

Functional Area: Customer Relationship Management (Execution & Implementation)

1. Title	Develop policies, procedures and processes to ensure customer data privacy is always protected	
2. Code	ITCSCR514A	
3. Range	This UoC applies to all considerations and actions relating to the data privacy protection for all kinds of personal data of customers possessed by the company.	
4. Level	5	
5. Credit	3	
6. Competency	<p style="text-align: center;"><u>Performance Requirement</u></p> <p>6.1 Possess the knowledge in the subject area</p> <ul style="list-style-type: none"> ● Clearly understand the existing regulations and ordinances governing privacy of personal data in Hong Kong, namely the “Personal Data (Privacy) Ordinance” ● Understand comprehensively the privacy requirements on personal data of customers and its implication on daily work ● Fully understand the related policies and practices adopted by the company in handling customer’s personal data to prevent violation of the standards ● Tightly grasp the fundamental principle of displaying with respect to customer’s privacy when handling customer personal data ● Fully alert of the fact that the company’s established policies and practices towards customer data privacy must be made known to all levels of staff members and demand their strict observance ● Always aware of the recommendation raised by the Office of The Privacy Commissioner for Personal Data (PCPD) in Hong Kong <p>6.2 Develop policies, procedures and processes to ensure customer data privacy is always protected</p> <p>Be able to:</p> <ul style="list-style-type: none"> ● Fully comprehend the current regulations / ordinances governing privacy of personal data in Hong Kong and based upon it to establish / review own company’s policies and practices ● Establish with thorough consideration the company’s policies, procedures and processes to handle customers’ personal data, and ensure all levels of staff members understand and stick to the requirements ● Carry out or supervise the collection and recording of customer information according to the established policies to prevent leakage ● Comply with the stated processes while interacting with customer account holders in order to better safeguard customer information ● Comply with the requirements of laws and regulations when collecting and retaining information ● Adhere to the privacy policies and practices and do not disclose any customer account information to any other third party, except as permitted / demanded by law ● Respect customer’s privacy and take strong actions to safeguard their account information ● Provide customer with helpful information about privacy and information security so as to help protect themselves from identity theft, and limit direct marketing from other parties <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always ensure all related staff members contribute their greatest effort honestly while handling customers’ personal information ● Always treat the safeguarding of customers’ data privacy as the highest priority task 	

7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: i. successfully establish the company's own set of policies and practices in protecting customers' data privacy ii. ensure the established policies fully compatible with Hong Kong's existing regulation and legislation iii. ensure all levels of staff members understand and stick to such policies in their daily routines that may access customers' personal information
Remark	