

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

1. To comply with the requirement on public inspection of election advertisements (“EAs”) under s 92(2) of the Electoral Procedure (Rural Representative Election) Regulation (Cap. 541L) regarding the electronic submission of EAs, a candidate must post the following EA particulars as applicable, **within 1 working day**<sup>Note1</sup> after the publication of an EA, onto either an **open platform** maintained by the Director of Home Affairs (“DHA”) (“Central Platform”) or one maintained by the candidate himself/herself or a person authorised by him/her (“Candidate’s Platform”) for public inspection:

- (a) an electronic copy of the EA;
- (b) a hyperlink of each EA that is published through an open platform<sup>Note2</sup> (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 produce an electronic copy of the EA (for example, when messages are exchanged in a real-time interactive manner through social network or communication websites on the Internet such as Instagram, Twitter, Facebook, blogs, etc.);
- (c) printing/publication information pertaining to the EA including:
  - name and address of the producer/printer;
  - date of production/printing;
  - dimension/size;
  - manner of publication;
  - date of publication;
  - number of copies published; and
  - number of copies produced/printed
 as applicable;
- (d) an electronic copy of each permission/authorisation for the publication of such EA, as applicable (except those provided by the Returning Officer (“RO”) in connection with the allocation of designated spots); and
- (e) an electronic copy of each document giving consent of support.

---

<sup>Note1</sup> A “working day” means any day other than a general holiday and Saturday.

<sup>Note2</sup> An “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.

## **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 DHA in a specified form for the creation of an account to access the Central Platform before posting the EA particulars onto the platform for public inspection. Each candidate can only create one account.

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

5. EA particulars uploaded onto the platform at any one time by a candidate will be treated and referred to as one single submission. As long as the size of the file(s) does not exceed the limit as stipulated 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 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 2 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 automatically generated and displayed on the computer screen for reference by the candidate after each successful submission. In addition, the acknowledgement of receipt will also be sent to the e-mail address and mobile phone number as specified on the application form for account creation.

### **File Size**

7. The size of each file to be uploaded **must not exceed 50 MB (Megabyte)** or else the submission will be rejected.

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

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

### **Format**

10. Files attached to 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).

Files (including texts, videos, etc.) uploaded onto the Central Platform should be accessible for 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 RO **at least 3 working days before the 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 for different Rural Areas are allowed to use a common platform but the EA particulars there 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 arranged in descending order of the date of submission. The required printing/publication information should also be posted alongside the corresponding EA particulars. To maintain the consistency in design and to facilitate public inspection, the DHA 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 Rural Representative Election website.

13. If the candidate wishes to correct any uploaded EA particulars on the platform, he/she should post the corrected EA particulars, together with the date of correction, alongside the original EA particulars for public inspection (see **Annex (II)**). Any such corrected information should be posted onto the platform **not later than 2 working days after the polling day**.

14. Candidates are not allowed to remove any EA particulars that have already been uploaded onto the platform, unless such removal is directed by the DHA, the Electoral Affairs Commission (“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 DHA, the EAC or the Court, the candidate should post a note onto the platform to inform the public about the removal of the EA and the reason for such removal. Other information/documents related to the removed EA should still be displayed on the platform for public inspection (see **Annex (II)**).

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

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

### **Important Notes**

17. EA particulars must conform to the requirements as set out above. Any electronic file containing images should have sufficient resolution to ensure that the content is both legible and readable.

18. Each candidate must be solely responsible for (and that the DHA 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 hyperlinks to external websites. The DHA reserves the right to remove any of the EA particulars

posted on the Central Platform containing unlawful, non-EA related or computer virus infected content/information. 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.

19. Candidates should observe all existing legal requirements on personal data privacy when uploading information onto the aforesaid platforms for public inspection. In particular, for documents containing/conveying the required permission/authorisation and/or consent of support pertaining to an EA, candidates are reminded to obliterate the identity document numbers therein, if any, of the persons providing such permission/authorisation and/or consent of support before uploading them onto the platforms.

20. When posting a hyperlink of an EA onto the Central Platform or Candidate's Platform, candidates 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 public inspection pursuant to s 41 of the Elections (Corrupt and Illegal Conduct) Ordinance (Cap. 554)<sup>Note3</sup> to facilitate public inspection of the EAs.

