



"iAM Smart" Sandbox Programme



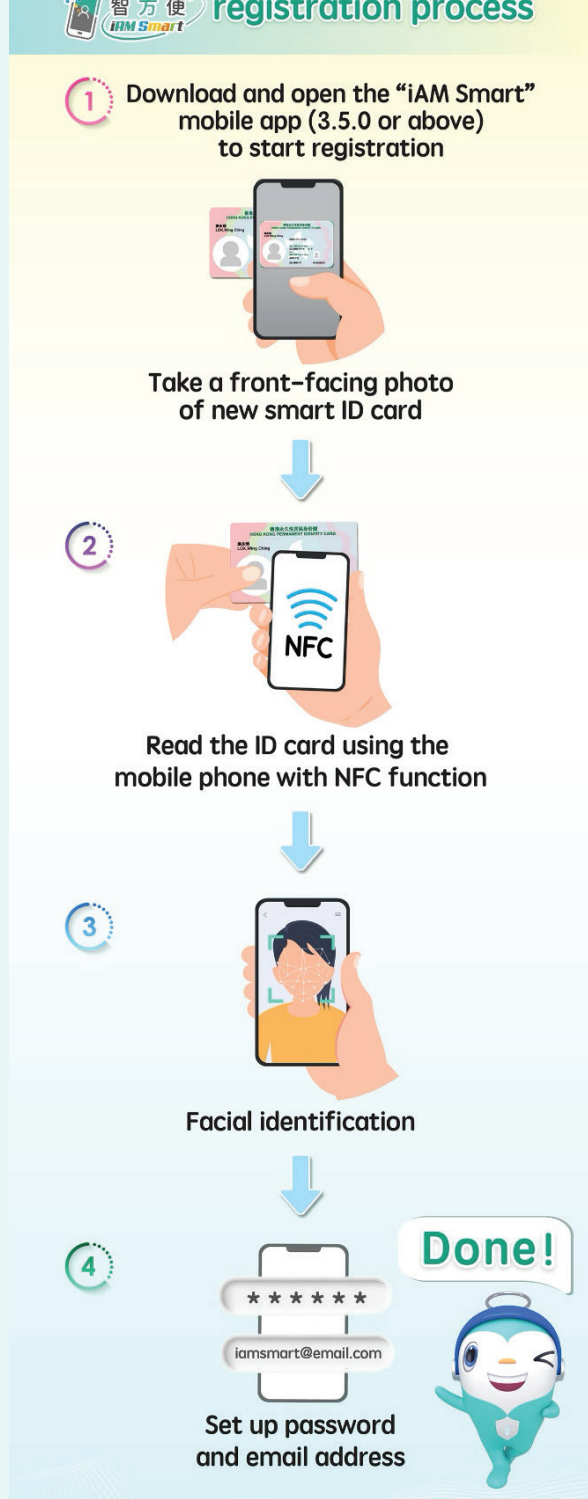
"iAM Smart" Registered Users
3,000,000+



"iAM Smart"-enabled Online Services
420+

TOP NEWS

Simplified "iAM Smart+" Registration Process



More than 30,000 "iAM Smart+" registrations were recorded within a few days after the rollout of simplified "iAM Smart+" registration process in July 2024. As of early October 2024, "iAM Smart" registration was increased to more than 3.0 million with 1.7 million "iAM Smart+" accounts.

With mobile phones that support the Near Field Communication (NFC) technology, users can upgrade their "iAM Smart" mobile app to the latest version to read the card face data from their new smart identity (ID) card chip, and easily register for or upgrade to "iAM Smart+" on their own. This would save the hassle of visiting self-registration kiosks or service counters in person.

People who have not registered for "iAM Smart" can directly register for an "iAM Smart+" account by using the new version of the mobile app.

The steps for registering or upgrading to "iAM Smart+" include taking a single shot of the front of the new smart ID card and placing it near the NFC antenna of the mobile phone, followed by facial recognition to verify the identity. Users can complete the registration or upgrade by setting up their password and email address. The mobile phone concerned must be using iOS 14.0/Android 12.0 or above.

From now on, registering or upgrading to "iAM Smart+" operation can be done anytime at any place that have internet access.

Organisations can grasp this opportunity to integrate their online services with "iAM Smart" or "iAM Smart+" to streamline their business operation.

More information is available in "iAM Smart Registration Methods" page under "iAM Smart" thematic website <https://www.iamsmart.gov.hk/en/reg.html>

Strengthening privacy protection - "iAM Smart Personal Code"

The "iAM Smart Personal Code" facilitates "iAM Smart" users to present their partial personal data in the form of a QR code during verification and registration processes, without the need to disclose excessive personal details by utilising an identity card, and thus strengthening privacy protection.

