

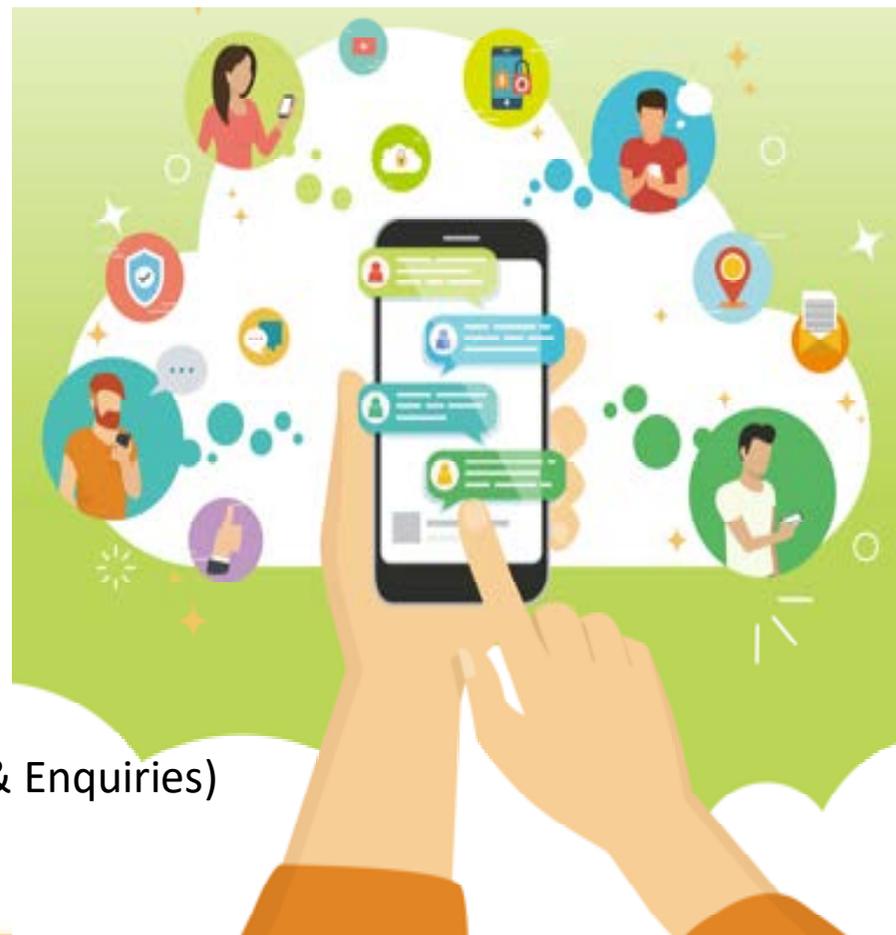
**Fact Check after Receiving,
Think Twice before Sharing**

Protecting Personal Data in Social Platform from Abuses by the Adversaries

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Recent Privacy Issue in Relation to Use of Social Media

Mar 2018	<ul style="list-style-type: none">• Suspected misuse of Facebook account holders' personal data
Sept 2018	<ul style="list-style-type: none">• Hacking incident of Facebook user account
Jan 2021	<ul style="list-style-type: none">• Instant Messaging App Changes its Terms of Service and Privacy Policy
Apr 2021	<ul style="list-style-type: none">• Suspected Data Breach Relating to Facebook Users• Alleged Scraping and Selling of Data of LinkedIn Users• Suspected Data Breach Relating to Clubhouse Users• PCPD Issues Guidance on Protecting Personal Data Privacy in the Use of Social Media and Instant Messaging Apps
Oct 2021	<ul style="list-style-type: none">• Commencement of operation of The Personal Data (Privacy) (Amendment) Ordinance 2021, include the criminalisation of doxxing acts
Apr 2022	<ul style="list-style-type: none">• PCPD Releases Report on “Comparison of Privacy Settings of Social Media”

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Overview of Social Media Use in Hong Kong



