屆多近四成，反映越來越多機構認同保障個人資料私隱的重要性。

Participating organisations with designated “Privacy Protection Measures” in place were eligible for awards. After careful consideration and assessment by the judging panel, 138 organisations were awarded, of which eight won Outstanding Gold Awards; 80 won Gold Awards; 33 won Silver Awards and 17 won Bronze Awards. The increase in the number of award-winning organisations by nearly 40% compared to the previous year reflects that more and more organisations recognise the importance of protecting personal data privacy.



推動良好的數據管治

私隱專員公署透過報章特刊、社交媒體、網上平台等渠道推動更多機構實踐良好的數據管治，並為「私隱之友嘉許獎2023」榮獲卓越金獎的機構拍攝短片，向業界分享他們在保障個人資料私隱方面的經驗及心得。

Promoting Good Data Governance

The PCPD aims to propel more organisations towards implementing good data governance through a range of channels, including newspaper advertorials, social media and online platforms. Short videos were also produced for the Outstanding Gold Awardees of the “Privacy-Friendly Awards 2023” to share their experience and insights in safeguarding personal data privacy.

此外，私隱專員公署於2023年11月及2024年3月先後舉行兩場經驗分享會，邀得榮獲卓越金獎的機構代表分享他們在設立個人資料私隱管理系統的實戰經驗，以及機構在實踐數據管治和加強保障數據安全時可能遇到的挑戰，共吸引超過340名來自銀行、保險、政府／公營機構、醫護、法律及資訊科技等行業人士參加。

In addition, the PCPD organised two experience-sharing sessions in November 2023 and March 2024, where representatives of the Outstanding Gold Awardees shared with participants their practical experience in establishing Personal Data Privacy Management Programmes, and the challenges they encountered in implementing data governance and strengthening data security. These sharing sessions attracted over 340 participants from various sectors, including banking, insurance, government/public bodies, medical and healthcare, legal and information technology sectors.

防範資料詐騙

提高市民的防騙意識

網上騙案有上升趨勢，面對層出不窮的詐騙手法，提升市民的防騙意識至關重要。因此，私隱專員公署開設「防騙貼士」專題網站，為市民提供一站式網上資源平台。公署亦不時發出新聞稿呼籲市民及機構提防詐騙網站及短訊，並於2023年12月舉辦「安全使用WhatsApp及社交平台」講座，闡釋騙徒騎劫即時通訊軟件帳戶的行騙手法，吸引超過600名人士參加。

Preventing Data Fraud

Enhancing Public Awareness of Fraud Prevention

As there has been an increase in online fraud cases, it is crucial to enhance public awareness of fraud prevention when facing different kinds of fraud traps. Therefore, the PCPD launched a new dedicated webpage entitled “Anti-Fraud Tips”, serving as a one-stop information portal for members of the public. The PCPD also regularly issued media statements to urge the public and organisations to guard against fraudulent websites and SMS messages. A seminar on “Safe Use of WhatsApp and Social Media Platforms” to illustrate fraudsters’ tricks on hijacking instant messaging accounts was organised in December 2023, which attracted over 600 participants.



此外，私隱專員公署推出一系列以「個人資料咪亂俾 踢走騙徒靠晒你」為主題的防騙宣傳活動，邀請了藝員馮素波和鄭子誠參與拍攝宣傳短片，以生活化及輕鬆的方式帶出防騙訊息，自2023年6月分階段於本地電視台、網上平台及港鐵車廂內播出。首集以「偽冒會員獎賞計劃」為題，加強公眾保障個人資料私隱的意識，避免財物損失；次集主題為「優惠禮品騙局」，提醒市民勿因一時貪念而被騙取個人資料；第三集通過模擬「保健產品推銷騙局」，教育大眾要提高警覺，以免誤墮騙徒的推銷陷阱；最後一集取材自「感情騙案」，提醒大眾要避開感情陷阱，慎防詐騙。

In addition, the PCPD launched a series of anti-fraud publicity activities under the theme of “Don’t Hand Over Your Personal Data – Beware of Fraudsters”, and invited artistes Alice FUNG So-bor (馮素波) and Timothy CHENG Tse-sing (鄭子誠) to perform key roles in promotional videos to convey the messages of fraud prevention in a realistic yet light-hearted way. The videos were broadcast on local TV, online platforms and MTR in-train TVs in phases starting from June 2023. The first episode titled “Fake Membership Awards Programme” aims to raise public awareness of protecting personal data privacy so as to avoid property loss. The second episode uses “Promotional Gifts Scam” as the theme to remind citizens not to disclose personal data out of greed. The third episode on “Healthcare Products Promotional Scam” educates members of the public to stay vigilant and not fall prey to scams. The last episode themed “Romance Scam” reminds the public to beware of relationship traps and fraudsters.



另外，私隱專員公署亦派發防騙宣傳海報至各區民政事務處、社區中心、長者中心和學校，又於各大公共交通網絡及網上平台宣傳防騙訊息。公署關愛義工隊亦於2023年聖誕為長者舉辦防騙講座，透過講座及遊戲提高長者的防騙意識，教導他們分辨詐騙訊息。

Furthermore, the PCPD distributed anti-fraud promotional posters to District Offices, community centres, elderly centres and schools, and promoted anti-fraud messages across major public transportation networks and online platforms. The PCPD's Volunteer Team also organised talks on fraud prevention for the elderlies during Christmas in 2023. During the visit, the Volunteer Team arranged talks and games to raise the elderlies' alertness of fraudulent scams so that they could easily identify scammers.

