



**Privacy  
Awareness  
Week 2024**



**NATIONAL  
PRIVACY  
COMMISSION**



**BAGONG PILIPINAS**

# Cultivating Effective Data Privacy Awareness for Children: Hong Kong's Approach

**7th National Data Privacy Conference of the National Privacy Commission, the Philippines**

**30 May 2024**

**Cecilia SIU**

**Assistant Privacy Commissioner for Personal Data (Legal, Global Affairs & Research), Hong Kong, China**

PCPD



HK



[PCPD.org.hk](https://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

1. Key Children Privacy Issues in Hong Kong
2. How to Empower Children?
3. PCPD's Three-Pronged Approach

# Key Children Privacy Related Phenomena in the Digital Era

Importance of cultivating data privacy awareness of children



## Sharenting

- 80% of Hong Kong parents had shared details of their children's lives on social media

## Cyberbullying/Doxxing

- 1 in 5 teenagers in Hong Kong experienced cyberbullying

## e-Learning

After the outbreak of COVID-19:

- Frequency of use: almost doubled
- Average hours of use per day: +150%

## Use of Generative AI

- Nearly 80% of youngsters have used generative AI tools



# Key Privacy Issues Related to Children

## Excessive / Unfair Collection

- Privacy policy statements / personal information collection statements are often lengthy and difficult for children to understand
- Children may not be capable of giving informed consent or making an informed decision to provide their personal data

## Over-sharing

Children may not know how to manage the privacy settings of online platforms / social media networks, thus over-sharing personal data:

- Prone to doxxing and cyberbullying
- May encompass long-term consequences

1. Key Children Privacy Issues in Hong Kong
2. How to Empower Children?
3. PCPD's Three-Pronged Approach

# From Education to Empowerment

A Continuous, Progressive Approach is Required to Empower Children



## Know what

Education on Concepts  
Regarding Privacy Rights



## Know how

Practical Dos and Don'ts



## Know why

1. Keep Children Understand the Significance of Privacy Protection
2. Encourage Them to Protect Their Privacy Proactively

# 3 Key Factors in Cultivating Data Privacy Awareness of Children



## Children's Evolving Capacities

- Evolving cognitive abilities as children grow
- Increased learning capacities as the smart generation

## Evolving Technologies

- New technologies bring new privacy risks & issues:
- Social media
  - e-Learning
  - AI...and more

## Collective Efforts of Parents, Guardians, Teachers and Regulators

- Parents and guardians as role models
- Schools and teachers as handler of minors' data & educator
- Regulators' efforts

1. Key Children Privacy Issues in Hong Kong
2. How to Empower Children?
3. PCPD's Three-Pronged Approach



# PCPD's Three-Pronged Approach

A holistic approach



**Continuous, Progressive,  
Age-appropriate Materials  
and Activities for Children**

**Up-to-Date Guidance  
Materials/Tips and  
Training/Workshop**

**Other Initiatives  
Targeting Parents  
and Teachers**

# 1 Continuous, Progressive, Age-appropriate Materials and Activities for Children



## Continuous Campaigning

## Student Ambassador for Privacy Protection Programmes – Partnering School Recognition Programme (SAP) (2011-Present)



# 1

# Continuous, Progressive, Age-appropriate Materials and Activities for Children



## Education Efforts

## Cyberbullying / Doxxing-related Education



Introductory Mini-site About the Basis of Privacy



Cyberbullying Leaflet (with Dos and Don'ts)



Mobile Game Apps Design Competition for Secondary School Students (Part of SAP 2021-22)





