

**Submission Method, Formats and Standard  
on Posting Electronic Copy of Election Advertisement and Relevant  
Information/Documents onto an Open Platform for Public Inspection  
(with Annexes I and II on the guidelines and basic layout  
design requirements for Candidate’s Platform)**

1. To comply with the public inspection requirement governing election advertisements (“EAs”) under the electronic submission method as stipulated in s 106(2) of Electoral Affairs Commission (Electoral Procedure) (District Councils) Regulation (Cap 541F), a candidate must post the following EA particulars as applicable, **within one working day**<sup>Note 1</sup> after the publication of an EA, onto an **open platform** either maintained by the Chief Electoral Officer (“CEO”) (“Central Platform”) or himself/herself/a person authorised by him/her (“Candidate’s Platform”) for public inspection:

- (a) an electronic copy of an EA;
- (b) a hyperlink of each EA that is published through an open platform<sup>Note 2</sup> (the hyperlink to the specific EA published should be provided, rather than the hyperlink to the entire election website or page of the social media) where it is technically impracticable to make available an electronic copy of the EA [such as when messages are sent through social networking or communication websites on the Internet like Twitter, Facebook, blogs etc. and the exchanges are of an interactive and spontaneous nature];
- (c) the relevant printing/publication information pertaining to such EA including:
  - the name and address of the producer/printer;
  - the date of production/printing;
  - the size/dimension;
  - the manner of publication;
  - the date of publication;
  - the number of copies published; and
  - the number of copies produced/printedas applicable;

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Note 1 A “working day” means any day other than a general holiday or Saturday.

Note 2 Open platform means a platform operated through the Internet to which the public has access without having to go through an access control process put in place for that platform.

- (d) an electronic copy each of the relevant permission/authorisation for the publication of such EA, as applicable (except those provided by the Returning Officer in connection with the allocation of designated spots); and
- (e) an electronic copy each of the documents providing consent of support.

## **Central Platform**

2. If a candidate chooses to post the EA particulars onto the Central Platform, he/she must comply with the requirements set out in the ensuing paragraphs.

### **Submission Method**

3. A candidate is required to apply to the CEO in a specified form for creation of an account to access the Central Platform before he/she can post EA particulars onto the platform for public inspection. Only one account will be created for each candidate.

4. The CEO will inform the candidate concerned upon creation of the account and will provide a username and two sets of passwords (which can subsequently be changed by the relevant candidate) to the candidate concerned **within 3 working days** upon receiving an application. The candidate then can access the platform by using the registered username and passwords.

5. Uploading of EA particulars onto the platform at any one time by a candidate will be treated and referred to as one single submission. Subject to the file size limit stipulated in para. 7 below, there is no limit on the number of EAs or other documents to be included in a submission. If subsequent correction to any EA particulars in a submission is required, the candidate is required to post the corrected EA particulars, including the corrected printing/publication information (“corrected information”) of the EA, onto the platform by selecting the EA particulars concerned. If accepted, both the original and the corrected EA particulars would be displayed alongside for public inspection. Any such corrective information should be posted onto the platform **not later than 3 working days after the polling day.**

6. An acknowledgement of receipt in the form of a summary report of the EA particulars successfully uploaded would be automatically generated for reference by the candidate after each submission. In addition, an e-mail and a Short Message Service (SMS) to acknowledge receipt of the EA particulars successfully uploaded would also be sent to the e-mail address and mobile phone number provided on the application form for creating an account.

### **File Size**

7. The size of each file **must not exceed 50 MB**. Otherwise, the submission will be rejected.

8. Files included in a submission may be compressed using a file format of either Zip (.zip) or GNU zip (.gz).

9. A file exceeding the above size limit will not be accepted. In such circumstances, the candidate may upload the EA particulars in separate files.

### **Format**

10. Files included in a submission must be given, served or presented in the following file formats:

#### **General Document**

- (a) Rich Text Format (RTF) or Microsoft Word Format (DOC/DOCX);
- (b) Hypertext Mark Up Language (HTML) Format;
- (c) Adobe Portable Document Format (PDF); or
- (d) Plain Text (TXT)

#### **Graphics/Images**

- (e) Graphics Interchange Format (GIF);
- (f) Joint Photographic Experts Group (JPEG);
- (g) Tag Image File Format (TIFF); or
- (h) Portable Network Graphics (PNG)

#### **Audio**

- (i) Waveform Audio Format (WAV); or
- (j) MPEG-1 Audio Layer 3 (MP3);

### Video

- (k) Audio Video Interleave (AVI); or
- (l) Moving Picture Experts Group (MPEG).

