Appendix 4
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Submission Method, Format and Standard for Uploading Electronic Copy of Election Advertisements and Relevant Information/Documents to an Open Platform for Public Inspection

1. Regarding the electronic submission of election advertisements ("EAs") according to s 92(2) of the Electoral Procedure (Rural Representative Election) Regulation (Cap. 541L), in order to comply with the legislation and the requirements of the Electoral Affairs Commission ("EAC"), a candidate must upload the following EA particulars (if applicable), **within three working days**[1] after the publication of an EA, to either an **open platform**[2] maintained by the Director of Home Affairs ("DHA") or a person authorised by the DHA ("Central Platform") or an **open platform** maintained by the candidate 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 that 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 upload the hyperlink of every EA to the Central Platform or the Candidate's Platform (e.g. when messages are disseminated in a real-time interactive manner through social network on the Internet such as Instagram, Facebook, blogs, etc.), a candidate may upload the hyperlink of the open platform and the information/documents related to the EAs to the Central Platform or the Candidate's Platform. In this case, if the hyperlink of the related open platform has already been uploaded to the Central Platform or the Candidate's Platform, there is no need for the candidate to upload every comment separately. The candidate must however note that the related open platform of such hyperlink must be the dedicated election website of the candidate that all content within that website must be EAs. In addition, the candidate may only upload the hyperlink of the website instead of uploading each EA separately when it is technically impracticable to upload each EA separately to the

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1 A "working day" means any day other than a general holiday and Saturday.

2 "Open platform" means an Internet platform that the public has access without having to go through an access control process.

Central Platform or the Candidate's 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. EAs published should not be removed at discretion);

(c) printing/publication information related to the EA includes, (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 related to the EA (if applicable) (except for the relevant permission/authorisation in connection with the designated spots allocated by the Returning Officer); and

(e) an electronic copy of each Consent of Support.

Central Platform

2. If a candidate chooses to upload the EA particulars to the Central Platform, he must comply with the following requirements:

Submission Method

3. A candidate must apply to the DHA in a specified form for the creation of an account to log in to the Central Platform before uploading the EA particulars to the platform for public inspection. Each candidate can only create one account.

4. The DHA will create an account for the candidate and inform the relevant 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 in to 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 of this appendix, there is no restriction on the number of EAs or other documents to be attached in each submission. If correction to any submitted EA particulars is required, the candidate must upload the corrected EA particulars, including the corrected printing/publication information ("corrected information"), to 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. Any corrected information should be uploaded to the Central Platform **not later than three working days after the polling day**.

6. An acknowledgement of receipt in the form of a summary of the EA particulars successfully uploaded will be displayed on the computer screen after each submission by the candidate. The acknowledgement of receipt will also be sent via an email and SMS to the email address and 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 50 MB (Megabyte)** or else such submission will be rejected. In such case, candidate may upload the relevant 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 each 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 computer files that facilitate persons with visual impairment to read (including text and video, etc.) to the Central Platform.

Computer Instructions

10. All files uploaded must not contain any computer viruses or any 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 attachments themselves or the information system displaying the attachments).

Candidate's Platform

11. If a candidate chooses to maintain a platform on his own for the uploading of his EA particulars for public inspection, he must provide the hyperlink of the platform to the RO **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. Candidates of different Rural Areas are allowed to share a platform, but they

must ensure that it will not cause confusion to members of the public during the public inspection. The EAs uploaded to 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 arranged alongside the information of the corresponding EA. To maintain the consistency in design and to facilitate public inspection, the DHA will provide guidelines and specify the basic requirements on layout design for the above platform (see **Annex (I) and Annex (II)**). The guidelines and basic requirements on layout design can also be downloaded from the Rural Representative Election website (www.had.gov.hk/rre).

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

13. Candidates should not remove any EA particulars uploaded to the Candidate's Platform at their own discretion, unless such removal is directed by the DHA, the EAC or the Court (if applicable) on the grounds that the EA concerned contains content/information that is unlawful or unrelated to the EAs published by the candidate. In the event that an EA has to be removed as directed by the DHA, the EAC or the Court, the candidate must publish this incident to the platform and the reason for such removal, and must retain other information/documents related to that EA on the platform for public inspection (see **Annex (II)**).

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

15. The DHA will publicise the hyperlink of the Candidate's Platform for public inspection of the EA particulars.

Important Notes

16. EA particulars must conform to the requirements as set out above. Any electronic copies containing images should have sufficient resolution to ensure that the content of which can be clearly viewed by readers.

