**GPA Global Privacy and Data Protection Awards 2025**

**Entry Form**

To submit an entry to the GPA Global Privacy and Data Protection Awards, please complete and email this form to [secretariat@globalprivacyassembly.org](mailto:secretariat@globalprivacyassembly.org) **no later** **than 16 June 2025.**

Note: GPA 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 above.

Languages: The GPA documentation Rule 6.2[[1]](#footnote-2) applies.

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| 1. **CONTACT DETAILS FOR THIS ENTRY** | | |
| Privacy/Data Protection Authority: | Office of the Privacy Commissioner for Personal Data, Hong Kong, China (PCPD) | |
| Person completing this form: | Gwen-long | Chan |
|  | *First name* | *Last name* |
| Job title: | Personal Data Officer | |
| Email address: | [gl.chan@pcpd.org.hk](mailto:gl.chan@pcpd.org.hk) | |

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| 1. **ELIGIBILITY** | |
| By submitting this entry, I confirm that (*please tick all boxes to confirm)*: | |
|  | The Authority is a member of the Global Privacy Assembly |
|  | The initiative described in this entry was undertaken before 16 June 2025. |
|  | I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the GPA Secretariat. |

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| 1. **CATEGORIES** | |
| Please indicate which category you wish to enter.  *Please tick* ***one;*** *please use a separate form for each category you wish to enter:* | |
|  | Education and Public Awareness |
|  | Accountability |
|  | Dispute Resolution and Enforcement |
|  | Innovation |
|  | People’s Choice |
| 1. **DESCRIPTION OF THE INITIATIVE** | |

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| 1. **Please provide a brief summary of the initiative** *(no more than 75 words)* |
| To promote safe and responsible use of artificial intelligence (“AI”) in Hong Kong, the PCPD has undertaken a multi-pronged initiative, which includes: distributing AI guidance materials to local organisations, organising seminars, conferences and youth training programmes, launching the “Best AI Governance Award” under the “Privacy-Friendly Awards 2025,” and hosting “Privacy Awareness Week 2025” under the theme “AI Security Matters for All,” which features thematic trams showcasing the theme and a dedicated “AI Security” thematic website. [75 words] |

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| 1. **Please provide a full description of the initiative** *(no more than 350 words)* |
| In response to the growing use of AI in Hong Kong, the PCPD has undertaken a multi-pronged initiative to promote AI security.  Firstly, the PCPD has published a range of guidance materials on the protection of personal data privacy and AI, including the “Artificial Intelligence: Model Personal Data Protection Framework” (“Model Framework”) in June 2024 and the “Checklist on Guidelines for the Use of Generative AI by Employees” (“AI Guidelines”) in March 2025. To promote these publications, the PCPD has distributed them to approximately 450 public and private organisations across various sectors, including government departments, chambers of commerce and professional bodies.  In addition, to foster dialogue and knowledge exchange, the PCPD has hosted a series of seminars and conferences aimed at directly engaging with industry players and stakeholders. Notably, in January 2024, the PCPD co-organised an international conference entitled “Enhancing Personal Data Protection in the Age of Artificial Intelligence” with the University of Hong Kong, attracting over 330 participants from around the world. From July 2024 to June 2025, the PCPD held three hybrid seminars on AI and privacy protection, offering practical insights for organisations. These seminars drew over 1,700 attendees.  To connect with the younger generation, the PCPD launched the “Future Leaders of AI and Privacy Protection Training Programme” in July 2024. Through a topical seminar and an AI interactive workshop, 90 secondary students learned about the importance of having a personal data privacy management programme and ethical standards for the use of AI.  Furthermore, to encourage best practices among organisations, the PCPD introduced the “Best AI Governance Award” (“AI Awards”)under the “Privacy-Friendly Awards 2025”, recognising organisations that have implemented the recommendations outlined in the Model Framework.  More recently, the PCPD hosted our annual flagship event, “Privacy Awareness Week 2025”, under the theme “AI Security Matters for All”, and rolled out an array of promotional and educational activities. These included the running of thematic trams for roving promotion, the launch of a dedicated “AI Security” thematic website, and a series of thematic seminars, all aimed at reinforcing the importance of safeguarding personal data privacy in the age of AI. [350 words] |

