



**The EAA held seminar on the new practice circular
on Protection of Personal Data**

(10 October 2011) After the issuance of the new practice circular on protection of personal data, the Estate Agents Authority (EAA) today held a Continuing Professional Development seminar on the subject. Representatives from the Office of the Privacy Commissioner for Personal Data and the EAA explained the circular content to participating practitioners. Samples of “Privacy Policy Statement” and “Personal Information Collection Statement” were also distributed for practitioners’ references.

Some 170 estate agency practitioners attended the seminar today, where the representatives from the Office of the Privacy Commissioner for Personal Data and the EAA explained the details of the circular and the Personal Data (Privacy) Ordinance (PDPO). Practitioners were reminded to comply with the circular and the PDPO in the course of collecting, using, handling clients’ personal data and conducting direct marketing. The gist of the seminar and the samples of “Privacy Policy Statement” and “Personal Information Collection Statement” distributed at the seminar had been uploaded to the EAA website for practitioners’ reference.

Chief Executive Officer of the EAA Mrs Rosanna Ure expected that the seminar could enhance the practitioners’ understanding of the circular and the PDPO. The distributed samples of the statements also provided references for the estate agency trade so that they could prepare their own statements having regard to their own circumstances to comply with the requirements of the PDPO.

In respect of consultation with the trade on this new circular, the EAA earlier on met with the management of several large estate agency



companies and reminded them to adopt appropriate measures to ensure their frontline staff comply with the guidelines. Separately, at the quarterly trade liaison meeting in March this year, the EAA explained the content of the new circular to the representatives of eight trade associations, distributed the gist of the circular and discussed issues on protecting clients' personal data with these representatives. Subsequently, at the September liaison meeting, representatives of trade associations were briefed on the salient features of the soon-to-be-released circular and were urged to study the content and transmit the information to their members for their compliance.

The circular has been in effect since 1 October 2011 and is available at the EAA website. Practitioners must comply with the guidelines in the circular and the EAA will not reissue the same circular.



The EAA held a seminar on the new practice circular on Protection of Personal Data and some 170 estate agency practitioners attended.