Risks to Personal Data Privacy Relating to the Use of Social Media

Relevant Requirements under PDPO

Comparison of Privacy Settings of Social Media and Practical Advice

Q&A

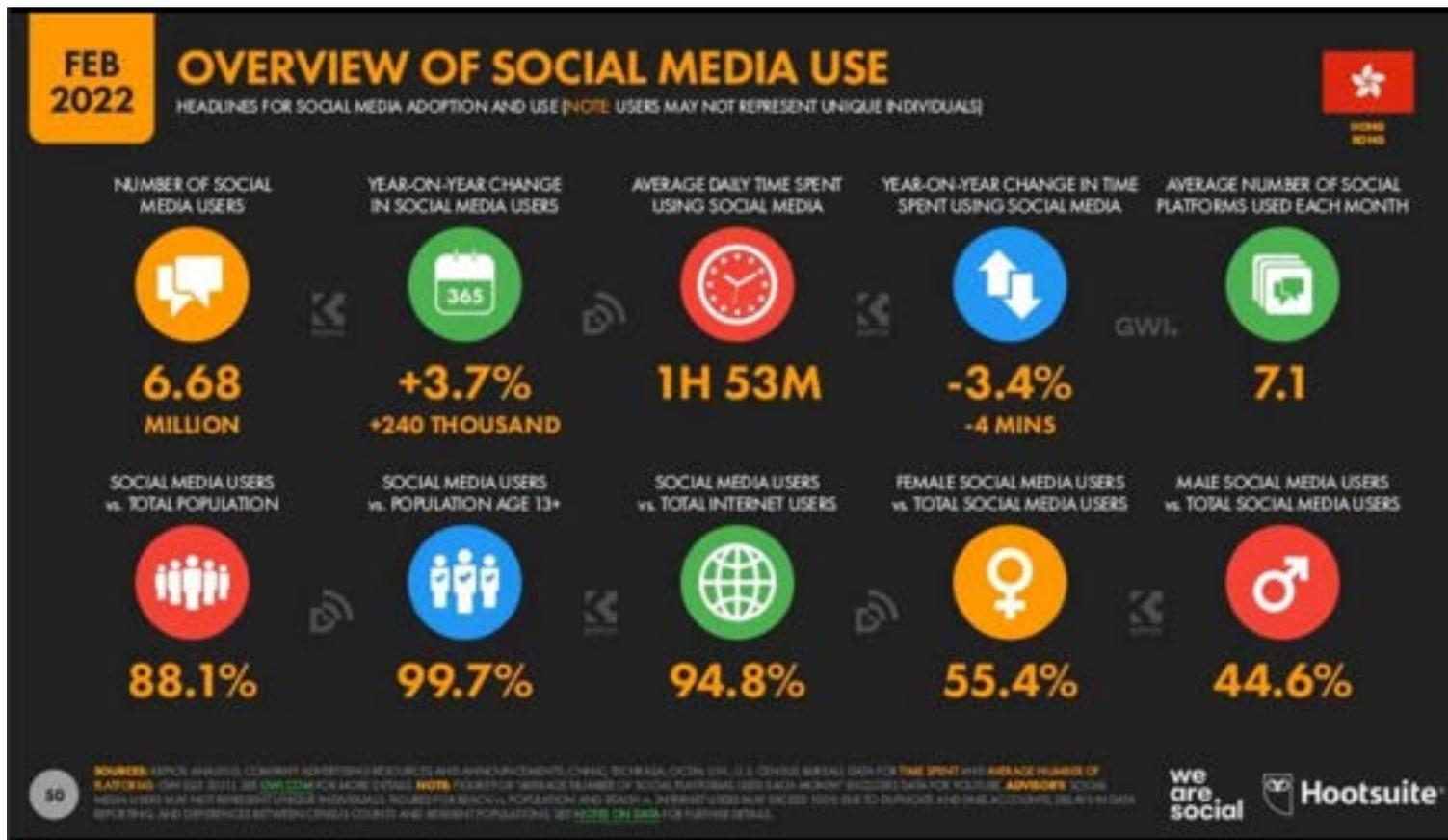
Overview of Social Media Use in Hong Kong



