Specification of Competency Standards
for the Printing & Publishing Industry
Unit of Competency

Functional Area - 電子出版

Title	Understand the customer data security for e-publishing
Code	106332L5
Range	In e-publishing company, understand that the data collected for customers' reading habit and interests, customers' purchase records of e-publishing materials, and reader club membership information or social media group's registration resources should all be reasonably, legally, and morally used. Periodically collect positive confirmation from customers for the continual use of data collected, and seek consent from customers before any change of purpose in usage. Understand the password, authorization and encryption security measures in the archive and retrieval of customer data, and the defence over hackers and virus attack, and backup copy.
Level	5
Credit	3 （For Reference Only）
Competency	Performance Requirements 1. Understand the expectation and requirements of society, government and customers over protection of data security by an e-publishing company. • Understand the appropriate information technology deployed by e-publishing company to guarantee the security of customer data. 2. Understand how to use customer data in a reasonable, legal and moral manner. On the ground to use customer data for improving the quality and frequency of interaction between e-publishing company and customers, respect the data privacy rights of customers. 3. Based on the above competencies, be able to understand customer data security is under protection, including the password, authorization and encryption security measures in the archive and retrieval of customer data, and the defence over hackers and virus attack, and back up copy.
Assessment Criteria	The integrated outcome requirements of this unit of competency are: • Be able to understand the importance of protecting customer data security from different angles. • Be able to promulgate positive messages within e-publishing company on the reasonable, legal and moral use of customer data.
Remark	