

**The Philippines' National Privacy Commission's**  
**Privacy Awareness Week 2024 –**  
**7<sup>th</sup> National Data Privacy Conference**

**Message of Support**  
**by Ms Ada Chung,**  
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**Hong Kong, China**

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**Greetings**

1. Good morning, Commissioner Naga, colleagues of the National Privacy Commission (NPC), distinguished guests, ladies and gentlemen. I am very honoured to be invited to speak at this annual conference. Many thanks to Commissioner Naga for the kind invitation.
  
2. Last year, just days before the 6<sup>th</sup> National Data Privacy Conference, the NPC and my Office, the Hong Kong PCPD, took an important step towards reinforcing our joint commitment and dedication to safeguarding personal data privacy by signing a Memorandum of

Understanding (MoU). One year on, I am delighted to witness the continuous efforts and progress made by our respective offices in implementing the MoU.

3. I must apologise for being unable to join you physically in Manila today because of various commitments here. Yet, our collaboration continues, and we are delighted to join you at today's gathering to share and learn from each other's experiences. My Assistant Privacy Commissioner, Ms Cecilia Siu, is joining today's conference in person as our representative and will share my Office's experiences on the protection of children's privacy during a panel discussion.

### **Data privacy for all**

4. The theme of this year's conference, "Data Privacy for All: Embracing Inclusivity and Diversity", resonates deeply with the PCPD's commitment to protecting personal data privacy.
5. I understand that many of you are privacy professionals. I am sure we all understand the importance of safeguarding personal data privacy for all individuals. But why does embracing inclusivity and diversity matter in our work?
6. In today's digital world, data privacy has become a shared concern among individuals, organisations and governments. Yet, there is

simply no universal, one-size-fits-all approach to data privacy protection. The reason behind this is obvious: individuals come from diverse backgrounds. Their age, gender, race, socio-economic status and experiences vary, and these factors shape different perspectives, needs and challenges. When it comes to privacy protection, recognising and respecting these differences is essential to ensuring data privacy for all.

7. In embracing inclusivity for data privacy protection, it is important to protect the privacy rights of our vulnerable communities, such as children, senior citizens, persons with disabilities and sexual and gender minorities. These communities often face unique challenges when it comes to safeguarding their personal information. Let's take children and the elderly as examples. These two groups are more susceptible to data privacy risks because of their limited awareness and technological barriers. To address these issues effectively, it is crucial to implement targeted privacy protection measures that cater to their specific needs, such as educational initiatives and community outreach programmes. Proactively campaigning for data protection of vulnerable sectors ensures that these communities are adequately informed about their privacy rights and equipped with the necessary knowledge to protect their privacy.

### **Privacy risks encountered by vulnerable sectors in the digital age**

8. The privacy risks faced by children and senior citizens are particularly concerning. In today's interconnected world, children are increasingly exposed to digital platforms and technologies from a young age. Although these advancements offer tremendous opportunities for learning and growth, they also expose children to significant privacy risks.
9. For instance, although social media platforms allow us to easily share our daily lives with others, cyberbullying cases are on the rise, with children being doxxed and subject to online harassment. Cyberbullying is a growing global problem. According to a recent international study released by the World Health Organization, nearly one in six school-aged children have experienced cyberbullying, and more children have reported being cyberbullied than before the pandemic.<sup>1</sup> In addition, some parents are oversharing their children's daily lives on social media platforms. Insofar as the situation in Hong Kong is concerned, a recent local survey found that more than 80 per cent of Hong Kong parents had shared details of their children's lives on social media.<sup>2</sup> Even though such oversharing may not be intentional, parents are compromising their children's interests and safety by divulging their personal data, such as photos, locations and activities.

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<sup>1</sup> <https://www.who.int/europe/news/item/27-03-2024-one-in-six-school-aged-children-experiences-cyberbullying--finds-new-who-europe-study>

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<https://www.ymca.org.hk/en/%E7%88%B6%E6%AF%8D%E5%9C%A8%E7%A4%BE%E4%BA%A4%E5%AA%92%E9%AB%94%E5%88%86%E4%BA%AB%E5%AD%90%E5%A5%B3%E8%B3%87%E8%A8%8A%E8%88%87%E5%85%92%E7%AB%A5%E7%A7%81%E9%9A%B1%E8%AA%BF%E6%9F%A5>

10. In recent years, we have witnessed a sharp uptake in the use of video conferencing software and online learning platforms owing to the COVID-19 pandemic. Although these technologies have provided essential tools for remote education, they have also increased the risks around the collection and use of children's personal data.

