

**Submission Method, Format and Standard for Posting
Electronic Copy of Election Advertisement and Relevant Information
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 requirement on s 105(2) of the Electoral Affairs Commission (Electoral Procedure) (Legislative Council) Regulation (Cap. 541D) regarding the electronic submission of election advertisements (“EAs”), a candidate must post the following EA particulars, as applicable, **within three working day**^{Note 1} after the publication of an EA, onto either an **open platform**^{Note 2} operated by the Chief Electoral Officer (“CEO”) (“Central Platform”) or one operated by the candidate himself or a person authorised by him (“Candidate’s Platform”):

- (a) an electronic copy of an EA;
- (b) a hyperlink of each EA that is published through an open platform (the hyperlink to the specific EA published must be provided, rather than the hyperlink to the entire election website or to the dedicated social media page). Where it is technically impracticable to post hyperlink of every EA to the Central platform or Candidate’s Platform (e.g. when messages are exchanged in a real-time interactive manner through social network on the Internet such as Instagram, Facebook, blogs, etc.), a candidate may post the hyperlink of the open platform and the information/documents relevant to EAs onto the Central Platform or Candidate’s Platform. In this case, if the hyperlink of the open platform has already been posted onto the Central Platform or Candidate’s Platform, there is no need for the candidate to upload each and every comment separately. The candidates must however note that the relevant open platform of such hyperlink must be dedicated election website of the candidate which all content within that website must be EAs. In addition, the candidate may only post the hyperlink of the website instead of posting each and every EA separately when it is technically impracticable to post each and every EA separately onto the Central Platform, otherwise it is easy to cause misunderstanding or invite complaints. Besides, the candidate must retain every EA published on the dedicated election website for public inspection (i.e. EA published should not be removed without

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

Note 2 Open platform means a platform can be accessed by members of public without any access control.

permission);

- (c) printing/publication information pertaining to the EA include, (if applicable):
 - (i) name and address of the producer/printer;
 - (ii) date of production/printing;
 - (iii) dimension/size;
 - (iv) manner of publication;
 - (v) date of publication;
 - (vi) number of copies published; and
 - (vii) number of copies produced/printed
- (d) an electronic copy of each permission/authorisation for the publication of such EA, if applicable (except those permitted/authorised by the Returning Officer in connection with the allocation of designated spots); and
- (e) an electronic copy of each document giving consent of support.

Central Platform

2. If a candidate chooses to upload the EA particulars onto the Central Platform, he 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 the creation of an account to log into the Central Platform before posting the EA particulars onto the platform for public inspection. Each candidate can only create one account.

4. The CEO will create the account and inform the candidate of the username and two sets of passwords (which can be changed subsequently by the candidate) **within three working days** after the application has been received, so that the candidate can log into his account in the Central Platform.

5. EA particulars uploaded at any one time by a candidate will be treated as one single submission. As long as the size of the file(s) does not exceed the limit as stated in para. 7 below, there is no restriction on the number of EAs or other documents to be attached in each submission. If subsequent correction to any submitted EA particulars is required, the candidate must post the corrected EA particulars, including the corrected printing/publication

information (“corrected information”) of the EA, onto the Central Platform by selecting the EA particulars concerned. If accepted, both the original and the corrected EA particulars will be displayed alongside for public inspection. The corrected information should be posted onto the platform **not later than three working days after the polling day**.

6. An acknowledgement of receipt in the form of a summary report of the EA particulars uploaded will be displayed on the computer screen for candidate’s reference after each successful submission. The acknowledgement of receipt will also be sent via an email and SMS to the e-mail address and mobile phone number as specified on the application form for account creation for candidate’s reference.

File Size

7. The size of each file to be uploaded **must not exceed 100 MB (Megabyte)** or else the submission will be rejected. In such a case, candidate may upload EA particulars as separate files.

8. Files attached to a submission may be compressed in the format of Zip (.zip), RAR (.rar) or GNU zip (.gz).

Format

9. Files attached to a submission must be 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 should as far as practicable arrange to upload the files that are easy for persons with visual impairment to read (including text and video, etc.) onto the Central Platform.

Computer Instructions

10. 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

11. If a candidate chooses to operate a platform of his own for the posting of EA particulars for public inspection, he must provide the electronic address of the platform to the CEO **at least three working days before the publication of the first EA**. To avoid causing confusion to members of the public, the platform should only be used for uploading EA particulars. Though candidates of different constituencies are allowed to use a common platform, they should ensure that there will be no confusion when the public inspects the information. The EA particulars uploaded onto the platform should be virus-free and should be arranged in descending order of the date of submission. The printing/publication information should also be posted alongside the corresponding EA particulars. To maintain the consistency in design and to facilitate public inspection, the CEO provides guidelines and specify the basic layout design requirements for such platform (see **Annex (I) and Annex (II)**). The guidelines and basic layout design requirements can also be downloaded from the Electoral Affairs Commission ("EAC") website.

12. If a candidate wishes to correct any uploaded EA particulars on the platform, he should post the corrected EA particulars, together with date of correction alongside with the original EA particulars (see **Annex (II)**). Any such corrected information should be uploaded onto the platform **not later than three working days after the polling day**.

13. Candidates are not allowed to remove any EA particulars that have already been uploaded onto the platform, unless such removal is directed by the CEO, the EAC or the Court (as applicable) due to unlawful or non-EA related content/information. 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 inform the public of the removal of the EA and the reason for such removal. Other information/documents related to the removed EA should still

be displayed at the platform for public inspection (see **Annex (II)**).

