

## 26<sup>th</sup> International Conference on Privacy & Personal Data Protection

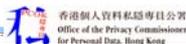
“The Right to Privacy – The Right to Dignity”

14 – 16 September 2004 ~ Wroclaw, Poland

*Presentation on  
Using Effective Communications Strategies  
to Keep Privacy on the Community Agenda:  
The Hong Kong Experience*

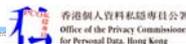
Parallel Panel Session : Tuesday, 14 September 2004  
“The Individuals’ Awareness of the Right to Privacy”

Raymond Tang  
Privacy Commissioner for Personal Data, HKSAR



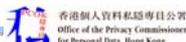
## The PCO

- The Office of the Privacy Commissioner for Personal Data (“the PCO”) established in 1996
- Key communications goals:
  - Create awareness among data users (legal obligations) and data subjects (rights)
  - Identify information needs in the community and satisfy them



## Communicating Privacy – Some Issues

- Over-communicated society – information overkill – getting the message through
- Privacy is a complex phenomenon
- Limited budget in an expensive media environment
- Competition with other social causes for share of mind e.g. environment
- Managing community expectations – avoiding the expectation gap

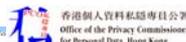


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## Characteristics of the PCO’s Communications Programmes



- Maintain a high profile by creating awareness of the PCO, personal data rights and related privacy issues
- Create social value for privacy
- Create a privacy-aware culture
- Convert latent demand for PCO’s services into actual demand

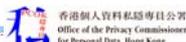


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## Corporate Communications – The Introductory Phase (1)

### Key Communications Objectives

- To inform data subjects of their rights and how to protect them
- To inform data users of their obligations and how to remain compliant
- To make PCO’s existence and services known to the community

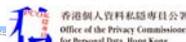


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## Corporate Communications – The Introductory Phase (2)

### Key Communications Strategies

- Launch integrated series of communications campaigns to educate the community
- Develop strategic partnerships in private and public sectors to promote good privacy practices
- Publish news, updates and PCO initiatives to gain exposure and establish presence
- Cultivate good relations with the media to get coverage of personal data privacy issues.
- Take initiatives to encourage data users to accept legal obligations and work towards privacy compliance



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## Corporate Communications – The Introductory Phase (3)

### The Data Protection Officers' Club

- Established in 1999
- Membership registration over 200
- A means of reaching out to data users through networking with those responsible for handling personal data
- Provides a channel for the PCO to :
  - introduce new policy initiatives taken
  - expose members to contemporary issues in privacy
  - offer a forum for members for sharing experience and building competencies



## Corporate Communications – The Consolidation Phase (1)

### Key Communications Objectives

- To target specific groups of data subjects regarding their privacy rights
- To address industry or segment-specific data privacy issues
- To continue motivating data users to be compliant and communicate benefits of being a privacy compliant organization

## Corporate Communications – The Consolidation Phase (2)

### Key Communications Strategies

- Continue to build public awareness and educate the community through multi-dimensional communications programmes
- Identify specific target groups and direct resources to them
- Identify problematic areas or issues and work with professional and business bodies to provide guidance and solutions to address those issues

## The Road Ahead (1)



### Data Subjects

- Continue to direct communication efforts towards younger generation by providing privacy education and inter-active packages
- Develop a deeper understanding of privacy within the community
- Protect personal data by publicising emergent threats to privacy

## The Road Ahead (2)



### Data Users

- Offer focused support to major privacy initiatives
  - Explore Trans Border Data Flows which relates to Section 33 of the Personal Data (Privacy) Ordinance
  - Consider introduction of a Data User Registration Scheme to enhance compliance aspect of the Ordinance
  - Tackle the issue of SMEs and privacy compliancy



*More work ahead .....*

