



# An Introduction to Privacy & Data Protection

## Course Schedule – Topics & Activities

### Day One

- Privacy & Data Protection overview
  - Global landscape of privacy & data protection
  - Market drivers & responses to privacy concerns
  - Privacy issues within a business environment
  - Risks & potential impact facing organizations that do not appropriately address privacy issues
- Requirements review
  - Various types of privacy requirements
  - OECD fair information practices
  - Four primary regional approaches to privacy
    - European Union
    - United States
    - APEC
    - Latin America
  - Other key international, national, state/provincial drivers & the commonalities between them
  - Options to legitimize data transfers from the EEA to the US
  - Breach notification

### Day Two

- Web privacy & security
  - Overview of web technologies
  - Online disclosure mechanisms
  - Unsolicited online activities
  - Online verification & certification
  - Web user tracking
  - Email marketing
  - Web security
  - New European requirements (e.g., data portability, data erasure)
- Workplace privacy
  - HR privacy basics
  - Workforce hiring considerations (background screening)
  - HR data management
  - Workforce & workplace monitoring
  - Employee misconduct
  - Termination of relationship issues

### Day Three

- ID Theft & incident response
  - Basic description of identity theft
  - Environmental trends leading to increasing identity theft incidents
  - U.S. identity theft regulatory/standards environment
  - Key phases of the incident response methodology including program design & development & responding to privacy incidents
- Data leakage
  - Articulate what data leakage is

- Encryption / redaction / obfuscation solutions
- Digital rights management (DRM)
- Understand the data protection vendor landscape across the data lifecycle

#### **Day Four**

- Conducting a privacy audit
  - Differences between privacy audits and other audits
  - Privacy audit framework
  - Privacy audit samples

\*Topics and activities may vary by class and instructor.

**Course Duration:** up to 4 days

**CPE:** up to 32

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