



Joint press release for immediate release

## **The Estate Agents Authority and the Office of the Privacy Commissioner for Personal Data Jointly organised an online seminar for estate agents**

(29 March 2023) The Estate Agents Authority (“EAA”) has organised in collaboration with the Office of the Privacy Commissioner for Personal Data (“PCPD”) a webinar for estate agents on “Protection of Personal Data Privacy for the Estate Agency Sector” on 27 March 2023, which attracted over 300 participants.

This is the first seminar that the EAA and the PCPD co-organised for the estate agency practitioners. The Privacy Commissioner for Personal Data (Privacy Commissioner), Ms Ada CHUNG Lai-ling, attended as the keynote speaker of the webinar, together with the Senior Personal Data Officer (Complaints) of the PCPD, Ms Terri WU, and the Manager (Complaints) of the EAA, Ms Christine CHONG, to explain the direct marketing regime and the doxxing offences under the Personal Data (Privacy) (Amendment) Ordinance 2021, as well as share the data privacy related cases involving the estate agency sector and good practices of personal data management for the estate agency practitioners.

The EAA Chief Executive Officer, Ms Ruby HON, said at the welcoming speech of the webinar, “In order to prevent estate agency practitioners from infringing the law by mistake, the EAA and the PCPD co-organise this webinar to strengthen the practitioners’ understanding of the importance of personal data privacy. I hope that, through today’s talk, the practitioners will gain a deeper understanding of the doxxing offences, the regulations on direct marketing, and good practices in managing personal data”.

The Privacy Commissioner Ms Ada CHUNG said, “The PCPD is very pleased to collaborate with the EAA to organise the seminar. I believe that the seminar would provide pertinent information to assist estate agency practitioners

in understanding and complying with the requirements of the Personal Data (Privacy) Ordinance and hence enhancing the protection of their clients' privacy in respect of personal data”.

The webinar is one of the major activities of the EAA's Continuing and Professional Development Scheme. The EAA expects that the seminar could enhance the practitioners' understanding of the new doxxing offences and avoid violating the Personal Data (Privacy) Ordinance when conducting estate agency work. For those practitioners who have missed the webinar yesterday, they can login to the e-services at the EAA's website ([www.eaa.org.hk](http://www.eaa.org.hk)) to watch the recorded video of the webinar from April 2023 onwards. The PCPD will also upload the webinar recording to its website ([www.pcpd.org.hk](http://www.pcpd.org.hk)).



Photo of the EAA Chief Executive Officer, Ms Ruby HON (left), and the Privacy Commissioner, Ms Ada CHUNG (right).

— End —

---

THIS PRESS RELEASE IS JOINTLY ISSUED BY THE ESTATE AGENTS  
AUTHORITY AND THE OFFICE OF THE PRIVACY COMMISSIONER  
FOR PERSONAL DATA

---