In August 2024, the Office of the Privacy Commissioner for Personal Data issued new versions of "Code of Practice on the Identity Card Number and other Personal Identifiers: Compliance Guide for Data Users" and information leaflet which explain to the public how to protect their privacy concerning ID Card numbers and copies in different scenarios in their daily lives. "iAM Smart Personal Code" is developed to fulfill this requirement.

Applications of "iAM Smart Personal Code" can be used in the area of property management, event check-in, etc. Premises personnel only need to scan the user's "iAM Smart Personal Code" to record or confirm their pre-registered information without having to check the user's identity document and other personal information to protect privacy.

Application is not required for the adoption of "iAM Smart Personal Code". During the implementation, it is essential for developers to comply with the Personal Data (Privacy) Ordinance including the six data protection principles namely, collection purpose and means, accuracy and retention, use, security, openness, and data access and correction.

Developers may download the "iAM Smart Personal Code" Developer Guide to understand the specifications of the QR code and the necessary measures to verify its authenticity. It is important for the developers to renew the public certificate periodically in order to maintain their serviceability in using the "iAM Smart Personal Code" as validation by third-party verifier on the scanned QR code content is required.



In the future, we will work alongside the Property Management Services Authority to promote "iAM Smart Personal Code" within the property management industry.

We hope that the industry will be able to utilise this new feature in developing relevant application to enhance privacy protection in its daily operation.

"iAM Smart" Sandbox Programme is now open to the Property Management Services Authority and interested property management companies are most welcomed to develop relevant application to make use of the "iAM Smart Personal Code".
For details, please visit the "iAM Smart" Sandbox Programme website <https://iamsmart.cyberport.hk/apply-now/>

More information is available in "iAM Smart Personal Code" page under "iAM Smart" thematic website <https://www.iamsmart.gov.hk/en/nhp.html#tab7C>
"iAM Smart Personal Code" page under "iAM Smart" Sandbox Programme website <https://iamsmart.cyberport.hk/iam-smart-personal-code/>

Establishment of Digital Policy Office (DPO) on 25 July 2024

The Digital Policy Office (DPO) (formerly "Office of the Government Chief Information Officer") under the Innovation, Technology and Industry Bureau (ITIB) was officially established on 25 July 2024. The DPO will take the lead in promoting data-driven, people-centric and outcome-based digital policies within the Government and across various sectors for enhancing the Government's efficiency and services, with a view to bringing greater benefits to citizens and business sectors through digital government and smart city development.

SUCCESS STORY



Hong Kong Life Insurance Limited ("Hong Kong Life") is the first insurer to adopt the "iAM Smart" to provide customers easy access to their online insurance services without compromising valuable personal information.

"We are delighted to be the first Hong Kong insurer to adopt "iAM Smart" for both identity authentication and account login. We will continue to explore expanding the usage of "iAM Smart" to assist in the customer onboarding process and other innovative technologies that could further enhance the digital insurance service and deliver a more attentive customer experience," Margaret Tsang, Chief Operating Officer of Hong Kong Life Insurance Limited said.

In 2023, Hong Kong Life had achieved another milestone by integrating "iAM Smart" e-ME Form Filling function into our online application journey for new customers. It is a first-in-market achievement for Hong Kong insurance industry. The "e-ME" Form Filling function will ensure the accuracy of the information and further shorten the application process.

UPCOMING

"iAM Smart" Sandbox Programme online videos for self-learning

The "iAM Smart" Sandbox Programme provided training classes to empower users with essential skills for developing applications for the "iAM Smart" platform. This year "iAM Smart" Sandbox Programme will take one step forward to provide online videos for self-learning instead of training classes. Online videos for self-learning eliminates the need to attend classes at designated location and time, the training videos will be available in Q4 of 2024 and registered users can access the training videos when needed anytime, anywhere.

DO YOU KNOW

Will "iAM Smart" system use and store users' biometrics?

- Users can use the biometric functions (such as facial, fingerprint identification, etc.) provided by their personal mobile phones to authenticate their identity and log in the online services using "iAM Smart" safely and conveniently. Such biometric data will only be stored in users' personal mobile phones, and will not be stored in the "iAM Smart" system.

What is "iAM Smart Personal Code"?

- The "iAM Smart Personal Code" facilitates "iAM Smart" users to present their partial personal data in the form of a QR code during verification and registration processes, without the need to disclose excessive personal details by utilising an identity card, and thus strengthening privacy protection.

For enquiries on "iAM Smart" Sandbox Programme, please contact us via ...



<https://iamsmart.cyberport.hk>



iamsmart@cyberport.hk



(852) 3166 3978