## **Legislative Council Panel on Constitutional Affairs**

#### Report on the Work

#### of the Office of the Privacy Commissioner for Personal Data in 2022

The Privacy Commissioner for Personal Data (Privacy Commissioner) will brief Members at the meeting of the Legislative Council Panel on Constitutional Affairs on 20 February 2023 on the work of the Office of the Privacy Commissioner for Personal Data (PCPD) in 2022. This paper serves to update Members on the PCPD's work in 2022.

## **Overview**

- 2. In 2022, the PCPD continued its efforts to monitor and regulate the implementation of the Personal Data (Privacy) Ordinance (Ordinance), Chapter 486 of the Laws of Hong Kong. It is worth noting that the Personal Data (Privacy) (Amendment) Ordinance 2021 (Amendment Ordinance) came into effect on 8 October 2021 to strengthen the combat of doxxing acts that 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, and carry out criminal investigations and institute prosecutions in respect of doxxing-related offences. The PCPD's efforts in combatting doxxing acts during the year yielded encouraging results, including successful prosecutions against doxxers and enhanced public awareness of the new anti-doxxing regime.
- 3. To further enhance the public's awareness of and compliance with the Amendment Ordinance, the PCPD continued to carry out a series of publicity and education campaigns during 2022. To remind members of the public to not repost

any suspected doxxing messages on the internet or social media platforms, the PCPD produced television and radio announcements for broadcast on different television and radio channels. The PCPD also promoted the anti-doxxing regime by organising or attending various seminars or webinars and on social media platforms to heighten public's knowledge of doxxing offences.

- 4. During the reporting year, the PCPD continued to respond to or advise on personal data privacy issues of great concern by issuing guidelines, releasing media statements and answering media enquiries, giving radio, television and newspaper interviews, and publishing articles in newspapers and professional or trade magazines. The issues included the new anti-doxxing regime, vaccine pass arrangements, risks to personal data privacy posed by work-from-home arrangements during the COVID-19 pandemic, use of drones, precautions against personal data fraud, and regulations related to cross-border transfer of personal data.
- 5. During the year, the PCPD continued to strive to promote the message of protecting personal data privacy by organising online talks or seminars. Besides, the PCPD continued to, through participation in physical or online meetings, closely liaise and collaborate with data or privacy protection authorities in other jurisdictions.

## **Enforcement of the Ordinance**

## **Handling of Complaints**

6. In 2022, the PCPD received 3 848 complaints<sup>1</sup>, an increase of 15% when compared to 3 354 cases in 2021. This was mainly attributable to the increase in the number of doxxing-related complaints since the Amendment Ordinance came into

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<sup>&</sup>lt;sup>1</sup> Including 1 764 doxxing-related complaints.

effect on 8 October 2021. Of these 3 848 complaint cases, 29% was made against the private sector (1 131 cases), 5% against the public sector/government departments (192 cases) and 66% against individuals (2 525 cases). In regard to the complaints against the private sector, the property management sector received the highest number of complaints (209 cases), most of which were about excessive collection of personal data for visitor registration and posting of notices containing residents' personal data. This is followed by the financial and monetary sector (169 cases), and the complaints primarily involved the improper collection and use of personal data for debt collection.

# (1) <u>Investigation Report on the Improper Collection, Retention and Use of Personal</u> <u>Data of Residents and Visitors by Property Management Companies<sup>2</sup></u>

- 7. During the past five years, the PCPD received an average of more than 100 complaints related to the property management sector per annum. To raise the property management sector's awareness of protecting personal data privacy of residents and visitors, the Privacy Commissioner published an investigation report in respect of four complaints against property management companies. The four companies were respectively alleged to have:
  - posted a payment overdue notice containing full names and addresses of property owners on a public notice board;
  - failed to cover names and addresses of residents who had collected face masks on a common form used as receipt record;
  - disclosed a resident's phone number to another resident without consent, and
  - compulsorily required food delivery workers to present their Hong Kong Identity Cards for visitor registration.