14. When uploading EA particulars onto the Candidate's Platform, candidates should also follow the requirements on file format and computer instructions as mentioned detailed in paras. 9 and 10 above.

15. The CEO will publicise the electronic address of the Candidate's Platform to facilitate public inspection of the EA particulars.

Important Notes

16. EA particulars must conform to the requirements as set out above. Any electronic file containing images should have sufficient resolution to ensure that they can be read clearly.

17. Each candidate must be solely responsible for (and that the CEO has no responsibility to him or any third party for) the content/information of the EA particulars uploaded and posted onto the Central Platform, including hyperlinks to external websites. If the EA particulars or information posted on the Central Platform that is illegal, non-EA related or computer virus-affected, the CEO reserves the right to remove the content/information concerned. In the event that the EA has to be removed due to computer virus contamination, the candidate will be informed to upload the relevant EA particulars onto the Central Platform again.

18. Candidates should observe all legal requirements on personal data privacy when uploading information onto the aforesaid platforms for public inspection. Candidates are reminded to obliterate the identity document number(s) therein (if any), of the person(s) providing permission/authorisation and/or consent of support before uploading them onto the platforms.

19. When posting a hyperlink of an EA onto the Central Platform or Candidate's Platform, candidates must ensure that the hyperlink is valid and continues to operate until the end of the period for which copies of election returns are available for public inspection pursuant to s 41 of the Elections (Corrupt and Illegal Conduct) Ordinance^{Note 3} to facilitate public inspection of the EAs.

^{Note 3} Pursuant to s 41 of the Elections (Corrupt and Illegal Conduct) Ordinance, the CEO must keep all the copies of the election returns available for the public inspection during ordinary business hours, until the 60th day before the first anniversary of the date of the deadline for lodging the relevant election return (regardless of any relief granted by the CFI to candidates in certain circumstances).

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 Legislative Council General Election/20XX Legislative Council By-election (XX Geographical Constituency/Functional Constituency/ Election Committee Constituency).
2. The name of the constituency should be shown on the Candidate's Platform.
3. The name(s) of the candidate(s) should be shown on the Candidate's Platform.
4. Once confirmed, the candidate number or alphabet should be shown on the candidate's platform.
5. The EA particulars (including the electronic copy, hyperlink, consent of support, permission or authorisation, etc. of the EA) should be displayed in descending order according to the date of publication.
6. The required information to be shown in the Candidate's Platform for each EA can be found in **Annex II**.
7. The corrected EA particulars should be placed next to or under the original version.
8. Candidates are not allowed to remove any EA particulars that have already been uploaded onto the Candidate's Platform, unless such removal is directed by the CEO, the EAC or the Court (as applicable) due to unlawful or non-EA related content/information. 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 inform the public of the removal of the EA and the reason for such removal. Other information/documents 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 the Guidelines on Election-related Activities in respect of the Legislative Council Election.

10. Sensitive personal data should not be uploaded onto the Candidate's Platform. For example, Hong Kong Identity Card Number(s) shown on the consent form(s) should be masked before it is/they are uploaded onto the Candidate's Platform.
11. Candidates should, where practical, provide an email address and/or a phone number on the platform for public enquiries and offer technical assistance when necessary.

Security Measures

1. The Candidate's Platform should be installed with firewall and/or an Intrusion Protection System to prevent intruder attacks.
2. All files must be properly scanned by anti-virus software before they are uploaded onto the Candidate's Platform.
3. To protect against data loss, information on the Candidate's Platform, should be backed up on a regular basis.
4. The hyper-links to external websites should be checked regularly in order to ensure that they remain valid. For more information and resources on online information security, please visit 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 have sufficient resolution to ensure that they can be read easily.
3. The Candidate's Platform should be available in both English and Chinese, and the content should be clear and concise. Suitable instructions should also be provided for easy navigation of the Candidate's Platform.
4. The Candidate's Platform should be easily accessible for persons with different needs (e.g., visually impaired, hearing impaired, communication-challenged, and people from different ethnic backgrounds).

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

選舉 Election: 20XX 年*立法會換屆選舉／立法會補選(XX 地方選區／功能界別／選舉委員會界別)

20XX* Legislative Council General Election/Legislative Council By-election (XX Geographical Constituency/ Functional Constituency/ Election Committee Constituency)

地方選區／選舉界別名稱 (註 1) Name of Constituency (Note1): XX 地方選區／選舉界別 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 the '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 Dimension/ Size	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)	發布的方式 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	15-11-20XX	A4	100	100	17-11-20XX	街頭派發 Distributed on street	AA 印刷公司 AA Printing Company	地址 Address	File1.jpg	-	-
2	-	橫額 Banners	11-11-20XX	1 米 x 2.5 米 1m x 2.5m	20	20	17-11-20XX	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	18-11-20XX	-	-	-	-	-	-	-	-	-	File2 (Revised).jpg	-	-
3	-	電子海報 Electronic posters	10-11-20XX	10Mb	1501	3	17-11-20XX	Facebook, Instagram	CC 廣告設 計公司 CC Advertising Company	地址 Address	http://www. XXX.com.hk/ poster.jpg	Permissi on.jpg	-

註 1：只適用於立法會換屆選舉。Note 1: Only applicable to Legislative Council general elections.

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

* 請刪去不適用者。Please delete as appropriate.

同意書 Consent

項目 Item	檔案 File	備註 Remark
1	Consent1.jpg	
2	Consent2.jpg	同意書已於 18-11-20XX 撤銷 Consent revoked on 18-11-20XX