



個人資料私隱專員公署  
Office of the Privacy Commissioner for Personal Data

傳媒簡介會  
Media Briefing

1/6/2023

私隱專員公署  
檢視十大類平台的私隱設定

網絡平台	個人資料	通訊紀錄	用戶資訊	聯絡人清單
Baby Kingdom	18	✓	✓	✓
Carousell	13	✓	✓	✓
ibuy	22	×	✓	✓
Fortress	12	×	✓	✓
HKT Vcast	17	×	✓	✓
芒果	23	×	✓	✓
PlayStation App	16	×	✓	✓
Procam2Go	15	×	✓	✓
森活健康	13	×	✓	✓
Samsung	22	×	✓	✓

# 宣傳與教育

## Promotion and Education

PCPD hkpcpd  
私隱公署

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

個人資料防騙熱線  
Personal Data Fraud Prevention Hotline  
☎ 3423 6611

個人資料咪亂俾  
踢走騙徒靠晒你  
Don't Hand Over Your Personal Data  
Beware of Fraudsters

PCPD hkpcpd  
私隱公署

【私隱專員公署提醒大家慎防詐騙！】  
騙徒陷阱無處不在，經常以各種形式騙取市民的個人資料。為加強大家的防騙意識，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，藉此提醒大家要小心保護個人資料私隱，提防被騙。  
想知道更多防騙資訊？請瀏覽私隱專員公署「防騙貼士」網頁！



## 展開宣傳活動

在報告年度內，私隱專員公署透過全面的推廣和教育活動，進一步加強宣揚保障個人資料私隱的重要訊息。公署利用各種渠道，從成效顯著的推廣活動至一系列的教育和媒體活動，成功接觸社會上的不同群體，增強他們對保護個人資料私隱重要性的認識和理解。

## Launching Promotional Campaigns

During the reporting year, the PCPD has intensified its commitment to spreading the core message of personal data privacy protection through comprehensive promotional and educational activities. Utilising a wide array of channels, ranging from highly effective promotional campaigns to a series of educational activities and media engagements, the PCPD has successfully reached out to various groups in the society, enhancing their awareness and understanding of the importance of personal data privacy protection.



私隱專員公署一直積極推動各行各業及社會各界遵守《私隱條例》的規定，當中包括針對不同人士的宣傳活動、講座、會議和培訓課程，以提升公眾對保護個人資料私隱的意識。公署亦直接回應社會上不同的私隱議題，通過不同的方式，例如指引、新聞稿、媒體回應、訪問、文章和社交媒體帖文，履行保護和尊重個人資料私隱的使命。

私隱專員公署教育活動的參與人數充分反映，個人資料私隱近年無可置疑成為了市民大眾熱切關注的議題之一。於報告年度內，公署各種活動共吸引超過40,735人參加，標誌着公署在日益數碼化的環境中提高個人資料私隱保障水平的堅定決心。

The PCPD has been actively promoting compliance with the PDPO across diverse sectors and within the community. This has involved a number of tailored initiatives, including promotional campaigns, seminars, conferences, and training sessions, all designed to raise public awareness of protecting personal data privacy. The PCPD also directly responded to various privacy issues in the society through different means, such as guidance, press statements, media responses, interviews, articles and social media posts, fulfilling its mission of protecting and respecting personal data privacy.

Undoubtedly, personal data privacy has become one of the common concerns for members of the public in recent years. This has been reflected in the impressive attendance numbers of the PCPD's educational activities, with over 40,735 individuals participating in its events throughout the reporting year. It marks the PCPD's unwavering resolve to elevate the standards of personal data privacy protection as it navigates an ever more digital landscape.





## 關注私隱週

自2007年起，私隱專員公署一直持續參加由亞太區私隱機構成員合辦的「關注私隱週」。2023年的「關注私隱週」以「從基本做好—尊重及保障個人資料私隱」為題，於7月24至30日舉行，旨在提高公眾對個人資料私隱的認識。

「關注私隱週2023」的其中一個重點活動，是在香港書展2023上推出私隱專員的中文新書《私隱法·保—了解你的個人資料私隱》。與此同時，由私隱專員主持的講座「探討學生網絡欺凌和『起底』現象」提供了關於學生網上私隱的真知灼見，吸引了超過120名參加者。為配合上述推廣工作，公署在書展中亦設置互動攤位，展示了一系列與私隱相關的刊物，加強「關注私隱週」教育公眾的成效。

## Privacy Awareness Week

Since 2007, the PCPD has been a steadfast participant in the Privacy Awareness Week (PAW), collaboratively orchestrated by the members of the Asia Pacific Privacy Authorities (APPA). Embracing the theme “Building from the Foundation – Respect and Protect Personal Data Privacy”, the PAW 2023 took place from 24 to 30 July and aimed to elevate public awareness of personal data privacy.

The PAW 2023 featured the launch of the Privacy Commissioner’s new Chinese book titled《私隱法·保—了解你的個人資料私隱》 (“The Treasure-trove of Privacy – Understanding Your Personal Data Privacy”) at the Hong Kong Book Fair 2023. The accompanying seminar on “Cyberbullying and Doxing Behaviour involving Students”, led by the Privacy Commissioner, featured insights into student online privacy and drew an audience of over 120 participants. Complementing these efforts, the PCPD’s interactive booth at the fair highlighted a selection of privacy-related publications, contributing significantly to the PAW’s educational impact.





「Web 3.0下的網絡安全及資料外洩事故處理」網上講座是「關注私隱週」的另一重點活動，講座上闡釋公署發布的《資料外洩事故的處理及通報指引》，並探討有關Web 3.0的網絡保安風險。

The webinar “Cybersecurity in Web 3.0 and Data Breach Handling” was another key event of the PAW, discussing the security risks of Web 3.0 and explaining the “Guidance on Data Breach Handling and Data Breach Notifications” issued by the PCPD.

私隱專員公署在「關注私隱週2023」期間，通過一系列的宣傳教育活動，並於各個行業間廣泛派發海報，各項活動均顯示了公署致力促進尊重及保護個人資料私隱的文化。

With a strategic campaign of promotional and educational activities and widespread distribution of posters across various sectors, the PCPD’s initiatives during the PAW 2023 reflect its enduring dedication to promoting a culture where personal data privacy is both respected and safeguarded.





## 製作不同主題的宣傳及教育短片

為了提高機構及公眾對《私隱條例》的理解及掌握保障個人資料私隱的最新資訊，私隱專員公署於報告年度內就不同主題製作了多段宣傳及教育短片，其中包括一系列以「個人資料咪亂俾 踢走騙徒靠晒你」為主題的防騙宣傳短片，以提升市民防騙意識。

## Promotional and Educational Videos on Various Topics

With a view to enhancing the understanding of the PDPO and the latest information about personal data privacy protection among organisations and the general public, the PCPD produced a series of promotional and educational videos on different topics during the reporting year. This includes a series of anti-fraud promotional videos themed “Don’t Hand Over Your Personal Data – Beware of Fraudsters”, aimed at raising public awareness of fraud prevention.





為了推動良好的數據管治，私隱專員公署邀請了於「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。另外，公署推出全新的機構短片，讓市民更了解公署作為執法者、推動者和教育者的角色，以及推廣保障及尊重個人資料私隱的使命。

To promote good data governance, the PCPD invited organisations that received the Outstanding Gold Award of the “Privacy-Friendly Awards 2023” to participate in making short videos and sharing their experiences and insights on safeguarding personal data privacy. In addition, the PCPD launched its new corporate video to help citizens better understand the PCPD’s role as an enforcer, facilitator and educator, as well as its mission to promote the protection of and respect for personal data privacy.



此外，私隱專員公署不時就不同的個人資料私隱議題舉辦專題講座及記者會，並於活動後將錄影片段上載至公署網站，讓更多人可隨時隨地觀看或重溫內容。

On the other hand, the PCPD organised seminars and media briefings on various issues and topics relating to personal data privacy from time to time. The recording clips were uploaded to the PCPD’s website after the events, allowing more people to watch or revisit them at anytime and anywhere.