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<sup>&</sup>lt;sup>2</sup> The Executive Summary of the Investigation Report can be downloaded via the following link: https://www.pcpd.org.hk/english/enforcement/commissioners findings/files/r22 14226 e.pdf

- 8. Upon investigation, the Privacy Commissioner found that the property management companies in the four cases had respectively contravened the requirements on collection, retention, use and security of personal data under the Data Protection Principles (DPPs) of the Ordinance. The Privacy Commissioner served Enforcement Notices on the four property management companies, directing them to remedy their respective contraventions and prevent recurrence of similar contraventions in future. The PCPD also provided recommendations on how to safeguard personal data privacy to the property management sector, and issued an updated guidance note for the property management sector in parallel.
- (2) <u>Investigation Report: EC Healthcare's Sharing of Clients' Personal Data among</u> its Various Brands through an Integrated System<sup>3</sup>
- 9. The Privacy Commissioner conducted an investigation into EC Healthcare's sharing of clients' personal data among its various brands through an integrated system, and published an investigation report.
- 10. The investigation arose from two complaint cases received by the PCPD, involving four brands operated by EC Healthcare. The investigation found that the personal data provided by data subjects to a particular brand under EC Healthcare had been, without data subjects' knowledge, disclosed and transferred to the staff of other brands using EC Healthcare's internal integrated system. In view of the circumstances, the Privacy Commissioner considered that EC Healthcare had contravened DPP 3 of the Ordinance on the use (including disclosure and transfer) of personal data. An Enforcement Notice was then served on EC Healthcare, directing it to remedy the contravention and prevent recurrence of similar contraventions.

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<sup>&</sup>lt;sup>3</sup> The Executive Summary of the Investigation Report can be downloaded via the following link: <a href="https://www.pcpd.org.hk/english/enforcement/commissioners">https://www.pcpd.org.hk/english/enforcement/commissioners</a> findings/files/r22 13928 e.pdf

11. The PCPD also, through the investigation report, made the following recommendations to other organisations which operate multiple brands: providing clients with a clear and concise Personal Information Collection Statement to facilitate their understanding of the purpose of data collection and the classes of transferees to whom the data may be transferred; obtaining consent from customers before using (including disclosing and transferring) their personal data for a new purpose, and appropriately assigning staff's rights of access to and retrieval of clients' personal data taking into account the scope of business and staff authority.

## **Criminal Investigations**

- 12. Since the Amendment Ordinance took effect in October 2021, the PCPD has spared no effort to combat doxxing acts that are intrusive to personal data privacy. From October 2021 to the end of 2022, the PCPD handled 2 128 doxxing cases and initiated 114 specified investigations. In the same period, 12 arrests were made (including one arrest made under a joint operation with the Police) and five arrestees were charged with the new doxxing offences under the Ordinance, and three of them were convicted to date. Depending on the gravity of the cases, prosecution might be instituted in the name of the Privacy Commissioner for summary offences tried in Magistrates' Courts, while cases involving indictable offences or other criminal offences will be referred to the Police for further investigation and consideration of prosecution.
- 13. There were two convictions related to doxxing in 2022. In the first case, the defendant disclosed his ex-girlfriend's personal data on four social media platforms after a brief relationship, and was convicted of seven offences related to "disclosing personal data without consent" on 6 October 2022. The defendant pleaded guilty and was subsequently sentenced to eight months' imprisonment on 15 December 2022. In the other case, the defendant disclosed, out of monetary dispute, two subjects' personal data on two groups of a social media platform without the

subjects' consent. The defendant was convicted of two offences related to doxxing on 13 December 2022. The PCPD considered that the sentence of eight months' imprisonment imposed on the first convicted person above could send a clear message to the public that doxxing constitutes a serious crime and might lead to immediate custodial sentence.

