



## Seminar on Personal Data (Privacy) (Amendment) Ordinance 2012

**Direct marketing** is a common business practice and it often involves collection and use of personal data for direct marketing. In the process, compliance with the requirements under the Personal Data (Privacy) Ordinance is essential.



In June 2012, the Personal Data (Privacy) (Amendment) Ordinance 2012 was passed by the Legislative Council. The amendment of the Ordinance cover different aspects of handling of personal data and the ***new provisions relating to Direct Marketing (Part VIA of the Ordinance) will tentatively take effect on 1<sup>st</sup> April 2013.***

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To facilitate members to make early preparation and avoid contravening the Ordinance, the Association has invited representative from Office of the Privacy Commissioner for Personal Data to brief members on the **new provisions and guidance with practice examples on data collection and use for direct marketing.**

**Date:** 1 March, 2013 (Friday)  
**Time:** 4:00 - 5:30pm  
**Venue:** Room 301, First Commercial Building, 33-35 Leighton Road, Causeway Bay  
**Language:** Cantonese  
**Speaker:** Ms. Carol Chan, Manager (Corporate Communications),  
Office of the Privacy Commissioner for Personal Data

**Content:**

- ✧ A general introduction to the Ordinance
- ✧ The six data protection principles
- ✧ Direct Marketing
- ✧ Offences & Compensation
- ✧ Q & A session

**Fee : \$50/person (member) | \$80/person (non-member)**

### **ENROLLMENT**

Due to limited seats, enrollment would be made on a **first-come-first-served** basis. In case of unsuccessful enrollment, HKRMA will notify the applicants individually.

No refund for cancellation or no-show, but substitution is allowed with advanced notice.

For any inquiries, please contact the Association at 2866-8311.

To 致: Hong Kong Retail Management Association 香港零售管理協會  
10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, HK  
香港銅鑼灣禮頓道 33-35 號第一商業大廈 10 樓  
Fax 傳真: 2866-8380 Tel 電話: 2866-8311

**Deadline**  
**截止日期**  
**22/2/2013**

## **ENROLMENT FORM 參加表格**

### **Seminar on Personal Data (Privacy) (Amendment) Ordinance 2012**

### **《個人資料(私隱)(修訂)條例》簡介會**

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Time: **4:00 - 5:30pm**  
Venue: **Room 301, First Commercial Building, 33-35 Leighton Road, Causeway Bay**  
Fee: **\$50 per person (member) / \$80 per person (non-member)**

#### **Participant Information 參加者資料**

Company : \_\_\_\_\_  
公司名稱 \_\_\_\_\_  
Contact Person (Mr./Ms.) : \_\_\_\_\_ Position : \_\_\_\_\_  
聯絡人 (先生/女士) \_\_\_\_\_ 職位 \_\_\_\_\_  
Tel : \_\_\_\_\_ Fax : \_\_\_\_\_  
電話 \_\_\_\_\_ 傳真 \_\_\_\_\_  
Email : \_\_\_\_\_  
電郵地址 \_\_\_\_\_

The following person(s) will attend the captioned seminar 出席者如下:

<b>Name 姓名</b>	<b>Position 職位</b>	<b>E-mail 電郵</b>
(Mr.先生/Ms.女士)* _____	_____	_____
(Mr.先生/Ms.女士)* _____	_____	_____
(Mr.先生/Ms.女士)* _____	_____	_____

*\* Please delete whichever inappropriate \*請刪去不適用者*

#### **Payment Method 付款方法**

**Cheque Payment 支票** (抬頭「香港零售管理協會」或「Hong Kong Retail Management Association Ltd」)  
Enclosed is a cheque for 現付上支票 HK\$ \_\_\_\_\_ for the seminar.

**American Express (AE) Card Payment (all information MUST be completed):**

Card Member Name: \_\_\_\_\_ Card Number: \_\_\_\_\_

Card Expiry Date: \_\_\_\_\_ Amount Due: HK\$ \_\_\_\_\_

Card Member Signature: \_\_\_\_\_

If a receipt is required, please complete the section below. 如需收據，請填妥以下資料

Name 姓名: \_\_\_\_\_

Address 地址: \_\_\_\_\_

**Enrollment will be made on a first-come-first-served basis 名額先到先得**