## 向不同界別推廣私隱意識

## Raising Privacy Awareness across Sectors

### 針對不同行業的保障私隱活動

### Industry-specific Privacy Campaigns

於報告年度內，私隱專員公署共舉辦或參與16項涵蓋資訊科技、教育、醫護、社會服務、法律及金融等行業的保障個人資料私隱的宣傳及教育活動，吸引近4,000名相關行業的人士參加。為了在不同業界建立保障和尊重個人資料私隱的文化，公署透過與不同夥伴機構合作，如亞洲證券業與金融市場協會、香港城市大學、教育局、新聞教育基金、香港電腦保安事故協調中心、香港電腦學會、香港生產力促進局、香港中文大學、香港教育大學、香港社會服務聯會、香港中律協和香港大學等，有效地向相關行業從業者分享保障個人資料的重要訊息。

During the reporting year, the PCPD organised or participated in 16 industry-specific promotional and educational events in relation to personal data privacy protection. These events covered information technology, education, medical and healthcare, social services, legal as well as financial sectors, attracting nearly 4,000 participants from the relevant industries. To foster a culture of protecting and respecting personal data privacy within respective sectors, the PCPD collaborated with various partners such as Asia Securities Industry & Financial Markets Association, City University of Hong Kong, Education Bureau, Journalism Education Foundation, Hong Kong Computer Emergency Response Team Coordination Centre, Hong Kong Computer Society, Hong Kong Productivity Council, The Chinese University of Hong Kong, The Education University of Hong Kong, The Hong Kong Council of Social Service, The Small and Medium Law Firms Association of Hong Kong and The University of Hong Kong, aiming to effectively disseminate key messages on personal data protection to their industry practitioners.





## 專題演講及講座

私隱專員公署不時就熱門或大眾關注的個人資料私隱議題舉辦研討會，包括數據安全、資料外洩事故處理、內地《個人信息出境標準合同辦法》、歐盟《通用數據保障條例》及使用社交平台與即時通訊軟件的私隱風險等。此外，公署亦積極參與其他機構舉辦的研討會及講座，向不同持份者及公眾人士分享關於個人資料私隱最新的資訊及意見，例如「起底」罪行的相關規定、數據流動、網絡安全，及人工智能急速發展下的私隱風險等。

## Speaking Engagements and Seminars on Topical Issues

The PCPD organised seminars on popular or widely discussed topics relating to personal data privacy from time to time, including data security, data breach handling, the Mainland's Measures on the Standard Contract for Cross-border Transfers of Personal Information, the European Union's General Data Protection Regulation and privacy risks associated with the use of social media platforms and instant messaging applications. In addition, the PCPD actively participated in a wide range of seminars and talks organised by various organisations to share up-to-date information and advice on different personal data privacy issues with stakeholders and members of the public, such as the anti-doxxing regime under the PDPO, data flow, cybersecurity and the privacy risks posed by the rapid development of artificial intelligence (AI).





## 專業研習班

私隱專員公署舉辦不同範疇的專業研習班，供專業人士及相關行業的從業員參加。研習班得到超過30個專業機構及行業協會支持，內容涵蓋資料保障法律實務、與《私隱條例》有關的法院及行政上訴委員會案例、個人資料私隱管理系統、查閱資料要求、與直接促銷活動及人力資源管理有關的保障資料私隱措施，以及和保險、銀行或金融服務行業有關的保障私隱議題。於報告年度內，公署共舉辦了27場專業研習班，吸引超過770名參加者。

## 簡介講座及機構內部培訓

私隱專員公署於報告年度內共舉辦了13次免費講座／網上講座，讓公眾人士了解《私隱條例》的規定。另外，公署亦應多間機構的邀請，舉辦了170場度身訂造的內部培訓講座，向不同公私營機構的員工講解《私隱條例》的要求，以推廣《私隱條例》及提升機構的數據安全意識。

## Professional Workshops

The PCPD organised professional workshops on different aspects for professionals and individuals working in relevant fields to attend. These workshops, supported by more than 30 professional organisations and industry associations, covered topics on data protection law, court cases and Administrative Appeals Board's decisions relating to the PDPO, Personal Data Privacy Management Programme, data access requests, data protection measures relating to direct marketing activities and human resource management, as well as privacy protection issues specific to insurance, banking and financial services industries. During the reporting year, the PCPD organised a total of 27 professional workshops, attracting over 770 attendees.

