

地產代理業保障私隱活動

Personal Data Privacy Campaign for Estate Agency Trade



監管局與個人資料私隱專員公署聯合舉辦地產代理業保障私隱活動，以提高地產代理從業員在日常工作中對保障個人資料的意識。

活動為期約1年。公署將會為個別地產代理公司和商會舉辦培訓講座，向從業員講解《個人資料(私隱)條例》的規定及剖析有關個案。監管局和個人資料私隱專員公署稍後亦會特別為業界出版一本如何保障客人個人資料的小冊子，以提供日常工作的實務指引。

接近一百名地產代理從業員及嘉賓出席該活動的啟動儀式。在儀式上，監管局副主席廖譚婉瓊女士表示，地產代理從業員在日常的業務過程中，經常都會收集客戶的個人資料。監管局希望透過這個活動，可以有效地向地產代理從業員宣揚保障個人資料的重要性，提醒從業員知法守法。

廖譚婉瓊女士續說：「監管局亦希望這個活動能夠鼓勵地產代理公司僱主和管理層，採取措施以確保員工依法執業，適當處理和使用客戶的個人資料。」

The EAA and the Office of Privacy Commissioner for Personal Data (PCPD) have launched a campaign to raise estate agents' awareness of the importance of protecting customers' personal data privacy.

The campaign will last about one year. It features seminars organised by the PCPD for individual estate agencies and trade associations to explain the provisions of the Personal Data (Privacy) Ordinance and to analyse related cases. To provide practical guidelines for estate agency practitioners, the EAA and PCPD will also jointly publish a booklet for the trade on how to protect the personal data of customers.

Speaking at the kick-off ceremony of the campaign, which was attended by close to 100 practitioners and guests, EAA Vice-chairman Mrs Amy Liu said that estate agency practitioners often had to collect customers' personal information for their work, and that through the campaign, the EAA hoped to promote the importance of personal data protection among estate agents and to remind them to comply with the law.

"The EAA also hopes to encourage employers and managers of estate agency companies to implement measures to ensure that their employees practise in accordance with the law and deal with the personal data of their customers properly," she said.



監管局副主席廖譚婉瓊女士與個人資料私隱專員吳斌先生出席地產代理業保障私隱活動啟動儀式。

EAA Vice-chairman Mrs Amy Liu and Privacy Commissioner for Personal Data Mr Roderick Woo officiate at the kick-off ceremony of the Personal Data Privacy Campaign for Estate Agency Trade.



監管局副主席廖譚婉瓊女士（前排左二）及個人資料私隱專員吳斌先生（前排左三）與地產代理業界合照。

EAA Vice-chairman Mrs Amy Liu (second from left, front row) and Privacy Commissioner for Personal Data Mr Roderick Woo (third from left, front row) pose with estate agency trade representatives.

個人資料私隱專員吳斌先生表示，這個活動可讓從業員將保障個人資料的意識融入工作文化之中。活動獲得地產代理業界商會及地產代理公司積極參與支持，反映業界非常重視保障客人的個人資料私隱。

啟動儀式後，個人資料私隱專員公署舉辦了一場講座，向出席的從業員介紹《個人資料（私隱）條例》的背景、適用範圍、保障個人資料的原則等。講座亦提及，在直銷活動中，使用個人資料應注意事項、豁免範圍、罪行及補償，更透過個案討論，進一步闡述地產代理從業員應如何處理客人的個人資料。

參加上述認識《個人資料（私隱）條例》講座的從業員可獲得監管局的持續專業進修學分。

監管局亦將於年底舉辦為分行經理和管理層而設的「地產代理業務管理課程」，當中將有一環節由個人資料私隱專員公署的職員負責主講，旨在加強從業員了解《個人資料（私隱）條例》的規定。

The Privacy Commissioner for Personal Data Mr Roderick Woo said the campaign could help practitioners create a culture of protecting personal data in their work. He expressed his gratitude for the active participation and support of estate agency trade associations and individual agencies, adding that this reflected the high regard that the estate agency trade had for the protection of customers' personal data privacy.

After the kick-off ceremony, a talk on the ordinance was held, introducing the background, scope of coverage and principles of data protection covered by the law. Participants were also briefed on things to note when using personal data in direct marketing, and, through case studies, how they should deal with their clients' personal data. Also discussed were exemptions, offences and compensation covered in the ordinance.

Estate agency practitioners who participate in the seminars on the ordinance will be awarded points under the EAA's CPD Scheme.

At the end of the year, the EAA will also organise a tailor-made course, entitled "Estate Agency Management Course", for managers in the estate agency trade. With a view to strengthening estate agency practitioners' understanding of the stipulations of the ordinance, representatives from the PCPD will be invited to give a talk on the subject.