---

<sup>Note3</sup> Pursuant to s 41 of the Elections (Corrupt and Illegal Conduct) Ordinance, the RO must keep all the copies of the election returns available at his/her office for the public inspection during ordinary business hours, until the 30<sup>th</sup> day before the first anniversary of the date of the deadline for lodging the relevant election return (regardless of any relief granted by the Court of First Instance 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 Rural Ordinary Election / 20XX XX Rural By-election.
2. The name of the Rural Area and Rural Committee concerned 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 the electronic copy, hyperlink, consent, permission or authorisation documents, etc. of the EA) 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 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 DHA, 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 DHA, the EAC or the Court, the candidate should post a note onto the platform to inform the public about 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 **Appendix 4** of the Guidelines on Election-related Activities in respect of the Rural Representative Election.
10. Sensitive personal data should not be posted onto the candidate's platform. For example, Hong Kong Identity Card Numbers shown on the consent form should be masked before the consent form is uploaded onto the candidate's platform.
11. Candidates should, where applicable, provide an e-mail address and/or a telephone number on the platform for public enquiries and 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 should be properly scanned by anti-virus software before they are posted onto the candidate's platform.
3. To protect against data loss of the candidate's platform, backup exercises should be conducted on a regular basis.
4. The hyper-links to external websites should be checked regularly in order to ensure that they are up-to-date.
5. For more information and resources on online information security, please visit [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 have sufficient resolution to ensure that the content is both legible and readable.
3. The platform should be available in both English and Chinese, and the text should be readable and understandable. Suitable instructions should also be provided for easy navigation of the platform.
4. The candidate's platform should be easily 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 年鄉郊一般選舉 20XX Rural Ordinary Election / 20XX 年 XX 月鄉郊補選 20XX XX Rural By-election  
 鄉郊地區 Rural Area: 屋頭 Uk Tau  
 鄉事委員會 Rural Committee: 上水區 Sheung Shui District  
 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<br>Item | 修正日期<br>Date of<br>Correction<br>(dd-mm-yyyy) | 選舉廣告<br>類別<br>Election<br>Advertisement<br>Type | 製作/<br>印刷日期<br>Date of<br>Production/<br>Printing<br>(dd-mm-yyyy) | 尺寸/<br>面積<br>Size/<br>Dimension | 製作數量/<br>印刷的<br>文本數目<br>Quantity<br>Produced/<br>Number of<br>Copies<br>Printed | 發布數量/<br>發布的文本<br>數目<br>Quantity<br>Published/<br>Number of<br>Copies<br>Published | 發布日期<br>Date of<br>Publication<br>(dd-mm-yyyy) | 發布的方式<br>Manner of<br>Publication             | 製作人/<br>印刷人的<br>姓名或名稱<br>Name of<br>Producer/<br>Printer | 製作人/<br>印刷人的<br>地址<br>Address of<br>Producer/<br>Printer | 選舉廣告<br>檔案/連結<br>Election<br>Advertisement<br>File/Link | 准許/<br>授權文件<br>Permission/<br>Authorisation<br>Document | 選舉廣告<br>檔案/連結<br>移除日期<br>Date of<br>Removal of<br>Election<br>Advertisement<br>File/Link<br>(dd-mm-yyyy)<br>[Reason 原因] |
|------------|---|---|---|---------------------------------|---|--|--|---|--|--|---|---|---|
| 1          | -   | 小冊子<br>Pamphlets                                | 12-04-20XX  | A4                              | 100   | 100  | 14-04-20XX                                     | 街頭派發<br>Distributed on<br>street              | AA 印刷公司<br>AA<br>Printing<br>Company                     | 地址<br>Address  | File1.jpg   | -   | -   |
| 2          | -   | 橫額<br>Banners                                   | 11-04-20XX  | 1 米 x<br>2.5 米<br>1m x 2.5m     | 20  | 20   | 13-04-20XX                                     | 懸掛於路邊<br>鐵欄<br>Hung on<br>roadside<br>railing | BB 製作公司<br>BB Producer                                   | 地址<br>Address  | File2.jpg   | Authorisation<br>.jpg                                   | -   |
| 註<br>Note  | 14-04-20XX                                    | -   | -   | -                               | -   | -  | -  | -   | -  | -  | File2<br>(Revised).jpg                                  | -   | -   |
| 3          | -   | 海報<br>Posters                                   | 10-04-20XX  | 10Mb                            | 150   | 150  | 12-04-20XX                                     | Facebook,<br>Twitter,<br>Instagram            | CC 印刷公司<br>CC Printing<br>Company                        | 地址<br>Address  | http://www.<br>XXX.com.hk/<br>poster.jpg                | Permission<br>.jpg                                      | -   |

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

### 同意書 Consent

| 項目<br>Item | 檔案<br>File   | 備註<br>Remark   |
|------------|--------------|--|
| 1          | Consent1.jpg |  |
| 2          | Consent2.jpg | 同意書已於 17-04-20XX 撤銷<br>Consent revoked on 17-04-20XX |