## Introductory Seminars and In-house Training Programmes

The PCPD held 13 free introductory seminars/webinars for the general public to understand the requirements of the PDPO during the reporting year. The PCPD was also invited to conduct 170 tailor-made in-house training sessions for public and private organisations to explain the requirements of the PDPO to their staff members, with a view to promoting the PDPO and enhancing data security awareness among these organisations.



## 與持份者會面

為了更全面地了解持份者對個人資料私隱的關注，私隱專員公署積極與不同政府部門、商會、專業團體、組織、機構的代表，以及保障資料主任聯會會員、長者、青少年及社會各界溝通，就熱門的私隱議題互相交流和分享見解。

## Meeting with Stakeholders

To gain a comprehensive understanding of stakeholders' concerns about personal data privacy, the PCPD actively engaged with representatives from different government departments, chambers of commerce, professional bodies, associations, organisations, Data Protection Officers' Club members, elderlies, youngsters, and the wider community to exchange views and share insights into topical privacy issues.





## 保障資料主任聯會

私隱專員公署於2000年成立保障資料主任聯會（聯會），為公私營機構的保障資料人員提供具成效的培訓和經驗交流平台，讓他們獲取有關私隱領域的最新資訊，促進個人資料私隱符規的實踐。截至2024年3月底，聯會會員人數超過440名。

## Data Protection Officers' Club

Established by the PCPD in 2000, the Data Protection Officers' Club (DPOC) has provided data protection practitioners from public and private sectors with an effective training and experience sharing platform for accessing information about the latest developments in the privacy landscape and advancing the practice of data privacy compliance. The DPOC membership reached more than 440 by the end of March 2024.



在報告年度內，私隱專員公署為聯會會員舉辦了多場專題講座。公署亦舉行了兩場經驗分享會，特邀在「私隱之友嘉許獎2023」榮獲卓越金獎的機構，分享他們在設立個人資料私隱管理系統的實戰經驗和真知灼見，以及機構在實踐數據管治措施和加強保障數據安全時可能遇到的挑戰。會員的反饋令人鼓舞。

During the reporting year, the PCPD organised multiple topical seminars for DPOC members. The PCPD also held two experience-sharing sessions, inviting organisations that received Outstanding Gold Award of the PCPD's "Privacy-Friendly Awards 2023" to share their practical experience and insights on developing a Personal Data Privacy Management Programme, as well as challenges that organisations may encounter when implementing data governance measures and strengthening data security. The feedback from the members was encouraging.





## 透過媒體宣傳與教育

### 新聞稿及傳媒查詢

在報告年度內，私隱專員公署繼續處理與個人資料私隱有關的議題和提供意見。公署共發布了67篇新聞稿，並回覆172宗傳媒查詢。傳媒關注議題包括多宗個人資料外洩事故和數據安全、兒童及青少年私隱、生成式人工智能為個人資料私隱帶來的挑戰、安裝閉路電視、預防個人資料詐騙，以及數據跨境流動等。

## Promoting and Educating through Media Outreach

### Media Statements and Enquiries

During the reporting year, the PCPD continued to address and give advice on topical issues relating to personal data privacy. The PCPD issued 67 media statements and responded to 172 media enquiries. Topics of media concern included multiple personal data breach incidents and data security, privacy of children and teenagers, challenges to personal data privacy brought by generative AI, installation of CCTVs, prevention of personal data fraud and cross-boundary data flow.