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| 1. **Please explain why you think the initiative deserves to be recognised by an award***(no more than 200 words)* |
| The initiative deserves to be recognised by an award for its versatility, targeted strategies for different sectors, and effective use of both offline and online channels to promote AI safety and personal data privacy in the digital age.  Firstly, the PCPD has adopted a multi-channel comprehensive promotional strategy, encompassing the organisation of seminars, conferences and roving exhibitions on AI, the publication of guidance materials such as the Model Framework and the AI Guidelines, and the introduction of AI Awards on AI governance to raise awareness of data privacy across all sectors of society.  Secondly, our promotional efforts are tailored to specific segments of society. For example, the “Future Leaders of AI and Privacy Protection Training Programme” is designed for youngsters, while the AI Awards are introduced for commending organisations in Hong Kong that excel in AI governance.  Lastly, by utilising both offline and online channels, including thematic trams and a dedicated “AI Security” thematic website, the PCPD has significantly broadened its reach.  The combination of targeted engagement and broad public outreach demonstrates the PCPD’s innovative approach and unwavering commitment to promoting the importance of data privacy in the era of AI. [191 words] |

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| 1. **Please include a photograph or image, if you wish***(This will be published with your entry on the GPA website. The image can be pasted into the box below, be sent as an attachment or a link may be provided)* |
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| 1. **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)* |
| * [*“AI Security Matters for All” Privacy Commissioner’s Office Launches a Series of Promotional and Educational Activities to Promote AI Security in Privacy Awareness Week 2025*](https://www.pcpd.org.hk/english/news_events/media_statements/press_20250609.html) |

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| 1. **Please provide any other relevant links that help explain the initiative or its impact or success***(e.g. links to news reports or articles):* |
| *Publications*   * [*Privacy Commissioner’s Office Publishes “Artificial Intelligence: Model Personal Data Protection Framework”*](https://www.pcpd.org.hk/english/news_events/media_statements/press_20240611.html#:~:text=The%20PCPD%20published%20the%20%E2%80%9CArtificial%20Intelligence%3A%20Model%20Personal,benefits%20of%20AI%20while%20safeguarding%20personal%20data%20privacy.) * [*Privacy Commissioner’s Office Publishes Checklist on Guidelines for the Use of Generative AI by Employees*](https://www.pcpd.org.hk/english/news_events/media_statements/press_20250331.html)   *International conference*   * [*Promoting Data Protection in the Age of AI - The Faculty of Law of the University of Hong Kong Co-organises an International Conference with the PCPD*](https://www.pcpd.org.hk/english/news_events/media_statements/press_20240115.html)   *Seminars / webinars:*   * [*Privacy Commissioner’s Office Organises a Seminar on “AI and Privacy Protection: Balancing Innovation and Safety*](https://www.pcpd.org.hk/english/whatsnew/20240801.html#:~:text=At%20the%20seminar%2C%20the%20Privacy%20Commissioner%20for%20Personal,AI%29%20that%20involve%20the%20use%20of%20personal%20data.) * [*Privacy Commissioner’s Office Organises an Experience Sharing Session for Businesses on “AI and Personal Data Privacy”*](https://www.pcpd.org.hk/spec_event/spec_event84.php) * *[Privacy Commissioner’s Office Organises a Seminar “Understanding Data Security and Privacy Risks Related to AI for SMEs”](https://www.pcpd.org.hk/english/whatsnew/20250616.html)*   *Privacy-Friendly Awards 2025*   * [*Privacy-Friendly Awards 2025*](https://www.pcpd.org.hk/privacyfriendlyawards/en/SpecialAwards.html)   *AI Security thematic webpage*   * [*AI Security*](https://www.pcpd.org.hk/english/artificial_intelligence/index.html)   *Programmes for students*   * [*Privacy Commissioner’s Office Launches “Student Ambassador for Privacy Protection Programme – Partnering Schools Recognition Scheme 2024” cum “Future Leaders of AI and Privacy Protection Training Programme”*](https://www.pcpd.org.hk/english/news_events/media_statements/press_20240411.html) * [*Privacy Commissioner’s Office Commends 67 Secondary Schools as “Partnering Schools” in Promoting a Privacy-Friendly Culture on Campus*](https://www.pcpd.org.hk/english/news_events/media_statements/press_20241112.html) |

1. [GPA Rules and Procedures](https://globalprivacyassembly.org/wp-content/uploads/2020/10/GPA-Rules-and-Procedures-October-2020.pdf), Rule 6.2 ‘Assembly documents’:

   Without prejudice to section 4.2, Assembly 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 Assembly documents such as the Assembly Rules and Procedures. [↑](#footnote-ref-2)