- 14. 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 investigation to collection of evidence and prosecution. The streamlined process can effectively expedite enforcement and prosecution actions against doxxing cases. In the first conviction case mentioned above, the defendant was convicted in October 2022, less than four months after the PCPD's arrest operation in June 2022.
- 15. Apart from bringing doxxers to justice through criminal investigation and prosecution, it is imperative that doxxing messages are removed promptly to prevent further harm to victims. In this regard, the Amendment Ordinance confers statutory powers on the Privacy Commissioner to serve cessation notices to online platforms to demand the removal of doxxing messages. Since October 2021, the PCPD has issued 1 500 cessation notices to 26 online platforms, requesting removal of over 17 700 doxxing messages. The overall compliance rate on the removal of doxxing messages was over 90%, notwithstanding that most of the cessation notices were served to online platform operators overseas. In some cases, it was not only the doxxing messages were removed, but also the entire channel for doxxing purposes.

## Compliance

16. In 2022, the PCPD received 105 personal data breach notifications, a lower figure as compared to 140 notifications received in 2021. The data breach incidents involved hacking, system misconfiguration, unauthorised access to personal data by

internal staff, loss of documents or portable devices, inadvertent disclosure of personal data by fax, email or post, etc. In 2022, the PCPD initiated 392 compliance checks and conducted five compliance investigations, which respectively represented an increase of 4% and a drop of 17% when compared to 377 compliance checks and six compliance investigations conducted in 2021. The compliance checks involving private and non-private organisations were 64% and 36% respectively.

## Publication of Four Investigation Reports by the PCPD

- 17. In 2022, the PCPD published four investigation reports in relation to five data breach incidents reported by data users. In February 2022, the PCPD published a report on an incident which involved a hacker's intrusion into the email system of Nikkei China (Hong Kong) Limited. In June and November, the PCPD respectively published investigation reports on accidental disposal of patients' medical records by Town Health Medical & Dental Services Limited and a ransomware attack on the database of Fotomax (F.E.) Limited. In December, the PCPD published an investigation report on two personal data breach incidents reported by the Registration and Electoral Office. The two incidents involved wrongful dispatch of files which contained electors' personal data by email to an unknown recipient; and wrongful disclosure of the personal data of an Election Committee member and his assistant to other Election Committee members.
- 18. The Privacy Commissioner found that the data users in the four cases above had contravened DPP 4(1) of the Ordinance concerning the security of personal data. Enforcement Notices were served on the data users concerned directing them to remedy and prevent recurrence of the contraventions.

## Publication of Report on "Comparison of Privacy Settings of Social Media"

19. In April 2022, the PCPD published a report on "Comparison of Privacy Settings of Social Media", which covered a review and assessment of the privacy functions, privacy policies and usability of privacy dashboards of the top ten most commonly used social media platforms in Hong Kong (namely, Facebook, Facebook Messenger, Instagram, LINE, LinkedIn, Skype, Twitter, WeChat, WhatsApp and YouTube). On the basis of the review findings, the PCPD provided specific advice to the social media platform operators for enhancement of personal data protection and advised social media platform users how to better protect their personal data privacy.

## **Inspections**

20. With changes in the world, the advancement of digital information technology, and the extensive use of the services provided by TransUnion Limited (TransUnion), there is an increasing public expectation on the data security measures adopted by TransUnion as regards its consumer credit database. In this connection, the Privacy Commissioner invoked the power under section 36 of the Ordinance to carry out an inspection to review the personal data system of TransUnion. In December 2022, the PCPD published an inspection report on the personal data system of TransUnion. The inspection revealed that TransUnion's consumer credit database stored personal data and consumer credit records of over 5.6 million consumers; and on the whole, TransUnion attached great importance to protection of the personal data held and adopted good practices, and the security measures of its consumer credit data system conformed with international standards. In the inspection process, TransUnion accepted the PCPD's advice of implementing a Personal Data Privacy Management Programme and appointing a designated officer as the data protection officer to institutionalise a proper system for the collection, holding, processing and use of personal data in compliance with the Ordinance. The

Privacy Commissioner considered that in the protection of personal data, TransUnion complied with the requirements of DPP 4 of the Ordinance as regards the security of personal data.