## 記者會、會見傳媒、訪問和在報章及行業刊物的文章

於報告年度內，私隱專員公署分別在2023年6月、11月、12月及2024年1月舉行四場記者會，讓傳媒及公眾人士更了解公署的工作。記者會內容涵蓋公署2023年工作報告、「香港企業網絡保安準備指數及私隱認知度調查2023」報告、公署協助機構提升數據安全推出的三大新猷、發表五份報告(包括一個網上平台的個人資料遭未獲准許的擷取、比較十大網購平台的私隱設定、電子點餐的私隱關注、多間機構不當保留及使用僱員／前僱員個人資料和未經授權查閱一個信貸資料庫的信貸資料)，以及出版使用網購平台的保障私隱貼士和與人力資源管理有關的兩份單張。

## Media Briefings, Standups, Interviews and Articles in Newspapers and Industry Journals

During the reporting year, the PCPD organised four media briefings in June, November, December 2023, and January 2024 respectively, allowing the media and members of the public to better understand the work of the PCPD. The media briefings covered the PCPD's work report for 2023, the "Hong Kong Enterprise Cyber Security Readiness Index and Privacy Awareness Survey 2023" report, the three key initiatives launched by the PCPD to assist organisations in enhancing data security, the release of five reports (including unauthorised scraping of the personal data from an online platform, comparison of the privacy settings of 10 online shopping platforms, privacy concerns on electronic food ordering, improper retention and use of employees'/former employees' personal data by various organisations, and unauthorised access to credit data in a credit reference system), as well as the publication of two leaflets on tips for users of online shopping platforms and human resource management.





私隱專員公署在報告年度內亦會見傳媒三次，分別就個人資料外洩事故趨勢、Worldcoin(世界幣)項目及一宗涉嫌違反「起底」罪行的個案向傳媒作出簡介。

The PCPD also organised three media standups during the reporting year to brief the media on the trends of personal data breach incidents, the Worldcoin project and a suspected doxing case.



另外，私隱專員及其團隊就與私隱有關的議題接受54次電視、電台及報章訪問。私隱專員亦在報章及行業刊物上發表文章，以回應時下備受關注的私隱議題並提供建議，例如數據安全和生成式人工智能帶來的私隱與道德挑戰。

In addition, the Privacy Commissioner and her team attended 54 television, radio and newspaper interviews on privacy-related issues. The Privacy Commissioner also published articles in newspapers and industry journals to address and advise on topical privacy issues, such as data security and the privacy and ethical challenges brought by generative AI.





## 宣傳及教育刊物

在報告年度內，私隱專員公署繼續致力於加強公眾對保護個人資料私隱的認識。其中一項重要成就是出版了由私隱專員編著的中文書籍《私隱法·保 — 了解你的個人資料私隱》，旨在加深公眾對《私隱條例》的認識，並分享在日常生活保障個人資料私隱的精明貼士。

私隱專員公署發布了不同刊物，涵蓋一系列有關個人資料私隱保護的主題，特別是應對當今數碼時代的相關問題。當中包括《資料外洩事故的處理及通報指引》及其單張、《數碼時代的私隱保障：比較十大網購平台的私隱設定》報告及使用網購平台貼士的單張、《電子點餐的私隱關注》報告及《在餐廳使用手機應用程式或二維碼點餐的保障私隱貼士》單張，以及《使用AI聊天機械人「自保」十招》、《保護個人資料 — 明智使用智能電話》與《保護個人資料 — 精明使用社交媒體》單張。

## Publicity and Educational Materials

During the reporting year, the PCPD continued to strengthen public awareness of personal data privacy protection. One of the significant achievements was the publication of the Chinese book “The Treasure-trove of Privacy – Understanding Your Personal Data Privacy” authored by the Privacy Commissioner, aiming to help members of the public better understand the PDPO and to share practical tips on protecting personal data privacy in their everyday lives.

