Introduction
The growth in popularity of social media has led to information sharing through the Internet particularly common. Personal data privacy is at risk if users are not vigilant enough. Although there are measures to safeguard privacy, there is room for further improvement, including the use of:
- social media
- electronic healthcare information system
- patients’ record transfer

Objectives
The Privacy Awareness Programme was commenced in April 2015 aiming at:
- Enhancing privacy protection measures
- Continuous monitoring on staff’s compliance to the established guidelines
- Regular review and update on the control measures

Methodology
The contents of the programme included 4 components, they are:
(1) Establishment of the Information Technology (IT) workgroup
The IT workgroup was established to supervise the system in place. It was co-chaired by the Cluster Manager, Department Manager, Senior Physiotherapist with other staff-mix to oversee areas with privacy concerns
(2) Gimmicks to increase staff awareness
Protective screen had been installed on all Clinical Management System stations. Privacy bags were distributed to physiotherapists to carry patient’s list. Encryption of all medical reports was fully implemented to minimise the leakage of medical records. Reminders on the use of facsimile machine, recycled paper and electronic patient information systems were sent out regularly. In-patient physiotherapy (PT) record was kept in a privacy folder and designated staff was assigned for transporting during in-patient PT gymnasium session.
(3) Staff training and engagement
Staff training was conducted regularly by means of staff meetings, in-house training and through email.

(4) Evaluation and auditing,
The number of incidence of leaking and endangering sensitive personal data was reported as an evaluation. Regular and surprise compliance check according to the HA's checklist was performed to guarantee no occasional breach of privacy.

**Result**
From April 2015 to October 2016, five in-service training was provided to KCC PT colleagues with a total attendance of 450. There were zero incidences concerning privacy at PT Department in KCC. Full compliance in medical record management was observed in the compliance audit. The Privacy Awareness Programme enhanced staff awareness in privacy and assisted KCC PT department to control privacy issues. Evaluation and auditing to the program act as an indicator to the success of the programme.