



I am delighted to extend my congratulations to the Communications Association of Hong Kong (CAHK) on the publication of the “2019 Official Guide to ICT Industry in Hong Kong”. The Official Guide has been recognised as the most authoritative source of information for the ICT industry, as it does not only tell what is on in the market, but also serves as a platform for the ICT practitioners to make themselves known to a wider audience in the industry.

There is no doubt that nowadays data is money. Whilst data certainly presents opportunities, it may also pose challenges and risks. In fact, cybercrime, phone deception and other frauds all start with the misuse of personal data. In today’s digital economy, extensive use of ICT has led to the creation of location data or metadata in an unprecedented scale and speed. After being processed and analysed by algorithms, data is turned and formulated to patterns, predictions and insights. The processes would be further accelerated with the upcoming launch of the fifth generation (5G) mobile services. While the 5G mobile services undoubtedly fuel the engine of the digital economy, the enormous collection of personal data via the network may also pose potential risks to the privacy of personal data.

In this connection, my office has since 2014 advocated that organisations should develop their own Privacy Management Programme (PMP). Organisations should embrace personal data protection as part of their corporate governance responsibilities and apply them as a business imperative throughout the organisation. In fact, the European Union’s General Data Protection Regulation, which came into force on 25 May 2018, expressly incorporates an accountability principle. Apparently, the adoption of accountability approach in handling personal data through implementation of PMP becomes a global trend for organisations.

While the spirit of PMP is accountability, data ethics is one step further for ethical and fair use of personal data in the data economy. We would continue to help organisations embrace data ethics by adopting the ethical values and ethical data impact assessment framework in relation to personal data processing. I have every confidence that with the concerted efforts made by CAHK and my office, the ICT sector will take the initiative in making a paradigm shift to data ethics and build trust with their clients, which will in return enhance the organisation’s reputation as well as competitiveness.

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我謹此祝賀香港通訊業聯會出版《2019香港通訊業概覽》。《香港通訊業概覽》是資訊及通訊科技業界最權威的指南，不僅為業界提供市場上有關資訊及通訊科技的最新動向，亦是業內人士推廣的最佳平台。

數據在現今社會無疑就是金錢。不過數據既提供機遇亦帶來挑戰和風險。事實上，網絡罪案、電話騙案及其他形式的騙案均是由個人資料被濫用所引起。在現今的數碼經濟，資訊及通訊科技的廣泛使用因而大規模及迅速地產生位置數據或元數據（metadata）。有關數據經過整合處理及演算分析後，便會被轉化成各項模式、預測及見解。這些過程會隨著即將推出的第五代（即5G）流動服務而急劇加快。5G流動服務無疑驅動了數碼經濟，但其衍生的大規模個人資料收集亦帶來了不少私隱風險。

公署自2014年起提倡各機構建立自己的私隱管理系統，將個人資料保障視為其企業管治責任，並將之納入處理業務中不可或缺的一環。事實上，歐洲聯盟於2018年5月25日生效的《通用數據保障條例》亦已明確納入問責原則，由此可見，機構透過實行私隱管理系統以問責方向處理個人資料，已成為世界的大趨勢。

私隱管理系統的精神是問責原則，而數據道德則更進一步，講求在數據經濟下以更具道德規範及更公平的方式使用個人資料。公署會繼續協助機構建立數據道德，就處理個人資料採用道德價值及具道德規範的數據影響評估。透過香港通訊業聯會及公署的共同努力，我非常有信心資訊及通訊科技業界會率先進行此範式轉變，躍升至以數據道德及建立客戶信任為目標，令機構的形象及競爭力得以提升。

黃繼兒先生

香港個人資料私隱專員