The PCPD issued a variety of publications, covering a range of topics on personal data privacy protection, particularly addressing concerns pertinent to the digital age. These include the “Guidance on Data Breach Handling and Data Breach Notifications” and its leaflet, the report on “Privacy Protection in the Digital Age: A Comparison of the Privacy Settings of 10 Online Shopping Platforms” alongside a leaflet offering tips for users of online shopping platforms, the report on “Privacy Concerns on Electronic Food Ordering at Restaurants” and a leaflet titled “Food Ordering Using Mobile Apps or QR Codes at Restaurants: Tips for Protecting Privacy”, as well as leaflets on “10 TIPS for Users of AI Chatbots”, “Protect Your Personal Data – Smart Use of Smartphones” and “Protect Your Personal Data – Be Smart on Social Media”.





## 網站及社交媒體平台

私隱專員公署透過網站，有效地傳遞有關公署的工作、保障個人資料私隱及其最新發展的資訊。在報告年度內，公署的網站錄得超過2,500,000瀏覽人次。為了讓企業可一站式取得有關資料保安的資訊，公署推出了全新的數據安全專題網頁，提供最新的數據安全消息、資料外洩事故通報、相關案例、教育資訊及有用連結。

私隱專員公署定期更新其社交媒體平台，利用淺白的文字和插圖向公眾講解個人資料私隱保障的資訊和私隱趨勢。在報告年度內，公署在社交媒體平台上發表了663篇帖文，較上一個報告年度的457篇增加了45%。

## Website and Social Media Platforms

The PCPD effectively disseminated information about the PCPD's work, personal data privacy protection and the latest developments through its website. During the reporting year, the PCPD's website recorded over 2,500,000 visits. With a view to providing enterprises with a one-stop access to information concerning data security, the PCPD launched a new thematic webpage to provide latest data security news, data breach notifications, relevant cases and educational information as well as links to other useful websites.

The PCPD regularly updated its social media platforms, using simple texts and illustrations to inform the public of information about personal data privacy protection and privacy trends. During the reporting year, the PCPD published 663 social media posts, a 45% increase compared to the 457 posts in the previous reporting year.





## 與青少年聯繫

### 小學生短片創作比賽頒獎典禮

為提升小學生對尊重及保障個人資料私隱的意識，私隱專員公署舉辦「尊重私隱 由我做起」小學生短片創作比賽，吸引了超過320名來自41間學校的小三至小六學生參加，共收到74份以「尊重別人的個人資料私隱」、「向網絡欺凌說『不』」及「上網提高警覺，披露個人資料要小心」為主題的短片作品。為嘉許傑出學生的努力，比賽頒獎典禮於2023年5月舉行，並邀得政制及內地事務局副局長胡健民先生，MH, JP擔任主禮嘉賓。

## Engaging Youngsters

### Awards Presentation Ceremony of Short Video Competition for Primary School Students

To raise primary school students' awareness of respecting and protecting personal data privacy, the PCPD organised a Short Video Competition for Primary School Students on "Respecting Privacy Begins with Me", which attracted over 320 Primary 3 to Primary 6 students from 41 schools to participate in the Competition. 74 video entries were received, illustrating one of the three themes: "Respect Others' Personal Data Privacy", "Say 'No' to Cyberbullying" or "Stay Vigilant Online: Be Careful while Disclosing Personal Data". To recognise the outstanding efforts of the students, an awards presentation ceremony was held in May 2023 and was officiated by the Under Secretary for Constitutional and Mainland Affairs, Mr Clement WOO Kin-man, MH, JP.





## 反「起底」教育學校巡迴講座 School Touring of Anti-doxxing Education Talks

為了提高中學生在使用社交媒體時保護個人資料的意識，及培養他們向網絡欺凌及「起底」說「不」的正確態度，私隱專員公署於2023年4月起舉辦反「起底」教育學校巡迴講座，以到校講座的形式向中學生講解相關資訊。在報告年度內，公署人員曾到訪34間中學向接近12,000名學生推廣反「起底」訊息。

With a view to enhancing secondary school students' awareness of personal data protection when using social media platforms and nurturing their correct attitude to say "No" to cyberbullying and "doxxing", the PCPD launched the School Touring of Anti-doxxing Education Talks in April 2023 to present relevant information to secondary school students in a face-to-face format. During the reporting year, the PCPD's representatives visited 34 schools to promote anti-doxxing messages to around 12,000 students.

