



# 數碼時代的私隱保障

## Privacy Protection in the Digital Age

使用網購平台的保障私隱貼士

Tips for Users of Online Shopping Platforms



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## Privacy Protection in the Digital Age

使用網購平台的保障私隱貼士



上網購物已成為很多人日常生活的一部分，在網上購物過程中，用戶都需要提供個人資料以進行註冊及完成交易，而網購平台亦可能會蒐集用戶的瀏覽及消費習慣以向用戶提供個人化的促銷資訊。個人資料私隱專員公署（私隱專員公署）在這單張中向使用網購平台的用戶提供一些保障個人資料私隱的貼士

Online shopping has become a part of daily life for many people. During the process of online shopping, consumers need to provide personal data for registration and completing transactions. Online shopping platforms may also collect users' browsing and consumption habits to provide personalised promotional information. The Office of the Privacy Commissioner for Personal Data (PCPD) provides the following tips to users of online shopping platforms to protect their privacy



## 保障個人資料私隱

### Protecting Personal Data Privacy



01

提供最少量的個人資料：僅提供完成註冊及交易所需的最少量資料，或考慮以訪客身分進行交易。

Provide the minimum amount of personal data: only provide the minimum amount of personal data required for registration and transactions, or consider conducting transactions as a guest.

02

注意有關直接促銷的設定，根據自身需要作出相應的選擇。

Pay attention to direct marketing settings and make corresponding choices based on personal needs.

03

考慮使用第三方支付平台：使用可信賴的第三方支付平台結賬。

Consider using third-party payment platforms: use a reliable third-party payment platform to settle transactions.

04

閱讀私隱政策，了解平台收集個人資料的目的及使用方式。

Read the privacy policy to understand the platform's purposes and means of collecting personal data.

05

調整私隱設定：檢查預設的私隱和安全設定，刪除非必要的追蹤功能或索取資料的權限。

Adjust privacy settings: check default privacy and security settings, delete unnecessary tracking functions or refuse requests for access to personal data.

06

刪除不再使用的帳戶，避免身分盜竊及減低資料外洩風險。

Delete unused accounts to avoid identity theft and reduce the risk of data leakage.

## 安全網購

### Safe Online Shopping



07

檢查平台的真確性，確保網站或應用程式是官方提供的，可先搜尋平台的資料。

Verify the authenticity of the platform and ensure that the website or application is the official one. May search for information on the platform first.

08

安全地使用平台：避免使用公眾 Wi-Fi 進行交易，並使用高強度的密碼。

Use the platform securely: avoid using public Wi-Fi for transactions and use strong passwords.

09

點擊前先「停一停、諗一諗」，切勿隨便交出個人資料。如有懷疑，用「防騙視伏器」(www.cyberdefender.hk) 查一查。

"Stop and think" before clicking and avoid providing personal data arbitrarily. Check Scameter (www.cyberdefender.hk) if in doubt.

10

定期查看網上購物帳戶並報告問題，若懷疑被騙，應立即報警或聯絡私隱專員公署。

Regularly check online shopping accounts and report problems. If there is any suspicion of fraud, immediately report the case to the Police or contact the PCPD.



私隱專員公署網頁  
PCPD Website:  
[pcpd.org.hk](http://pcpd.org.hk)



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