Candidates are encouraged to make arrangement such that the files, including text and video etc., uploaded onto the Central Platform should be accessible to persons with visual impairment as far as possible.

### **Computer Instructions**

11. The files uploaded must not contain any computer viruses or any computer instructions including, but not limited to, macros, scripts and fields which depend on the execution environment and the execution of which will cause changes to the files themselves or the information system displaying the files.

### **Candidate's Platform**

12. If a candidate chooses to maintain a platform of his/her own for the posting of EA particulars for public inspection, he/she must provide the electronic address of the platform to the CEO **at least 3 working days before publication of the first EA**. To avoid causing confusion to members of the public, the platform should be dedicated to the sole purpose of posting EA particulars for public inspection. Candidates of different constituencies are also allowed to use a common platform but candidates concerned are advised to ensure that their EA particulars should be presented in a way that will not cause confusion to the public during the inspection process. The EA particulars posted onto the platform should be virus-free and should be organised in a descending order of the date of submission. The required printing/publication information should also be posted alongside the relevant EAs to which the information relates. To maintain consistency in design and, also, to facilitate public inspection, the CEO will provide guidelines and specify the basic layout design requirements for such platform for candidates to follow (see **Annex (I) and Annex (II)**). The guidelines and basic layout design requirements can also be downloaded from the Electoral Affairs Commission ("EAC") website.

13. If the candidate wishes to correct any EA particulars already posted onto the platform, he/she should post the corrected EA particulars, together with date of correction alongside with the original EA particulars for public inspection (see **Annex (II)**). Any such corrected information should be posted onto the

platform **not later than 3 working days after the polling day.**

14. The candidate should not remove any EA particulars already uploaded onto the platform at will except in circumstances where such removal has been directed by the CEO, the EAC or the Court, as applicable, in respect of any content/information which is unlawful or not related to any EAs published by the candidate. In the event that an EA has to be removed as directed by the CEO, the EAC or the Court, the candidate should post a note to inform the public about the removal of the EA and the reason for such removal. Other documents/information related to the removed EA should still be displayed at the platform for public inspection (see **Annex (II)**).

15. When posting EA particulars onto the Candidate's Platform, candidates should also follow the requirements regarding file format and computer instructions as detailed in paras. 10 and 11 above.

16. The CEO will arrange to publicise the electronic address of the platform to facilitate public inspection of the EA particulars.

### **Important Points to Note**

17. EA particulars must conform to the requirements as set out above. For any electronic files containing images, they should be of sufficient resolution to ensure that the content is both legible and readable to readers.

18. A candidate is solely responsible for (and that the CEO has no responsibility to him/her or any third party for) the content/information of the EA particulars uploaded and posted onto the Central Platform, including any hyperlinks to external websites. The CEO reserves the right to remove any of the EA particulars posted on the Central Platform containing such content/information which is unlawful, not related to any EAs published by the candidate or which has been contaminated with computer virus after the submission. In case the removal is due to computer virus contamination, the candidate will be informed to upload the relevant EA particulars onto the Central Platform again.

19. Candidates should observe all prevailing legal requirements on personal data privacy when uploading information onto the aforesaid platforms for public inspection. In particular, for the documents containing/conveying the required permission/authorisation and/or consent of support pertaining to an EA,

candidates are reminded to obliterate the identity document number(s), if any therein, of the person(s) providing such permission/authorisation and/or consent of support before uploading them onto the platforms.

20. If a candidate posts the hyperlink of an EA onto the Central Platform or Candidate's Platform, he/she must ensure that the hyperlink is valid and the relevant website on which the EA is uploaded continues to operate until the end of the period for which copies of election returns are available for inspection pursuant to section 41 of the Elections (Corrupt and Illegal Conduct) Ordinance (Cap 554) to facilitate public inspection of the EAs.

**Points to Note for Building Candidate's Platform**

**General**

1. The name of the election should be shown on the candidate's platform, e.g. 20XX District Council Ordinary Election/XXX Constituency By-election.
2. The name of the constituency should be shown on the candidate's platform.
3. The name of the candidate should be shown on the candidate's platform.
4. The candidate number should be shown on the candidate's platform once available.
5. The EA particulars (including electronic copy of the EA, hyperlink, consent, permission or authorisation documents, etc.) should be displayed and arranged in descending order according to the date of publication.
6. The required information to be shown for each EA can be found in **Annex II**.
7. The corrected EA particulars should be posted alongside or beneath the original version.
8. The candidate should not remove any EA particulars already uploaded onto the candidate's platform at will except in circumstances where such removal has been directed by the CEO, the EAC or the Court, as applicable, in respect of any content/information which is unlawful or not related to any EAs published by the candidate. In the event that an EA has to be removed as directed by the CEO, the EAC or the Court, the candidate should post a note onto the platform to indicate any removed EA and the reason for such removal. Other documents/information related to the removed EA should still be displayed at the platform for public inspection.
9. The file format and computer instruction should follow the details shown at Appendix B of the Guidelines on Election-related Activities in respect of the District Council Election.
10. Sensitive personal data should not be posted onto the candidate's platform. For example, any Hong Kong Identity Card Number shown on the consent form should be covered before uploading onto the candidate's platform.
11. An e-mail contact and/or telephone number should preferably be provided on the Platform for handling public enquiry and providing technical assistance as required.