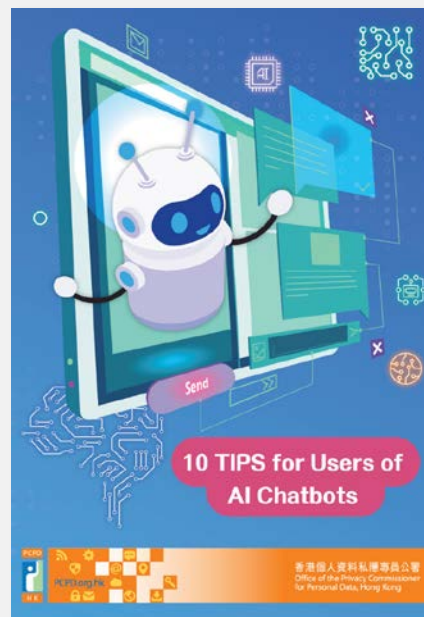
## Artificial Intelligence

**Future Leaders of AI and Privacy Protection Training Programme**  
(Part of SAP 2024)



## Social Media & Smartphones

**10 TIPS for Users of AI Chatbots**  
(Sep 2023)



## Others

**Artificial Intelligence and Privacy Protection Proposal Competition**  
(Part of SAP 2019)

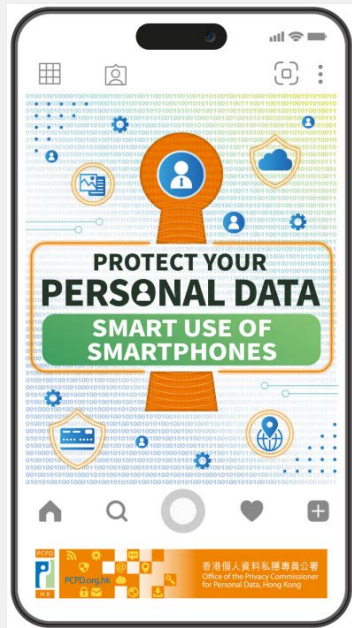


# 2 Up-to-Date Guidance Materials/Tips and Training/Workshop



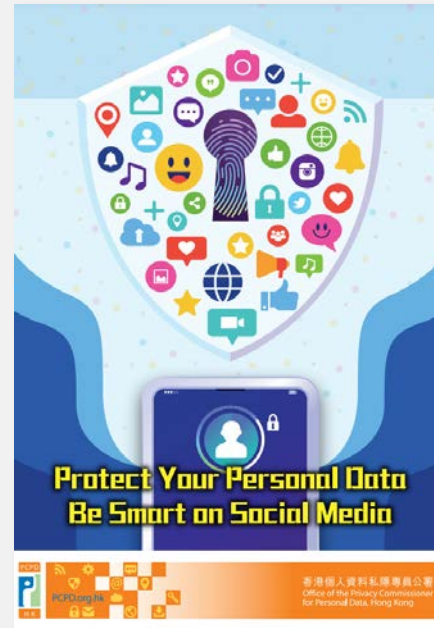
## Artificial Intelligence

### Leaflets on the Smart Use of Smartphones (Mar 2024)



## Social Media & Smartphones

### Leaflets on the Smart Use of Social Media (Mar 2024)



## Others

### Reminders on WhatsApp Account Hijacking

#### Media Statement

Date: 5 October 2023

#### Privacy Commissioner's Office Urges the Public and Organisations to Guard against WhatsApp Account Hijacking

In the past month, the Office of the Privacy Commissioner for Personal Data (PCPD) received data breach notifications from a total of five social welfare organisations and schools, reporting that their accounts on the instant messaging application WhatsApp used for communication with service users, students and/or parents of students had been hijacked. The fraudsters then impersonated the organisations and used the hijacked WhatsApp account to send messages to the contacts in the address books, attempting to swindle them. The incidents involved the personal data of nearly 900 individuals and the affected data included names and mobile phone numbers of service users, students, parents of students and/or staff members. On the PCPD's advice, the organisations concerned have notified the affected individuals.

"WhatsApp account hijacking" generally refers to fraudsters impersonating victims' friends and relatives and sending messages to them requesting them to forward the registration codes of their WhatsApp accounts; or using fake WhatsApp websites to obtain the victims' telephone numbers and the registration codes of their WhatsApp accounts. The fraudsters then gain access to the victims' WhatsApp accounts and impersonate the victim to send messages to contacts in the address book of the account for swindling money or personal data.

