

By post

16 February 2023

Ms Ka Shi LAU, BBS
Chairman
Hong Kong Trustees' Association
Room 745, 7/F, Grand Millennium Plaza
181 Queen's Road
Central, Hong Kong

Dear Ms Lau, BBS,

Invitation to Participate in the Privacy-Friendly Awards 2023

I am writing to invite the Hong Kong Trustees' Association to participate in the 2nd Privacy-Friendly Awards 2023 (the Awards).

In the era of big data, the Office of the Privacy Commissioner for Personal Data, Hong Kong (PCPD), has been advocating that the best way for organisations to properly handle vast amount of personal data is to establish a comprehensive Personal Data Privacy Management Programme (PMP). The PCPD is organising the Awards this year under the theme of **“Embrace Privacy Management Programme to Gain Trust and Benefits”**, with a view to recognising the commitment and efforts of enterprises, public and private organisations as well as government departments in protecting personal data privacy.

Five designated “Privacy Protection Measures” are set as goals for organisations to achieve under the Awards. Depending on the number of “Privacy Protection Measures” being in place or previously implemented by an organisation, a Gold, Silver or Bronze “Privacy-Friendly” Certificate will be awarded to the organisation to recognise its efforts in promoting the protection of personal data privacy and championing the importance of setting up a PMP.

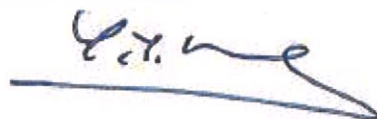
As a token of appreciation, awardees will be presented with one-year free membership of the PCPD Data Protection Officers' Club and specified quota of enrolment of the professional workshops organised by the PCPD. Outstanding performers will also be invited to participate in the publicity activities to showcase their achievements in privacy protection.

The deadline for application is **10 March 2023**. Details of the Awards are available on our website: <https://www.pcpd.org.hk/privacyfriendlyawards.html> and applications may be submitted online at the website. Enclosed please find a poster on the Awards and a set of "Information to Applicants".

If you have any questions, please feel free to contact Ms Phoebe CHOW, Head of Corporate Communications (2877 7179 or phoebe.chow@pcpd.org.hk) or Ms Ruby LAM, Manager of Corporate Communications (3423 6621 or ruby.lam@pcpd.org.hk).

I look forward to working with you to enhance the protection of personal data privacy in Hong Kong.

Yours sincerely,



Ada CHUNG Lai-ling

Privacy Commissioner for Personal Data

Encl.

- Privacy-Friendly Awards 2023 poster
- "Information to Applicants"

Scan to watch the promotional video of the Awards:

