

## 持續專業進修活動 —

# 地產代理業界：認識保障個人資料私隱

## CPD webinar on “Protection of Personal Data Privacy for the Estate Agency Sector”

為讓持牌人對新修訂的《個人資料（私隱）條例》內的「起底」罪行、直接促銷的規定，以及對管理個人資料的良好行事方式有更深入的認識，監管局與個人資料私隱專員公署（「私隱專員公署」）於2023年3月27日合辦一個題為「地產代理業界：認識保障個人資料私隱」的網上講座。

席間，個人資料私隱專員鍾麗玲女士擔任講者，聯同私隱專員公署高級個人資料主任（投訴）胡慧雅女士以及監管局投訴部經理莊小珮女士，分別向持牌人介紹《2021年個人資料（私隱）（修訂）條例》中有關「起底」罪行的重點及直接促銷的規定，分享了涉及地產代理業界的相關個案，以及地產代理從業員的個人資料管理良好行事方式，並由監管局行政總裁韓婉萍女士致歡迎辭。是次講座吸引了超過300位參加者參加。

為協助持牌人了解及遵從《個人資料（私隱）條例》的規定，監管局亦推出了相關的網上學習活動。詳情請瀏覽監管局網頁：<http://www.eaa.org.hk/zh-hk/CPD-Scheme/e-Learning-programmes>



To equip licensees with a better understanding of the newly amended Personal Data (Privacy) Ordinance in relation to “doxxing offences”, the regulations on direct marketing and good practices in managing personal data, the EAA and the Office of the Privacy Commissioner for Personal Data (“PCPD”) co-organised a webinar on “Protection of Personal Data Privacy for the Estate Agency Sector” on 27 March 2023.

During the webinar, the Privacy Commissioner for Personal Data, Ms Ada CHUNG Lai-ling, as the keynote speaker, together with the Senior Personal Data Officer (Complaints) of the PCPD, Ms Terri WU, and the Manager (Complaints) of the EAA, Ms Christine CHONG, explained to the licensees the doxxing offences and the direct marketing regime under the Personal Data (Privacy) (Amendment) Ordinance 2021, as well as shared the data privacy related cases involving the estate agency sector and good practices of personal data management, following the opening remarks by Ms Ruby HON, Chief Executive Officer of the EAA. The webinar attracted over 300 participants.

In order to assist licensees in understanding and complying with the requirements of the Personal Data (Privacy) Ordinance, the EAA has launched an e-Learning programme on this topic. For details, please visit the EAA website ([www.eaa.org.hk/en-us/CPD-Scheme/e-Learning-programmes](http://www.eaa.org.hk/en-us/CPD-Scheme/e-Learning-programmes)).