17. Each candidate must be fully responsible for (and that the DHA has no responsibility to him or any third party) the content/information of the EAs uploaded to the Central Platform, including any hyperlinks connecting to external websites. If the content/information of the EA particulars uploaded to the Central Platform is unlawful, unrelated to the EAs published by the candidate or infected by computer virus, the DHA reserves the right to remove the content/information concerned. In the event of removal due to computer virus infection, the candidate will be informed that he should upload the relevant EA particulars to the Central Platform again.

18. Candidates should follow the legislation related to personal data privacy when uploading information/documents to the Central Platform and the Candidate's Platform for public inspection. As a reminder in particular, candidates must mask the Hong Kong Identity Card ("HKID") number(s) therein (if any), of the relevant person(s) before uploading permission/authorisation or Consent of Support, etc. to the platforms.

19. When uploading a hyperlink of an EA to the Central Platform or the Candidate's Platform, candidates must ensure that the hyperlink remains validly operating until the end of the period for which copies of return and declaration of election expenses and election donations ("election return") are available for public inspection pursuant to s 41 of the Elections (Corrupt and Illegal Conduct) Ordinance (Cap. 554)[3].

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[3] According to s 41 of the Elections (Corrupt and Illegal Conduct) Ordinance, the RO must keep at the office all copies of election returns submitted by candidates, and ensure that they are made available for inspection by any person who, during business hours, ask to inspect such documents, until the 30th day before the first anniversary of the date of the deadline for lodging the relevant election return (disregarding 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 must 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 must be shown on the Candidate's Platform.
4. Once confirmed, the candidate number must 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) must be displayed in descending order according to the date of publication.
6. Regarding the required information/documents to be shown on the Candidate's Platform for each EA, see **Annex (II)**.
7. The corrected EA particulars must be displayed next to or under the original version.
8. Candidates should not remove any EA particulars uploaded to the Candidate's Platform at their own discretion, unless such removal is directed by the DHA, the EAC or the Court (if applicable) on the grounds that the EA concerned contains content/information that is unlawful or unrelated to the EAs published by the candidate. In the event that an EA has to be removed as directed by the DHA, the EAC or the Court, the candidate must publish this incident to the platform and the reason for such removal, and must retain other information/documents related to that EA on the platform for public inspection.
9. The file format and computer instruction must follow the details set out in the Guidelines on Election-related Activities in respect of the Rural Representative Election.
10. Sensitive personal data must not be uploaded to the Candidate's Platform. For example, HKID number(s) shown on the Consent of Support must be masked before it is uploaded to the Candidate's Platform.
11. Candidates should, where practical, provide an email address and/or phone number on the platform for handling public enquiries and offering technical assistance when necessary.

Security Measures

1. The Candidate's Platform must 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 uploading to the Candidate's Platform.
3. To protect against data loss, information on the Candidate's Platform, must be backed up on a regular basis.
4. The hyperlinks to external websites must 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. Any electronic copies containing images should have sufficient resolution to ensure that the content of which can be clearly viewed by readers.
3. The Candidate's Platform should be available in both English and Chinese versions, and the content should be concise and easy to understand. 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 年鄉郊一般選舉 ／ 20XX 年 XX 月鄉郊補選
* 20XX Rural Ordinary Election / 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 "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) [原因 Reason]
1	-	小冊子 Pamphlets	17-12-20XX	A4	100	100	20-12-20XX	街頭派發 Distributed on street	AA 印刷公司 AA Printing Company	地址 Address	File1.jpg	-	-
2	-	橫額 Banners	17-12-20XX	1 米 x 2.5 米 1 m x 2.5 m	20	20	20-12-20XX	懸掛於路邊鐵欄 Hung on roadside railings	BB 製作公司 BB Producer	地址 Address	File2.jpg	Authorisation.jpg	-
註 Note	18-12-20XX	-	-	-	-	-	-	-	-	-	File2 (Revised).jpg	-	-
3	-	電子海報 Electronic Posters	17-12-20XX	10 MB	1501	3	20-12-20XX	Facebook, Instagram	CC 廣告設計公司 CC Advertising Company	地址 Address	www.XXX.com.hk/poster.jpg	Permission.jpg	-

註：只顯示曾被修正的資料。Note: 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 Remarks
1	Consent1.jpg	
2	Consent2.jpg	同意書已於 18-12-20XX 撤銷 Consent revoked on 18-12-20XX