
 방송통신위원회 KOREA COMMUNICATIONS COMMISSION   MINISTRY OF SECURITY AND PUBLIC ADMINISTRATION 안전행정부	<h2>Press Release</h2>	Person in Charge (Contact)	Sang-kwon Ban, Director, Privacy Protection and Ethics Division, KCC Yong-cheol Park, Deputy Director (2110-1525, <a href="mailto:ycpark@kcc.go.kr">ycpark@kcc.go.kr</a> )
	<p style="color: blue;">Please do not publish this information          until Wednesday 09/11/2013.</p>		Kwon-yeol Seo, Joint Safety Team for Privacy Protection, Safety Administration Division Chan-wook Park, Deputy Director (2100-3690, <a href="mailto:park332@mopas.go.kr">park332@mopas.go.kr</a> )

## KCC, MOSPA to launch joint investigation of personal data protection practices by online marketplace vendors and door-to-door delivery services

- Second joint action for personal data protection following the establishment in August 2012 of the "rules on personal data protection for safe shopping and delivery"

The Korea Communications Commission (KCC) and the Ministry of Security and Public Administration (MOSPA) will launch a joint investigation on the status of personal information protection by vendors on online marketplaces (G-market, 11<sup>th</sup> STREET, etc.) and delivery companies.

It is the follow-up measure of the action taken in August 2012 to make

improvements in business practices including the establishment of "rules on personal information protection for safe shopping and delivery." The joint investigation is designed to eliminate any blind spot in the government's efforts to protect citizens' personal information and ensure that personally identifiable information is protected throughout the entire process of e-commerce ranging from online purchase to offline delivery.

With online purchases including transactions at online marketplaces steadily increasing, consumers' personal information are shared with an increasing number of individuals and business entities including online vendors and courier companies. The risk of personal information being manipulated has risen as well.

The establishment of the regulations in August on the "protection of personal information for safe shopping and delivery" was directed not just at vendors and delivery services but at purchasers as well because there are still those who are not sensitive enough to the issue of privacy information protection.

The relevant businesses (five home shopping companies, three online marketplace operators) joined hands to organize a private council under the leadership of OPA (Online Privacy Association) and launch education and publicity campaigns designed to improve their business practices and foster a culture of privacy information protection in their industries. The council has conducted self-initiated investigations as well.

The government has put on hold its plan to carry out investigations on the business practices of industries to give them enough time to make improvements by themselves. Beginning the end of September 2013, the KCC and the MOSPA will launch a joint field investigation with the aim of supplementing the industries' autonomous efforts.

※ The joint investigation will focus on privacy information protection including encryption of personal data according to the government's rules made last year.

According to a government official, they hope that the industries will continue to enhance their own investigations so that citizens' personal information will never be manipulated. He added that violations found through the joint investigation will be severely penalized including the imposition of penalties on violators.

※ For the "rules on the protection of personal information for safe shopping and package delivery," please visit the following websites of KCC and Privacy Information Protection Portal, etc.: **kcc.go.kr, privacy.go.kr, i-privacy.kr, or opa.or.kr**