SOURCE: [DIGITAL 2022: HONG KONG](#) (SLIDE 16)



香港個人資料私隱專員公署
Office of the Privacy Commissioner
for Personal Data, Hong Kong



SOURCE: DIGITAL 2022: HONG KONG (SLIDE 50)



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Risks to Personal Data Privacy Relating to Use of Social Media

Loss of Privacy

- Users who over-share information on social media could unwittingly reveal more personal data than they anticipate
- Almost everything shared on social media leaves a perpetual digital footprint
- Instant messages sent privately to a single recipient can be forwarded or shared widely by the recipient with unknown third parties



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Personal Data (Privacy) Ordinance

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for Personal Data, Hong Kong

Personal Data (Privacy) Ordinance

Six Data Protection Principles of the PDPO

收集目的及方式
Collection
Purpose & Means

1



準確性·儲存及保留
Accuracy & Retention

2



使用
Use

3



保安措施
Security

4



透明度
Openness

5



查閱及更正
Data Access &
Correction

6



NOTE

Personal Data:-

information which

- relates to a living individual;
- can be used to identify that individual;
- exists in a form which access to or processing of is practicable.

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Relevant requirements under the Ordinance

Fair and Lawful Collection

DPP 1(1): Personal data shall only be collected for a lawful purpose directly related to a function or activity of the data user. The data collected should be necessary and adequate but not excessive for such purpose.

DPP 1(2): Personal data shall be collected by means which are lawful and fair in the circumstances of the case.

NOTE

The more personal data collected, the greater the risk associated.

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Relevant requirements under the Ordinance

Notification Requirement

DPP 1(3): Data user should inform the data subjects:-

- whether it is obligatory or voluntary to supply the data, and if he is obliged to do so, the consequence for not supplying the data;
- the purpose of using their data;
- the classes of person to whom their data may be transferred; and
- right and means to request access to and correction of their data.

This notification requirement could be complied with by presenting a “Personal Information Collection Statement” which sets out the prescribed information to the data subjects

NOTE

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Relevant requirements under the Ordinance

Openness and Transparency

DPP 5: Data users should take all practicable steps to ensure openness of their personal data policies and practices, the kind of personal data held and the main purposes for holding it.

NOTE

To fulfil the requirements of DPP 5, a “Privacy Policy Statement” is required at all times.

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Relevant requirements under the Ordinance

Doxxing Offence

Provisions	Sections 64(3A) and 64(3B)	Sections 64(3C) and 64(3D)
Tier of offence	First Tier	Second Tier
Prosecution means	Summary offence	Indictable offence
Threshold for conviction	<ul style="list-style-type: none"> Disclosing personal data without the data subject's consent; and With intent to cause specified harm or being reckless as to whether specified harm would be caused 	<ul style="list-style-type: none"> Disclosing personal data without the data subject's consent; With intent to cause specified harm or being reckless as to whether specified harm would be caused; and Specified harm has been caused to the data subject or his or her family member
Maximum Penalty	Fine of \$100,000 Imprisonment for 2 years	Fine of \$1,000,000 Imprisonment for 5 years

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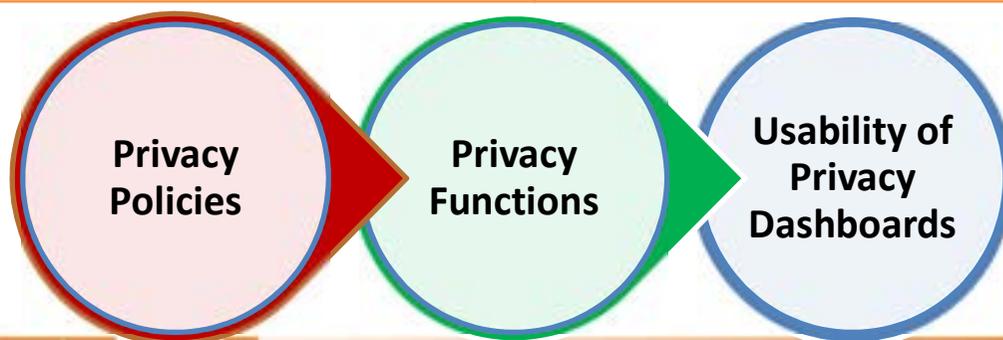