## **Security**

1. To guard against intruder attacks, the candidate's platform should be protected by firewall and/or Intrusion Protection System.
2. All files posted onto the candidate's platform should be properly scanned by anti-virus software before posting.
3. To protect against data loss, please conduct regular backup.
4. The hyper-links to external websites should also be checked regularly in order to ensure that they are up-to-date.
5. For more information and resources on the information security on the web, please refer to [www.infosec.gov.hk](http://www.infosec.gov.hk).

## **Accessibility**

1. The candidate's platform should be accessible by browsers and operating systems commonly used in personal computers.
2. For any electronic files containing images, they should be of sufficient resolution to ensure that the content is both legible and readable to readers.
3. The platform should be available in English and Chinese and the text content thereon should be readable and understandable. Furthermore, suitable instructions should be provided to assist readers to navigate through the platform.
4. The candidate's platform should be accessible to persons with visual impairment as far as possible.



# 候選人平台建議版面設計 Proposed Layout Design of Candidate's Platform

選舉 Election:

20XX 年\*區議會一般選舉/XX 區議會 XX 選區補選

20XX \*District Council Ordinary Election/XX District Council XX Constituency By-election

區議會名稱 (註 1)Name of District Council (Note 1):

XX 區議會 XX District Council

選區名稱 (註 1)Name of Constituency (Note 1):

XX 選區 XX Constituency

候選人編號 Candidate No.:

1

候選人姓名 Name of Candidate:

陳大文 Chan Tai Man

選舉廣告詳情(依發布日期降序排列)

Election Advertisement Particulars (in descending order according to 'Date of Publication')

項目 Item	修正日期 Date of Correction (dd-mm-yyyy)	選舉廣告類別 Election Advertisement Type	製作/ 印刷日期 Date of Production/ Printing (dd-mm-yyyy)	尺寸/ 面積 Size/ Dimension	製作數量/ 印刷的 文本數目 Quantity Produced/ Number of Copies/ Printed	發布數量/ 發布的文本 數目 Quantity Published/ Number of Copies Published	發布日期 Date of Publication (dd-mm-yyyy)	發布方式 Manner of Publication	製作人/ 印刷人的 姓名或名稱 Name of Producer/ Printer	製作人/ 印刷人的 地址 Address of Producer/ Printer	選舉廣告 檔案/連結 Election Advertisement File/Link	准許/授權文件 Permission/ Authorisation Document	選舉廣告 檔案/連結 移除日期 Date of Removal of Election Advertisement File/Link (dd-mm-yyyy) [Reason 原因]
1	-	小冊子 Pamphlets	15-9-20XX	A4	100	100	17-10-20XX	街頭派發 Distributed on street	AA 印刷公司 AA Printing Company	地址 Address	File1.jpg	-	-
2	-	橫額 Banners	11-9-20XX	1 米 x 2.5 米 1m x 2.5m	20	20	17-10-20XX	懸掛於 路邊鐵欄 Hung on roadside railing	BB 製作公司 BB Producer	地址 Address	File2.jpg	Authorisation .jpg	-
註 2 Note2	18-10-20XX	-	-	-	-	-	-	-	-	-	File2 (Revised).jpg	-	-
3	-	電子海報 Electronic posters	10-9-20XX	10Mb	1501	3	17-10-20XX	Facebook, Twitter, Instagram	CC 廣告設 計公司 CC Advertising Company	地址 Address	http://www. XXX.com.hk/ poster.jpg	Permission .jpg	-

註 1：只適用於區議會一般選舉。 Note 1: Only applicable to District Council ordinary elections.

註 2：只顯示曾被修正的資料。 Note 2: Only corrected particular(s) will be shown.

同意書 Consent

項目 Item	檔案 File	備註 Remark
1	Consent1.jpg	
2	Consent2.jpg	同意書已於 20-10-20XX 撤銷 Consent revoked on 20-10-20XX