11. With regard to senior citizens, with the ongoing digitalisation of public services and business operations, the data privacy concerns faced by senior citizens should not be neglected. Unlike children, elderly people may struggle to use electronic devices and online platforms, not to mention configuring their privacy settings. Meanwhile, their limited understanding of cybersecurity measures leaves them vulnerable to online threats such as phone scams, phishing messages and fraudulent websites. If their personal data are compromised, they may suffer huge financial losses.

### **The PCPD's initiatives**

12. All these examples clearly demonstrate the pressing need for tailor-made education and promotion of data protection across vulnerable sectors. Against this backdrop, my Office, the PCPD, has been actively promoting data protection within vulnerable communities. We believe that by continuously campaigning data protection in a way that addresses the distinctive needs of these diverse

communities, we can foster their understanding of data privacy and equip them with the necessary skills and knowledge to navigate safely in the digital world, thereby protecting data privacy for all.

13. Since 2011, my Office has organised the annual “Student Ambassador for Privacy Protection Programmes”, targeting secondary school students. Students are required to complete a series of privacy protection missions, including a special mission that varies each year, based on the latest trend in data protection. This year, in response to the prevalence of generative AI tools, we have introduced a special mission, the “Future Leaders of AI and Privacy Protection Training Programme”. Through various activities, such as topical seminars, exchanges with data protection officers and an AI interactive workshop, students will learn about the personal data privacy management programme and standards for the ethical use of AI.

14. To tackle cyberbullying and doxxing activities that involve children, the PCPD has reached out to primary school students by organising a series of school talks entitled “Stay Vigilant Online: Say ‘No’ to Cyberbullying”. Over 8,000 students from 30 primary schools participated in these activities in 2022 and 2023.

15. Moreover, the PCPD, as the enforcer of the Personal Data (Privacy) Ordinance, the data protection law in Hong Kong, has

proactively carried out multiple compliance checks against schools on their handling of children's data. Last year, a school documentary film about the lives of a group of schoolgirls sparked controversies locally. It was reported that the film was screened publicly without the former schoolgirls' consent. We took the initiative to look into the issue and launched a compliance check to ensure that the collection and use of the minors' data were in compliance with our privacy law.

16. Promoting personal data protection among senior citizens is another priority for my Office. In the last couple of years, my team and I visited elderly centres to conduct various promotional and educational activities, such as anti-fraud talks, and to teach elderly people how to safeguard their personal information and privacy.

17. In addition, since June last year, my Office has released a series of anti-fraud promotional videos under the theme of "Don't Hand Over Your Personal Data – Beware of Fraudsters" to raise public awareness to prevent fraud, especially among senior citizens. These videos are broadcast on TV, online platforms and the In-train TV on Hong Kong railways.

### **Shared priorities of the NPC and PCPD**

18. The NPC and PCPD are both committed to fostering data privacy protection within vulnerable sectors. We share a similar vision, such as focusing efforts on long-term outreach programmes targeting schools. Looking forward, I am filled with enthusiasm for possible collaborations between us. I am sure we can leverage our collective expertise to raise awareness of privacy protection within vulnerable sectors in our respective jurisdictions.

### **Concluding remarks**

19. To conclude, I strongly believe that taking a proactive approach in promoting and advocating privacy protection among vulnerable communities is essential for safeguarding data privacy for all. As the guardians of personal data privacy, we all hold a collective responsibility not only to safeguard personal data but also to ensure that every individual's rights to privacy are respected and upheld, regardless of their background, gender or any other characteristics. As we embark on this journey, I encourage fellow privacy regulators and privacy professionals to embrace the principles of inclusivity and diversity in your data protection work. Together, we can foster a more privacy-friendly world that leaves no one behind.

20. With that, I wish you all an inspiring and fruitful conference. Thank you.