

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 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):

The Privacy Campaign for Small and Medium Enterprises (SME)

This territory-wide privacy protection initiative organised by the PCPD aims to raise awareness and to enhance understanding of the Personal Data (Privacy) Ordinance (PDPO) among the SME through a mix of innovative and traditional means and the engagement of different stakeholders.

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

There are about 330,000 SME in Hong Kong, which constitute over 98% of the business establishments. SME handle vast amounts of personal data in their operations. With the ever-rising expectations of customers and members of the public with regard to protection of their personal data, SME should proactively protect personal data privacy to gain customers' trust to enhance their corporate reputation, competitive advantage and potential business opportunities.

However, with the limited resources, SME may not have sufficient knowledge and setup for complying with the requirements of the PDPO. The PCPD therefore organises the campaign to offer all-round support for SME.

The Kick-off Ceremony of the Privacy Campaign for SME, followed by a forum on Cyber Security was held to signify the launch of this territory-wide campaign. Partners of the Campaign included chambers of commerce and related government department. Below are some major initiatives of the Campaign:

- 1) A dedicated hotline and email service for SME was launched to provide SME with a readily available channel to make enquiries about how to ensure compliance with the PDPO.
- 2) Featuring a renowned celebrity of the local media industry as the Privacy Special Ambassador, a radio mini drama series was produced and broadcast at a local radio channel, aiming to raise the awareness of the importance of protecting customers' personal data privacy among the SME in a lively manner.
- 3) To provide in-depth compliance materials to the SME, the PCPD offers a series of training materials tailored to the need of the SME including the publication of Guidance Note titled "Data Protection & Business Facilitation – Guiding Principles for Small and Medium Enterprises". A self-training module on protection of personal data for SME will also be revamped, while a practical compliance toolkit for SME will be produced as well. In addition, PCPD colleagues have conducted seminars to provide face-to-face training to over 600 attendees who are working in SME.

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

Given the limited resources and manpower, it has always been a challenge for SME to comply with the requirements of the PDPO or to attend to any related training. By using innovative measures and engaging relevant stakeholders, the above issues have been addressed, and the message of the importance of data protection is also successfully penetrated to SME through this territory-wide data protection education initiative. Notably, just a phone call away, our specialised team of officers offer handy practical advice to SME operators.

- 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):

Media Statement - "PCPD Offers All-round Support for SME Dedicated Hotline and Email Set Up for SME" (issued on 26 March 2018):

https://www.pcpd.org.hk/english/news_events/media_statements/press_20180326.html

"Data Protection & Business Facilitation - Guiding Principles for Small and Medium Enterprises" (published by PCPD in December 2017) :

https://www.pcpd.org.hk/english/resources_centre/publications/files/sme_e.pdf

Radio Drama for SME - "Get to know more about personal data protection":

https://www.pcpd.org.hk/english/resources_centre/multimedia/radio/radio.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):

ComputerWorld Hong Kong (10 May 2018): "PCPD launches privacy awareness campaign for SMEs"

<https://www.cw.com.hk/it-hk/pcpd-launches-privacy-awareness-campaign-for-smes>

SME Pulse (May 2018), a magazine for SME published by Trade and Industry Department of Hong Kong SAR Government: "Protecting Customers' Personal Data - What are the Benefits to the SME?" (Enclosed; Page 7-8)