21. The above notwithstanding, the Privacy Commissioner recommended TransUnion to formulate internal policies and standards which are applicable to Hong Kong based on its global policy, and set out the roles and responsibilities of the data protection officer more clearly. TransUnion should also standardise the procedures of managing internal activity log records, revise its policies relating to the handling of suspected abnormal access of credit providers, and conduct regular and timely reviews on the practices of its data processors in handling personal data.

## **Enquiries**

22. In 2022, the PCPD received a total of 14 929 enquiries, a drop of 15% when compared to 17 651 enquiries in 2021. Most of the enquiries related to the collection and use of personal data (28%), application of the Ordinance (8%) and employment issues (8%).

## Setting up of Personal Data Fraud Prevention Hotline

23. In view of the rising trend of fraud cases involving the use of calls, emails or SMS messages by swindlers impersonating someone else to obtain personal data, the PCPD set up a "Personal Data Fraud Prevention Hotline" 3423 6611 on 13 September 2022 to handle enquiries or complaints about suspected personal data fraud cases. In 2022, the PCPD received 707 enquiries relating to suspected personal data fraud, an increase of 26% when compared to 557 cases in 2021.

## Appeals lodged with the Administrative Appeals Board

24. A total of six appeal cases were received in 2022, of which three were made against the Privacy Commissioner's decisions of not carrying out a formal investigation or terminating an investigation, and three against the Privacy Commissioner's decisions of serving or not serving an Enforcement Notice after investigation. During the year, the Administrative Appeals Board handed down a total of seven decisions (including decisions on the appeals lodged in the previous years), in which five cases were dismissed and two cases were allowed and remitted to the PCPD for further investigation.

## **Promotion, Publicity and Public Education**

## Disseminating Messages on the Protection of Personal Data Privacy

- 25. In 2022, the PCPD continued to conduct offline or online seminars and professional workshops on various topics for stakeholders. During the year, a total of 313 professional workshops, talks, webinars and meetings with stakeholders were held with over 28 500 participants.
- 26. During the reporting year, the PCPD continued to provide stakeholders and members of the public with advice on a variety of issues relating to personal data privacy by issuing advisories, guidelines, pamphlets and media statements and responding to media enquiries.
- 27. The PCPD issued 42 media statements, responded to 107 media enquiries and gave 65 radio, television and newspaper interviews in 2022. The topics covered included the anti-doxxing regime, the PCPD's enforcement actions, data breach incidents, the report on "Comparison of Privacy Settings of Social Media" issued by the PCPD, privacy issues arising from various anti-pandemic measures, as well as

personal data fraud. Two media briefings were held in June and November 2022. The PCPD also issued 376 posts on different social media platforms to provide the latest news and developments relating to privacy protection.

28. Given the widespread use of information and communications technology, coupled with the new normal of hybrid physical/online mode in working and learning, the PCPD issued the "Guidance Note on Data Security Measures for Information and Communications Technology" in August 2022, which advised data users on data security measures to facilitate their compliance with the requirements of the Ordinance. The PCPD also organised or participated in various physical or online seminars or conferences to elaborate the contents of the guidance note and underline the importance of cybersecurity and data protection.

## **Engaging Youngsters**

29. The PCPD is committed to promoting the importance of respecting and protecting personal data privacy among youngsters through different educational activities. During the year, the PCPD's flagship event – the "Student Ambassador for Privacy Protection Programme – Partnering Schools Recognition Scheme" (Programme) was successfully organised and attracted the participation of 16 000 secondary school students from over 60 secondary schools. Under the Programme, which was supported by the Education Bureau's Business-School Partnership Programme, a "Mobile Game Apps Design Competition for Secondary Students" was organised and the Competition received overwhelming response, with more than 150 entries in total submitted from over 400 secondary school students. After careful assessment by the judging panel, the winning teams were awarded trophies, certificates and scholarships in recognition of their creativity in incorporating the messages of "Say 'No' to Cyberbullying" or "Stay Vigilant Online" in their mobile game apps.