In this regard, the PCPD reminds members of the public and organisations to be cautious of WhatsApp account hijacking. The PCPD recommends the public taking the following measures to protect personal data privacy:





# Up-to-Date Guidance Materials/Tips and Training/Workshop

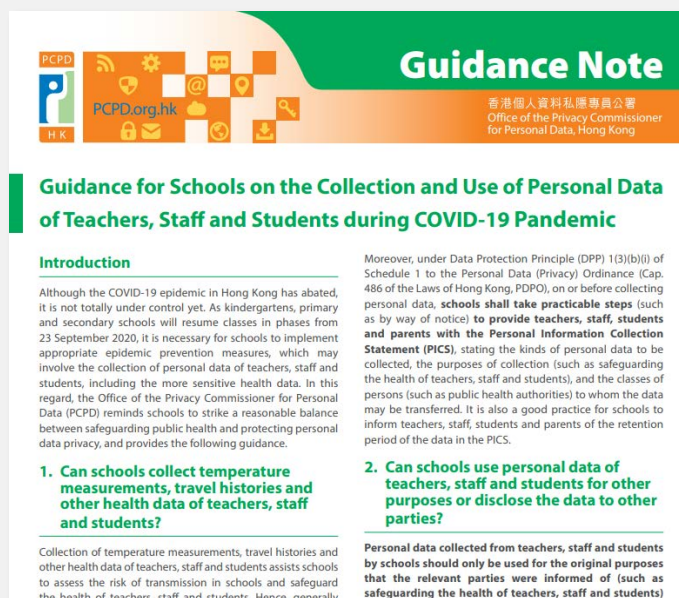
## Artificial Intelligence

### Dedicated Website on Children Privacy



## Social Media & Smartphones

### Guidance for Schools on the Collection and Use of Personal Data of Teachers, Staff and Students during COVID-19 Pandemic (Sep 2020)



## Others

### Guidelines on Children Privacy during the Pandemic (Apr 2020)

#### Media Statement

Date: 2 April 2020

#### PCPD Provides Guidelines on Children's Privacy during the Pandemic

Under the principles of "classroom without boundaries" and "suspending classes without suspending learning", many schools have widely used various video conferencing software and online learning platforms to continue teaching, possibly resulting in collection of personal data of individuals. The Privacy Commissioner for Personal Data, Hong Kong (Privacy Commissioner), Mr Stephen Kai-yi WONG provides practical guidelines for schools and parents, reminding them of the potential risks of these software and online platforms, and the appropriate measures to protect the personal data of students and children.

The Privacy Commissioner said, "There are a wide variety of video conferencing software and online learning platforms with high-definition videotaping functionalities in the market. Apart from monitoring students' level of attention during lessons using attention-tracking function, teaching staff may also distribute and collect homework, score grades, etc. through online learning platforms. These online teaching tools can collect a vast amount of students' personal data. Without proper measures to handle those personal data, there would be increased risks of misuse or leakage of personal data. Hackers' attack and malicious use of data for illegal activities may result. These technological products may long outlast the current public health emergency. For schools making use of these technologies, they should perform due diligence to ensure that technologies they select protect children's privacy, for instance, by ascertaining whether students' personal data would be collected by third parties, such as software developers and platform service providers. Vigilance is called for in the online world at all times to protect personal data privacy, just like what is needed in the real world. Once personal data is published online, it can be duplicated or permanently stored. In serious cases, it may even impact children's future lives as adults."

## Compliance Check

## Media Statement

Date: 6 February 2023

**Privacy Commissioner's Office's Response to the Incident relating to the Film *To My Nineteen-Year-Old Self***

The Office of the Privacy Commissioner for Personal Data (PCPD) noted the media reports on the personal data privacy issues relating to the film *To My Nineteen-Year-Old Self*. The PCPD is concerned about the incident. In order to protect the personal data privacy of the relevant students (as data subjects), the PCPD has taken the initiative to contact the school concerned to ascertain the details of the incident.

