Privacy Program Management

Module 1: Fundamentals of Information Privacy

(An introduction to major laws and concepts in privacy)

Unit 1
Common Principles and Approaches to Privacy

This unit includes a brief description of privacy, an introduction to types of information, an overview of information risk management and a summary of modern privacy principles.

Unit 2
Jurisdictions and Industries

This unit introduces the major privacy models employed around the globe and provides an overview of privacy and data protection regulation by jurisdictions and by industry sectors.

Unit 3
Information Security: Safeguarding Personal Information

This unit presents introductions to information security, including definitions, elements, standards and threats/vulnerabilities, as well as introductions to information security management and governance, including frameworks, controls, cryptography, and identity and access management (IAM).

Unit 4
Online Privacy: Using Personal Information on Websites and with Other Internet-related Technologies

This unit discusses the web as a platform, as well as privacy considerations for sensitive online information, including policies and notices, access, security, authentication identification and data collection. Additional topics include children's online privacy, online data collection, email, searches, online marketing and advertising, social media, online assurance, cloud computing and mobile devices.

Module 2: Privacy Management

This program is broken into two segments, the first describing important practices in managing privacy. The second segment is an interactive format in which participants apply these practices to a real-world scenario.

Unit 1
Privacy Program Governance

This unit describes how to create a privacy program at an organizational level, develop and implement a framework and establish metrics to measure program effectiveness. Topics include: creating a company vision for its privacy program; establishing a privacy program that aligns to the business; structuring the privacy team; developing organizational privacy policies, standards and guidelines; defining privacy program activities; and defining program metrics.

Unit 2
Privacy Operational Life Cycle

This substantial unit reviews privacy program practices through the privacy life cycle: assess, protect, sustain and respond. Topics include: documenting the privacy baseline of the organization; data processors and third-party vendor assessments; physical assessments; mergers, acquisitions and divestures; privacy threshold analysis; privacy impact assessments; information security practices; Privacy by Design; integrating privacy requirements across the organization; auditing your privacy program; creating awareness of the organization's privacy program; compliance monitoring; handling information requests; and handling privacy incidents.