- 30. The PCPD also organised a series of school talks on "Stay Vigilant Online: Say 'No' to Cyberbullying" to instil in students the importance of protecting personal data online and respecting the privacy of others. The talks were attended by over 8 000 students from 30 primary schools.
- 31. Highlights and figures of the PCPD's promotion, publicity and public education work in 2022 are detailed in **Annex**.

## **International and Mainland Connections**

- 32. In 2022, the PCPD was actively engaged in the activities and work of the privacy protection community at regional and international levels. This not only enables the PCPD to keep abreast of the global developments in personal data privacy protection, but also fosters the PCPD's close ties with data or privacy protection authorities worldwide. The PCPD also conducted regular communication and exchanges of experiences, expertise and insights with relevant organisations on the protection of personal data privacy.
- 33. In 2022, the PCPD successfully hosted the 57th Asia Pacific Privacy Authorities (APPA) Forum<sup>4</sup>. The Forum, conducted virtually from 12 to 13 July, was held as one of the celebratory events of the 25th anniversary of the establishment of the Hong Kong Special Administrative Region. Over 110 representatives from 19 APPA members gathered to discuss a wide range of global privacy issues, regulatory experiences, and enforcement challenges, particularly those arising from the use of emerging technologies. The PCPD also took this opportunity to showcase its work and tell good stories of Hong Kong, while fostering collaboration with data protection authorities in the Asia-Pacific region.

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<sup>&</sup>lt;sup>4</sup> APPA is the principal forum for privacy and data protection authorities in the Asia Pacific region to strengthen cooperation, discuss best practices and share information on privacy regulation, new technologies and the handling of privacy-related enquiries and complaints.

- 34. Both the PCPD and the Personal Data Protection Commission (PDPC) of Singapore are active members of APPA. In 2019, the two regulatory authorities signed a Memorandum of Understanding (MOU) to develop bilateral platforms for enhancing the protection of personal data privacy. To strengthen liaison and collaboration, the PCPD and PDPC signed a renewed MOU at the APPA Forum in July 2022. Under the new MOU, the scope of collaboration between the two authorities covers the exchange of information and sharing of best practices regarding data protection policies and enforcement actions, coordination and provision of mutual assistance in joint investigations into cross-border personal data incidents, and collaboration in education and training. The PCPD believes that the MOU can form a solid basis for sustaining cooperation between the two authorities.
- 35. At the global level, the PCPD remained active in the Global Privacy Assembly (GPA)<sup>5</sup>. by attending the 44th annual conference and co-chairing the International Enforcement Cooperation Working Group (IEWG) in 2022. A work priority of the IEWG in 2022 was the launch of transnational case map, which provided an overview of the cases where GPA members engaged in cross-border enforcement actions or cooperation in 2020 and 2021. The compilation of the map was led by the PCPD and the data protection authority of Colombia.

#### **STRATEGIC FOCUS 2023**

#### **Enhanced Enforcement**

36. Since the Amendment Ordinance came into effect in October 2021, the PCPD has been striving to enforce the new provisions on deterring and combating doxxing acts to protect personal data privacy. Under the Amendment Ordinance, the Privacy

<sup>5</sup> The GPA is the leading international forum for over 130 data protection authorities from around the globe to discuss and exchange views on privacy issues and the latest international developments.

Commissioner was empowered to demand removal of doxxing messages, conduct criminal investigations and institute prosecutions against doxxers. To perform these functions, the PCPD has set up a Criminal Investigation Division and entered into Memoranda of Understanding with the Police and the Department of Justice. With such arrangements, the PCPD could handle doxxing cases on a "one-stop" basis from criminal investigation to collection of evidence and prosecution.

