

# ICDPPC Global Privacy and Data Protection Awards

2018

## Entry Form

**Deadline 29 June 2018**

To submit an entry to the ICDPPC Global Privacy and Data Protection Awards please complete and email this form to [ExCoSecretariat@icdppc.org](mailto:ExCoSecretariat@icdppc.org) no later than 29 June 2018.

Note: ICDPPC member authorities can submit as many entries as they wish but a separate form should be used for each different entry. Please complete the entry in English.

1. **Contact details for this entry:**

- a. Name and email address of person completing this form:
- b. Name of Data Protection or Privacy Authority: **Privacy Commissioner for Personal Data, Hong Kong (PCPD)**

2. **Eligibility:** By submitting this entry I confirm that:

- a. The Authority is a member of the International Conference of Data Protection and Privacy Commissioners.
- b. The initiative described in this entry was undertaken since the last edition.
- c. I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the ICDPPC Secretariat.

3. Please indicate which **category or categories** you wish to enter (delete those that do not apply; you can enter multiple categories):

- a. **Education and public awareness**
- ~~b. Accountability~~
- ~~c. Dispute resolution and enforcement~~
- ~~d. Innovation~~
- e. **People's Choice**

4. **Description of the initiative**

- a. Please provide a brief summary of the initiative (no more than 75 words):

**A Chinese book on data protection law in Hong Kong - "Watch out! This is My Personal Data Privacy":**

The PCPD published a book in Chinese entitled "Watch out! This is My Personal Data Privacy" (《注意! 這是我的個人資料私隱》), providing a user-friendly guidance on the requirements under the Personal Data (Privacy) Ordinance in Hong Kong (the Ordinance), supplemented with inspirational cases, to raise the awareness of the protection of and respect for personal data privacy.

- b. Please provide a full description of the initiative (no more than 350 words):

The Privacy Commissioner published a Chinese book on personal data privacy to raise the awareness of personal data protection among members of the public in Hong Kong. Unlike the previous English guide book published in 2016 that targeted legal practitioners and academia, this book is written in simple and easy-to-understand Chinese language, which is the first language of the overwhelming majority of the Hong Kong population, with illustrations of complaint / appeal / court cases on the applications of the Ordinance in real life situations.

The book consists of nine chapters: Introduction (what is "privacy" and the introduction of the Ordinance), What is "personal data", Who is "data users", The six Data Protection Principles, Major exemptions,

Enforcement, Analysis on cases of wide public concern, Trend on personal data protection and Tips for protecting personal data.

The last chapter covers topics on human resource management, property management, information and communication technology (ICT) and direct marketing with Q&As. It also provides useful tips on personal data privacy protection for job seekers, consumers, elderly, children and netizens.

A really good book is not only about informativeness and relevance of its content, but also the design of book cover and page layouts that attract readers' attention and enhance the legibility. The cover of this Chinese book is a relatively simple but yet highly visual design - a padlock image in neon fluorescent orange colour with an exclamation mark "!" die-cut as the key hole was designed to highlight the importance of personal data privacy. The inside page layout is also clean and creative with good white space.

The book was released at the Hong Kong Book Fair in July 2017. A Book Launch event was held during the Book Fair. The Privacy Commissioner spoke at the event and quoted some cases from the book to address various privacy issues in daily life. The event has attracted a large audience and has also drawn media attention, generating significant media publicity.

- c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)

- It is probably the first Chinese book in Hong Kong with a theme specified in personal data privacy.
- The book is a breakthrough from the PCPD's tradition on publishing guide book in English with lots of legalistic terms and references. Rather, the book is written in simple and easy-to-understand language, aiming to reach out to the local community at large.
- The book won the Merit Award of "Mono / Duotone Color Book" Group under "Book Printing" Category of the 29th Hong Kong Print Awards, the largest and most representative competition for the publishing, printing and graphic design industry in Hong Kong.
- It is also one of the short-listed books under the "secondary school" group to run for the "15<sup>th</sup> Top 10 Best Book Awards" in Hong Kong.
- The book has been specifically introduced to members of the public, schools and representatives of organisations during talks and recommended by book reviews at various media platforms.

- d. Include a photograph or image if you wish (note this will help illustrate the description of the entry on the ICDPPC website; the image can be pasted into the entry or send as an attachment or a link may be provided):



- e. Please provide the most relevant link on the authority's website to the initiative (if applicable) (The website content does not need to be in English):

The Book Launch event that was held during the Book Fair 2017:

[https://www.pcpd.org.hk/tc\\_chi/news\\_events/whatison/whatson\\_20170724.html](https://www.pcpd.org.hk/tc_chi/news_events/whatison/whatson_20170724.html)

f. Please provide any other relevant links that you wish that help explain the initiative or its impact or success (e.g. links to news reports or articles):

- Video: Introduction of the book by the Privacy Commissioner Mr Stephen Kai-yi Wong:  
<https://youtu.be/20yqIRZ78X0>
- Award web page: The 29<sup>th</sup> Hong Kong Print Awards:  
[http://www.hongkongprintawards.org/29th\\_01a\\_3.html](http://www.hongkongprintawards.org/29th_01a_3.html)  
(PCPD web page:  
[https://www.pcpd.org.hk/tc\\_chi/resources\\_centre/publications/books/books\\_detail2.html](https://www.pcpd.org.hk/tc_chi/resources_centre/publications/books/books_detail2.html))
- Shortlisted book list for competing the 15<sup>th</sup> Top 10 Best Book Awards:  
[https://www.hkreadingcity.net/sites/default/files/upload/poster\\_2017\\_sec.pdf](https://www.hkreadingcity.net/sites/default/files/upload/poster_2017_sec.pdf)
- Highlights of media coverages:
  - Book Launch event - Q&As and others -  
<https://www.master-insight.com/%E9%BB%83%E7%B9%BC%E5%85%92%EF%BC%9A%E6%B3%A8%E6%84%8F%EF%BC%81%E9%80%99%E6%98%AF%E6%88%91%E7%9A%84%E5%80%8B%E4%BA%BA%E8%B3%87%E6%96%99%E7%A7%81%E9%9A%B1/>
  - News -  
<https://topick.hket.com/article/1864554/%E5%82%B3%E9%8A%B7%E9%9B%BB%E8%A9%B1%E4%B8%8D%E7%B5%95%20%E7%A7%81%E9%9A%B1%E7%BD%B2%E5%87%BA%E6%9B%B8%E6%95%99%E4%BF%9D%E7%A7%81%E9%9A%B1>
  - Good book recommendation –  
<https://www.linepaper.com/%E5%A5%BD%E6%9B%B8%E6%8E%A8%E4%BB%8B/%E8%AA%B0%E5%81%B7%E8%B5%B0%E4%BA%86%E6%88%91%E7%9A%84%E7%A7%81%E9%9A%B1%EF%BC%9F-1390>
  - New book recommendation –  
<http://www.takungpao.com.hk/culture/text/2017/1113/125845.html>