

ICDPPC Global Privacy and Data Protection Awards

2019

Entry Form

Deadline 29 July 2019

To submit an entry to the ICDPPC Global Privacy and Data Protection Awards please complete and email this form to ExCoSecretariat@icdppc.org no later than 29 July 2019.

Note: ICDPPC member authorities can submit as many entries as they wish, but a separate form should be used for each different entry, submitted by the deadline of 29 July. Languages: the conference documentation rule 6.2¹ applies:

1. Contact details for this entry:

- a. Name and email address of person completing this form: [REDACTED]
- b. Name of Data Protection or Privacy Authority: **The Privacy Commissioner for Personal Data, Hong Kong (PCPD)**

2. Eligibility: By submitting this entry I confirm that:

- a. The Authority is a member of the International Conference of Data Protection and Privacy Commissioners.
- b. The initiative described in this entry was undertaken since the last edition.
- c. I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the ICDPPC Secretariat.

3. Please indicate which **category you wish to enter (delete those that do not apply; you can enter multiple categories but please use separate forms for each entry):**

- a. ~~Education and public awareness~~
- b. **Accountability**
- c. ~~Dispute resolution and enforcement~~
- d. ~~Innovation~~
- e. **People's Choice**

4. Description of the initiative

- a. Please provide a brief summary of the initiative (no more than 75 words):

Data Ethics – “Ethical Accountability Framework for Hong Kong, China”

The PCPD commissioned a study on data ethics in 2018 for drawing up recommendations on what an Ethical Data Stewardship framework should look like, and providing tools for organisations to achieve fair and ethical processing of personal data. Published in October 2018, the study report recommended that organisations conducting advanced data processing activities should implement

¹ 6.2 Conference documents

Without prejudice to section 4.2, conference documents, including accreditation and observer applications may be submitted in English or in another language. In the latter case, the documents shall be accompanied by an English version. Members with the ability and the resources to do so are encouraged to translate proposed resolutions and other conference documents such as the Conference Rules and Procedures.

ethical data stewardship by adhering to the three core ethical values – respectful, beneficial and fair – and conducting ethical impact assessments.

- b. Please provide a full description of the initiative (no more than 350 words):

Organisations that amass and derive benefits from personal data should be held to a higher ethical standard that meets the stakeholders' expectations alongside the requirements of laws and regulations. Reiteration by enterprises about their compliance with regulatory requirements does not spare them from the devastating damage to their hard-earned corporate reputation and consumers' trust. In this regard, data ethics could bridge the gap between legal requirements and the stakeholders' expectations. Data governance and ethics therefore should be promoted and practised.

Since 2014, the PCPD has been advocating a paradigm shift through the Privacy Management Programme (PMP) by which the law and good practices could be entrenched, and compliance transforms to accountability alongside the commitment of the top management in corporate governance. Accountability is the mechanism for assuring data stewardship and protection. While the resonance of accountability starts to tune up, the PCPD has been advocating complementing compliance with the law by the adoption of data ethics, which is believed to be the bedrock for nurturing and flourishing personal data protection in times of change.

The PCPD therefore conducted the research study for the purpose of achieving ethical and fair processing of personal data and in advanced data processing activities (e.g. artificial intelligence and machine learning etc.) by fostering a culture of ethical data governance and addressing the personal-data privacy risks brought about by information and communications technology while balancing the interests of all stakeholders. Some twenty organisations in Hong Kong from banking, insurance, telecommunications, healthcare services, transportation, etc., participated in the project so as to ensure that the recommendations of the project were relevant and practicable in the business environment and day-to-day operations.

The objective of ethical data stewardship is to ensure that the impact on the interests, rights and freedoms of all stakeholders are duly considered and addressed in data processing activities.

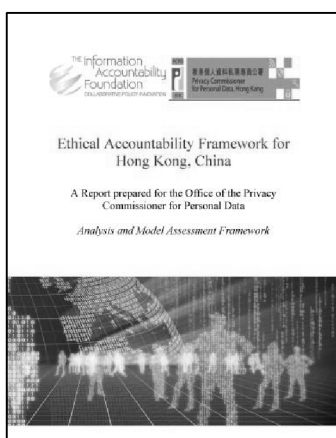
- c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)

The PCPD is one of the pioneers in advocating ethics in data protection arena. The research report, being one of the foremost studies in data ethics, further illustrated the commitment of the PCPD in this aspect.

At the 40th ICDPPC, a Declaration on Ethics and Data Protection in Artificial Intelligence was passed, of which the PCPD was one of the co-sponsors. A new permanent working group has been set up pursuant to the Declaration to further promote ethics and data protection in AI, and the PCPD is one of the co-chairs working to nourish a culture and environment that respects privacy.

Back in town, data ethics has been advocated locally via various platforms and channels, such as a symposium on data ethics in action, a leaflet for small-and-medium enterprises in putting data ethics in practice, and speaking occasions for government and business sector.

- d. Include a photograph or image if you wish (note this will be published with your entry on the ICDPPC website; the image can be pasted into the entry or send as an attachment or a link may be provided):



“Ethical Accountability Framework for Hong Kong, China”



Symposium on "Data Ethics in Action"



Leaflet: “Data Ethics for Small and Medium Enterprises”

- e. Please provide the most relevant link on the authority’s website to the initiative (if applicable) (The website content does not need to be in English):

“Ethical Accountability Framework for Hong Kong, China”

https://www.pcpd.org.hk/misc/files/Ethical_Accountability_Framework.pdf

Leaflet: “Data Ethics for Small and Medium Enterprises”

https://www.pcpd.org.hk/english/resources_centre/publications/files/dataethics_en.pdf

- f. Please provide any other relevant links that you wish that help explain the initiative or its impact or success (e.g. links to news reports or articles):