37. The PCPD will continue to closely monitor doxxing activities, take timely and effective enforcement actions on all fronts (including issuing cessation notices to platform and website operators to remove doxxing messages, and pursuing criminal investigations and prosecutions against doxxers, etc.), and heighten public awareness through publicity and education to combat doxxing acts. For 2023, the PCPD plans to launch another series of school talks to raise the awareness of combating doxxing acts and cyberbullying among young people.

## Privacy Protection Amidst Technological Development

- 38. While increased digitalisation of data has made our life more convenient in various aspects, it has heightened the security risks of personal data. In view of the upward trend in cyberattacks and data breaches, the issue of data security and cybersecurity will be one of PCPD's strategic focuses in 2023. The PCPD published the "Guidance Note on Data Security Measures for Information and Communications Technology" in August 2022, which advises data users on data security measures to facilitate their compliance with the Ordinance. To increase audience reach, the PCPD recently produced a reader-friendly pamphlet to highlight the key recommendations in the guidance note.
- 39. As in the past, the PCPD will proactively reach out to the community, and advise the public on the enhancement of data security and cybersecurity. The PCPD has plans to issue information leaflets, which advise the public how to strengthen

protection of personal data in using smartphones and other information technology devices such as cloud computing devices, portable storage devices and employees' own devices.

40. To support and facilitate the development of digital economy and e-government, the PCPD will continue to provide, from the perspective of protecting personal data privacy, advice and recommendations to the Government and other stakeholders on relevant policies. In supporting the development of Hong Kong as an international innovation, technology and data hub, the PCPD will proceed with efforts to offer professional and useful advice to the Government on protection of personal data privacy.

#### **Legislative Amendments to the Ordinance**

- 41. The PCPD is working closely with the Government to comprehensively review the Ordinance and formulate concrete proposals for legislative amendments.
- 42. The PCPD will make reference to relevant laws of other jurisdictions and take account of the actual situation in Hong Kong so as to put forward practicable legislative amendment proposals that would strengthen the protection of personal data privacy.
- 43. The proposed amendments to the Ordinance include establishing a mandatory data breach notification mechanism, requiring formulation of a data retention policy, empowering the Privacy Commissioner to impose administrative fines, and introducing direct regulation of data processors. The Government and the PCPD's target is to consult the Legislative Council Panel on Constitutional Affairs of the specific legislative proposals concerning the Ordinance in the second quarter of this year.

## **Promotion, Publicity and Public Education**

- 44. In 2023, the PCPD will continue to, through public education, enhance the public's awareness of and compliance with the Amendment Ordinance for the purpose of combatting doxxing acts. Given numerous fraud cases in which personal data is swindled for fraudulent purposes, the PCPD will roll out more publicity initiatives in 2023 to raise public awareness of guarding against fraud and protecting personal data privacy. In January 2023, the Anti-Epidemic Volunteer Team of the PCPD arranged a talk and games for the elderly to raise their awareness of scams. The PCPD will continue to organise more similar talks for the elderly so that they could become aware of common scam tactics and thus avoid falling victim to scams.
- 45. In addition, the PCPD will further promote the establishment of a Personal Data Privacy Management Programme to organisations. The PCPD's flagship event the "Privacy-Friendly Awards" has recently been launched under the theme of "Embrace Privacy Management Programme to Gain Trust and Benefits", with a view to recognising the commitment and efforts of organisations in implementing management programmes to protect personal data privacy.
- 46. The PCPD will continue to, through talks and educational activities, promote the importance of respecting and protecting personal data privacy among youngsters. A short video competition for primary 3 to 6 students was launched in September 2022 under the theme of "Respecting Privacy Begins with Me", which attracted the participation of over 320 students from 41 primary schools. The PCPD will initiate the adjudication process and hold an award presentation ceremony in the first half of 2023, and the winning teams will be invited to attend the ceremony to receive trophies and certificates. The PCPD will also organise a series of talks in schools to make young people more aware of doxxing acts.