Generally speaking, everyone's personal data privacy should be protected and respected, regardless of age. If any person or organisation intends to identify an individual or compile information about a specific individual through shooting a film, this may constitute collection of the personal data of the data subject, and the relevant individual or organisation (as data user) must comply with the requirements of the Personal Data (Privacy) Ordinance and relevant Data Protection Principles (DPPs) when it collects, holds, processes or uses personal data.

With regard to the use of personal data, DPP3 provides that personal data shall not, without the voluntary and explicit consent of the data subject, be used (including the disclosure and transfer of relevant data) for a new purpose other than the purpose for which the data was to be used at the time of the collection of the data or a directly related purpose.

As of today (6 February), the PCPD has not received any complaints or enquiries from the public relating to the incident. Any person who suspects that his or her personal data privacy has been infringed and can provide prima facie evidence (including details about misuse of the personal data) may lodge a complaint with the PCPD.

**▲ Compliance Check Relating to a Film**

## Speaking Engagements


**▲ Education conference**

**Seminar ►**

## Tips for Parents and Teachers

**Sharenting ▼**


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

### Sharenting Dos and Don'ts

What is "sharenting"? If you always share your children's daily lives on social media platforms, you may be engaged in sharenting ("sharing" + "parenting"). This pamphlet provides you with some dos and don'ts in sharenting.

**Do's**

- Beware of the details:** Take a second look at your social media post before publishing to make sure it does not reveal any personal details of your children or that of others, e.g., full facial image, full name, date of birth, student number, name of school / teacher, etc.
- Communicate - Seek agreement:** Consider asking for your children's consent before posting to show your respect for their willingness. If your children feel upset or embarrassed about the posts you shared, remove the posts immediately.
- Double check your privacy settings:** Make sure that appropriate privacy settings are in place, such as whether your posts are visible to the public or just a confined group. Check whether a social media platform's privacy policy allows correction and/or erasure requests to be made.
- Think about the future:** Think twice before sharing your children's information. Consider whether you want the post to be part of your children's digital footprint. Would it cause embarrassment to the children in the future or affect their education or work prospects?


**▲ Online Privacy**



# Before We Go...

## Reaching out to the Community: Privacy Awareness Week 2024



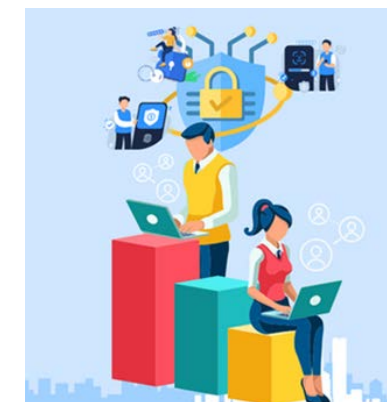
### Safeguard Data Security • Safeguard Privacy!

#### Activities during the PAW 2024:

- Exhibition Truck – “Privacy Protection Truck”
- “Together, We Create a Safe Cyberworld” Webinar
- Seminar on “Lessons from Data Breach Cases and Recommended Data Security Measures”
- Other promotional activities



▲ Poster of the Privacy Awareness Week 2024 at a bus shelter



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



# Before We Go...

## Reaching out to the Community: Privacy Awareness Week 2024



**Data Guardian,  
PCPD's new mascot**



▲ The mobile exhibition truck:  
"Privacy Protection Truck"



▲ Students played interactive games  
on the truck





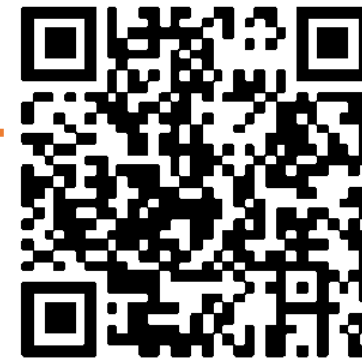
# Thank you!



[www.pcpd.org.hk](http://www.pcpd.org.hk)



[communications@pcpd.org.hk](mailto:communications@pcpd.org.hk)



Please follow us!