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Social Media Platforms Reviewed

Facebook	Skype
Facebook Messenger	Twitter
Instagram	WeChat
LINE	WhatsApp
LinkedIn	YouTube



Overall Performance

Privacy Policies



All the social media platforms reviewed have privacy policy in place. They collect a wide variety of personal data, ranging from **12 to 19 types of personal data**.



All the privacy policies of the social media platforms reviewed explicitly state that users' personal data would be **transferred to their affiliated companies**.

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Overall Performance

Privacy Policies



Twitter, WeChat and YouTube receive the highest scores for readability of their privacy policies, while the others that do not score full marks mainly **lack infographics, tables or short videos in illustrating their privacy policies.**



Twitter does not provide its privacy policy in Chinese text. Users who do not read English would find it difficult to understand the social media platform's policies relating to the handling of their personal data.

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Overall Performance



Privacy Functions



All the social media platforms reviewed **collect users' location data** (including both the precise and coarse locations).



Facebook, LINE, WeChat and YouTube **all allow users to disseminate posts to specific individuals or groups**, and modify the privacy settings of the contents after posting.



Apart from WeChat, all other instant messaging applications reviewed including Facebook Messenger, LINE, Skype and WhatsApp **deploy end-to-end encryption in the transmission of messages between users.**

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Overall Performance



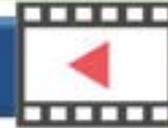
Privacy Functions

-  Except LINE, all other social media platforms reviewed provide **two-factor authentication**.
-  Most of the social media platforms reviewed would **retain users' credit card data**.
-  In terms of the default privacy settings, the age and telephone number of a user are not disclosed by Skype and YouTube, while the other social media platforms reviewed **disclose users' personal data such as age, location, email address or telephone number by default**.

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Overall Performance

Usability of Privacy Dashboards



- Examiners were required to complete specified operations and rate.
- **The rating ranges from 1 to 5.**

Facebook	2.5	Skype	3.0
Facebook Messenger	3.5 	Twitter	3.0
Instagram	3.0	WeChat	3.5 
LINE	3.5 	WhatsApp	4.0 
LinkedIn	2.5	YouTube	3.0

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Overall Score

whether the collection of personal data is excessive

whether sensitive personal data is defaulted to be private

whether there is authentication procedure for account deletion



whether the content and the presentation of the privacy policy is sufficient and clear

whether the privacy-related functions are sufficient

whether the privacy dashboard is easy to use

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Overall Score

5 as the highest level of privacy friendliness

Facebook	★★★	Skype	★★★★
Facebook Messenger	★★★★	Twitter	★★★
Instagram	★★★	WeChat	★★★
LINE	★★★	WhatsApp	★★★★
LinkedIn	★★★★	YouTube	★★★★

Practical Guidance/Thematic Website

Guidance Note

Guidance on Protecting Personal Data Privacy in the Use of Social Media and Instant Messaging Apps

About this Guidance

Social media and instant messaging apps are widely used by people in Hong Kong. However, the use of social media and instant messaging apps carries inherent yet non-negligible risks to users' privacy in relation to personal data. This guidance aims to highlight these risks and provide practical advice that will help to mitigate the risks.

Social Media, Instant Messaging Apps and Their Services

Social media and instant messaging apps encompass a variety of online platforms and services set up for a large number of people to communicate as well as create and share content. They are collectively referred to as "social media" in this guidance.

Even though most social media platforms do not charge any fee, the services are not entirely "free" as that users' data are generally collected and shared. Users' participation on the platforms (such as viewing and liking posts) and use of the services (such as sending and receiving messages) are often profiled. Such use activities generate a massive amount of data which is then forwarded – sometimes without the users' knowledge – and monetised via advertising or further sharing.