## **International and Mainland Connections**

47. On the international front, the PCPD will continue to participate in international and regional forums, with a view to maintaining a close working relationship with data protection authorities in other jurisdictions, and telling good stories of Hong Kong. We aim to achieve such objectives through our role as a member of the Global Privacy Assembly, the Asia Pacific Privacy Authorities and the Global Privacy Enforcement Network<sup>6</sup>. In tandem, by continuing to co-chair the IEWG of the Global Privacy Assembly, the PCPD strives to continuously play a strategic role in setting international privacy enforcement initiatives and priorities and reinforcing cooperation with other data protection authorities.

## **Conclusion**

48. Members are invited to note the content of this paper.

Office of the Privacy Commissioner for Personal Data, Hong Kong February 2023

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<sup>&</sup>lt;sup>6</sup> Global Privacy Enforcement Network is a network of over 70 privacy enforcement authorities worldwide with enforcement powers on personal data and privacy protection. It aims at fostering cross-border cooperation among the data or privacy enforcement authorities.

# Highlights and Figures of the PCPD's Promotion, Publicity and Public Education Work in 2022

## 1. Publicity and Education Materials Published for Organisations and the General Public

#### Guidance Note:

- Guidance for Employers on Collection and Use of Personal Data of Employees during COVID-19 Pandemic
- Guidance on Recommended Model Contractual Clauses for Cross-border Transfer of Personal Data
- Protection of Personal Data Privacy Guidance for Property Management Sector
- Guidance Note on Data Security Measures for Information and Communications Technology

## Review Report:

Comparison of Privacy Settings of Social Media

#### Information Leaflet:

- Protecting Personal Data under Work-from-Home Arrangements
- New Digital Era, Say "No" to Cyberbullying

#### 2. Public Education

- 313 professional workshops, talks, seminars, webinars and meetings with stakeholders were held with 28 517 participants
- 16 promotional and education activities, with 2 149 256 participants
- Privacy Awareness Week with the theme of "Privacy Protection in Digital Era"

## 3. Industry Specific Campaign

 Organisation of and participation in eight seminars or webinars for four sectors, namely, social service, property management, education and information technology sectors, with a total of 2 859 participants

#### 4. Social Media

• 376 social media posts under 107 topics

# 5. Promotional Activities for the Personal Data (Privacy) (Amendment) Ordinance 2021 (Amendment Ordinance)

- Broadcast of Announcements in the Public Interest (APIs) on the Amendment Ordinance on 40 television channels and 12 radio channels, and uploading of the APIs to the PCPD's website and social media platforms
- Conduct of 18 seminars or webinars for various sectors, such as legal, business and education sectors, with over 1 800 attendees

## 6. Thematic Webinars on Topical Personal Data Privacy Issues

- Webinar on "Recommended Model Contractual Clauses for Cross-border Transfers of Personal Data"
- The 57th APPA Forum's Panel Discussion on "Privacy Issues Arising from Emerging Technologies and the Regulatory Roadmaps"
- PCPD's Privacy Awareness Week 2022 Event "Learning and Teaching Privacy on Social Media" Online Forum
- Webinars on "Protection of Personal Data Privacy for Property Management Sector"
- Webinar on "Data Security Management in the Cyber World Practical Tips on Personal Data Security and Incident Response"
- Webinar on "The Mainland's Security Assessment Measures on Crossborder Transfers of Data"

## 7. Educational Activities for Youngsters

- Organisation of the "Student Ambassador for Privacy Protection Programme – Partnering Schools Recognition Scheme" cum "Mobile Game Apps Design Competition for Secondary School Students"
- Launch of a short video competition for primary school students under the theme of "Respecting Privacy Begins with Me"
- Conduct of a series of primary school talks on "Protecting and Respecting Personal Data Privacy Online"
- Distribution of an educational leaflet entitled "New Digital Era, Say 'No' to Cyberbullying" to primary schools and social service organisations