

# **Proposed Video Recording and Video Analysis for Site Trials of Electric Mobility Devices on Cycle Track**

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## **Performed by**

Motherapp Limited

Specialist Subconsultant of Mott MacDonald Hong Kong Limited for Transport Department, HKSARG

## **Content:**

1. Personal Information Collection Statement (PICS)
2. Privacy Policy Statement (PPS)

# Personal Information Collection Statement

Our collection of your personal information in this case is for the reasons set out below and we aim to process and hold such information on the basis of the guidelines and principles set out in this Statement and in our Privacy Policy Statement which applies generally to information held by us. We seek to comply fully with the provisions of the Personal Data (Privacy) Ordinance (Chapter 486) of the laws of Hong Kong.

We have created this Statement in order to demonstrate our firm commitment to your privacy and to disclose our information gathering and dissemination practices.

## Manner of Collection

We primarily collect video recording of bicycles, electric mobility devices (EMD)<sup>1</sup> and other objects that may be present on or in the vicinity of the cycle track where the video recording is taking place during the site trials.

## Personal Data which may be Collected

The personal information (“Your Information”) we may collect would primarily include the video records of the movement of various objects on the cycle tracks, which may unintentionally capture the facial images of persons thereat.

The original video records will be deleted after confirming completion of the masking processes.

### Processing of Your Information

Upon retrieval from the recording system, we will process the video records as soon as practicable to mask any facial images captured. We will deploy special technology such that the masking will not be reversible to identify a specific person.

### Use of Processed Information

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<sup>1</sup> include motorized Personal Mobility Devices (mPMDs) and pedal assisted pedal cycles (PAPCs)

After the masking of facial images, we may analyse the processed video records from time to time for the following purposes:

- Monitor the speed of the object in the monitoring zone and survey the traffic flow of mPMD, PAPCs, bicycle and pedestrian.
- Analyse the interactions among different objects on the cycle track.

## Disclosure of Your Information

We value all personal information received and do our best to maintain its privacy. Except with your prior consent or as required by law, we will not transfer or disclose Your Information to any third party.

You should note that as we have no control over the acts of any third party that is not our agent (e.g. any governmental agency to whom we are required to disclose Your Information), the privacy protection stated in this Statement ceases to apply to any information which has been disclosed to such a third party in accordance with this Statement. We endeavour to deal only with responsible third parties but assume no responsibility for the privacy protection provided by such third parties.

Motherapp Limited

Director of Operations

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No. 5 Science Park West Avenue,

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# Privacy Policy Statement (PPS)

## General

When we collect information from you, it is our policy to meet fully the requirements of the Personal Data (Privacy) Ordinance (Chapter 486) of the laws of Hong Kong which regulates the treatment of personal data. Personal data is any information relating to any living individual from which it is practicable to identify that individual. In dealing with personal data, we will ensure compliance by our staff with the standards of security and confidentiality prescribed by the laws of Hong Kong.

This Statement explains our practice in relation to the collection, retention, storage and sharing of personal data.

## Collection of Personal Data

We will conduct video recording of bicycles, electric mobility devices (EMDs) which included motorized Personal Mobility Devices (mPMDs), pedal assisted pedal cycles (PAPCs), and other objects that may be present on or in the vicinity of the cycle track where the video recording is taking place during the site trials.

The video records are collectively referred to as "Your Information". Refer to **Personal Information Collection Statement (PICS)** for details about processing of Your Information and on the use of Processed Information.

## Security

We will take such steps as are appropriate to ensure the security of Your Information while it is held by us. This will include electronic security methods as well as physical security methods with point-to-point transportation of the data, where appropriate, to help ensure that Your Information can only be accessed by our authorised

employees, which employees shall be made aware of the terms of this Statement and our duties to you under this Statement.

Your Information will not be disclosed to any third party except as provided herein, as notified to you at the time of collection by way of our Personal Information Collection Statement, or with your prior consent. We do not rent, trade or sell Your Information for commercial purposes.

## Disclosure of Personal Data

As explained in PICS, video data will not be used before masking. After masking, there will not be any personal data left in the video to directly or indirectly relate to a person.

We value all personal data received and do our best to maintain its privacy.

Except with your prior consent or as required by law, we will not transfer or disclose such personal data to any third party.

You should note that as we have no control over the acts of any third party that is not our agent or service provider (e.g. any governmental agency to whom we are required to disclose Your Information), the privacy protection stated in this Statement ceases to apply to any information which has been disclosed to such a third party in accordance with this Statement. We endeavour to deal only with responsible third parties but assume no responsibility for the privacy protection provided by such third parties who are not our agent or service provider.

## Data Retention

We will take all reasonably practicable steps not to retain Your Information where it is no longer necessary for fulfilment of the purposes (including directly related purposes) referred to in this Statement or as otherwise specified at the time of collection, unless any retention is required or permitted by law.

## Inquiry

For any inquiries related to the video analytic services to be provided by Motherapp Limited, you may do so by sending an e-mail to our Director of Operations at [admin@motherapp.com](mailto:admin@motherapp.com) or writing to:

Motherapp Limited

Director of Operations

Unit 708-709, 7/F, Enterprise Place,

No. 5 Science Park West Avenue,  
Hong Kong Science Park, Hong Kong

Tel: +852 34278265

## Changes to Our Privacy Policy

We reserve the right to change our privacy policy. However, we shall not do so without posting those changes on Motherapp website or in the Motherapp testing Mobile Application. If at any point we decide to use Your Information in a manner different from that stated in this statement, we will post a prominent notice on the website for the site trials. thirty days prior to implementing the change. Your express consent will be needed before we use Your Information in this different manner.