Risks to Personal Data Privacy Relating to Social Media and Instant Messaging Apps

- Loss of privacy
 - Users who use these information on social media must stay vigilant.
 - Minimise everything shared on social media because it's never truly private.
 - Instant messages sent privately to a single recipient, or solely by the recipient with unknown third parties.



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Protect Your Data • Internet • Smartphone • Social Networking • QR/Mobile • Wi-Fi • TV • Tablet • Sale • Business

**上禮要自保
Be SMART Online**

Protect, Respect Personal Data

Smart Use of Internet of Things

A one-stop portal to provide useful information and tips for you to protect personal data on your computers and smartphone, as well as to reduce the risks of online privacy breach.



What's New

14/06/2012
15/06/2012



PROTECTING ONLINE PRIVACY

Be Smart on Social Networks




Advice to Users of Social Media

Signing up for a new account



- ✓ Read the privacy policy of the social media carefully
- ✓ Open an email account dedicated for social media
- ✓ Only provide the required personal data
- ✗ Use password which are easily guessed
- ✗ Use the same password for logging on different social media account
- ✗ Sharing of social network and account

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Advice to Users of Social Media

When using social media platform



- ✓ Examine the default privacy settings and amend them as appropriate, and limit the extent to which the following information is publicly visible:
 - (a) your personal history, e.g. education/ employment histories
 - (b) your personal connections, e.g. family members and friends
 - (c) your contact details, e.g. telephone number, email address
 - (d) your posts on the social media platform
- ✓ Select the privacy setting that enables you to be alerted when you are tagged by other users in their photos or posts

Advice to Users of Social Media

When using social media platform



- ✓ Enable multi-factor authentication
- ✓ Consider if it is necessary to grant application permission (E.g. for using facial recognition to recognise you in photos)
- ✓ Think twice before you share or send any information on social media
- ✗ Excessive disclosure or sharing of personal data (e.g. address, date of birth, phone number and daily whereabouts) on social media profile

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Advice to Users of Social Media

When using social media platform



- ✓ Regularly review privacy settings
- ✓ Check the status of your account and change your password if there is any suspicious account activities
- ✓ Always be cautious about the notification of social media platform, including updates on privacy policy and terms of services
- ✓ Update the mobile application to the latest version

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Advice to Users of Social Media

When using social media platform



- ✓ Scan through your past social media posts and delete anything that you are no longer comfortable about sharing
- ✓ Terminate the account if you no longer wish to use a particular social media platform
- ✗ Accept friend invitation or request from suspicious account users
- ✗ Use “Social Log-in”
- ✗ Connect to public Wi-Fi
- ✗ Download mobile application from unofficial channels
- ✗ Keep accounts that are not frequently used

Advice to Users of Social Media

Actions to be taken when things go wrong



- ✓ If you are tagged in photos or posts on social media against your will, follow the available options to get the tag removed
- ✓ Request the social media platform to remove inappropriate information about you
- ✓ Record evidence and report to law enforcement agencies if you encounter extortion for money or threats to personal safety
- ✓ Change your password immediately if your social media platform has suffered a data breach

Advice to Users of Social Media

Advice to Parent / Guardians



- ✓ Be cautious when sharing photos and other information about children
- ✓ Enable parental controls to monitor children's use of social media
- ✓ Provide guidance to children about the use of social media (e.g. Remind them of the consequences of excessive disclosure or sharing of personal data)
- ✓ Assist children reviewing or changing privacy setting of social media account

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Advice to Users of Social Media

Advice to Organisations using Social Media



- ✓ Comply with the requirements under the Ordinance
- ✓ Clearly state its name and contact information on its social media account
- ✓ Clearly state in its Privacy Policy Statement or Personal Information Collection Statement what data it will collect, use, transmit and share and provide sufficient reasons. Use clear and simple language
- ✗ Ask participants to provide their personal data on public message boards

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Protect, Respect Personal Data Privacy



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