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ESTATE AGENTS AUTHORITY

Dear Licensees,

**Re: New Regulatory Regime on Data Protection in Direct Marketing**

The Estate Agents Authority (“EAA”) is writing to draw your attention to the enhanced regulations on the use of personal data in direct marketing, which will come into force on 1 April 2013.

The Personal Data (Privacy) (Amendment) Ordinance 2012 (the “Amendment Ordinance”) has introduced, among other changes, a new regulatory regime on direct marketing (Part VIA). As estate agents collect and handle personal data of their clients in the course of carrying out estate agency work, you should review / update your current practice for direct marketing to ensure compliance with the relevant enhanced regulations in the Amendment Ordinance.

The EAA is reviewing the Amendment Ordinance and will update the relevant practice circular accordingly. Meanwhile, please refer to the website of the Office of the Privacy Commissioner for Personal Data (“PCPD”) ([www.pcpd.org.hk](http://www.pcpd.org.hk)) for more information on the Amendment Ordinance and the PCPD’s publication *New Guidance on Direct Marketing* ([www.pcpd.org.hk/english/publications/files/GN\\_DM\\_e.pdf](http://www.pcpd.org.hk/english/publications/files/GN_DM_e.pdf)) for more details on the subject.

Estate Agents Authority  
28 March 2013