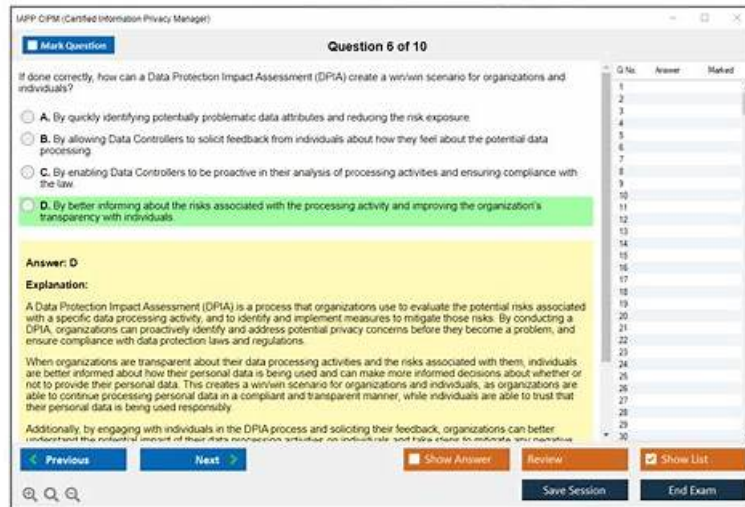


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Topics of IAPP CIPM: Certified Information Privacy Manager Exam

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1. Introduction to Data Protection

Origins and Historical Context of Data Protection Law

- Rationale for data protection, human rights laws, early laws and regulations, the need for a harmonized European approach, the Treaty of Lisbon; a modernized framework

Legislative Framework

- The Council of Europe Convention for the Protection of Individuals about the Automatic Processing of Personal Data of 1981 (the CoE Convention), the EU Data Protection Directive (95/46/EC), the EU Directive on Privacy and Electronic Communications (2000/31/EC), European data retention regimes, The General Data Protection Regulation (GDPR) and related legislation.

2. European Data Protection Law and Regulation

Data Protection Concepts

- Personal data, sensitive personal data, pseudonymous and anonymous data, processing, controller, processor, data subject

Territorial and Material Scope of the GDPR

- Establishment in the EU, non-establishment in the EU

Data Processing Principles

- Fairness and lawfulness, purpose limitation, proportionality, accuracy, storage limitation (retention), integrity and confidentiality

Lawful Processing Criteria

- Consent, contractual necessity, legal obligation, vital interests and public interest, legitimate interests, special categories of processing

Information Provision Obligations

- Transparency principle, privacy notices, layered notices

Data Subjects' Rights

- Access, rectification, erasure and the right to be forgotten, restriction and objection, consent (and withdrawal of), automated decision making, including profiling, data portability, restrictions

Security of Personal Data

- Appropriate technical and organizational measures, breach notification, vendor management, data sharing

Accountability Requirements

- Responsibility of controllers and processors, data protection by design and by default, documentation and cooperation with regulators, data protection impact assessments, mandatory data protection officers

International Data Transfers

- Rationale for prohibition, safe jurisdictions, Safe Harbor and Privacy Shield, model contracts, Binding Corporate Rules (BCRs), codes of conduct and certifications, derogations

Supervision and Enforcement

- Supervisory authorities and their powers, the European Data Protection Board, role of the European Data Protection Supervisor (EDPS)

Consequences for GDPR Violations

- Process and procedures, infringement and fines, data subject compensation

3. Compliance with European Data Protection Law and Regulation

Employment Relationships

- Surveillance by public authorities, interception of communications, closed-circuit television (CCTV), geolocation
- Legal basis for processing of employee data, storage of personnel records, workplace monitoring and data loss prevention, EU Works councils, whistleblowing systems, 'Bring your own device' (BYOD) programs

Direct Marketing

- Telemarketing, direct marketing, online behavioral targeting

Internet Technologies and Communications

- Cloud computing, web cookies, search engine marketing (SEM), social networking services

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IAPP Certified Information Privacy Manager (CIPM) Sample Questions (Q202-Q207):

NEW QUESTION # 202

SCENARIO

Please use the following to answer the next QUESTION:

For 15 years, Albert has worked at Treasure Box - a mail order company in the United States (U.S.) that used to sell decorative candles around the world, but has recently decided to limit its shipments to customers in the 48 contiguous states. Despite his years of experience, Albert is often overlooked for managerial positions. His frustration about not being promoted, coupled with his recent interest in issues of privacy protection, have motivated Albert to be an agent of positive change.

He will soon interview for a newly advertised position, and during the interview, Albert plans on making executives aware of lapses in the company's privacy program. He feels certain he will be rewarded with a promotion for preventing negative consequences resulting from the company's outdated policies and procedures.

For example, Albert has learned about the AICPA (American Institute of Certified Public Accountants)/CICA (Canadian Institute of Chartered Accountants) Privacy Maturity Model (PMM). Albert thinks the model is a useful way to measure Treasure Box's ability to protect personal data. Albert has noticed that Treasure Box fails to meet the requirements of the highest level of maturity of this model; at his interview, Albert will pledge to assist the company with meeting this level in order to provide customers with the most rigorous security available.

Albert does want to show a positive outlook during his interview. He intends to praise the company's commitment to the security of customer and employee personal data against external threats. However, Albert worries about the high turnover rate within the company, particularly in the area of direct phone marketing. He sees many unfamiliar faces every day who are hired to do the marketing, and he often hears complaints in the lunch room regarding long hours and low pay, as well as what seems to be flagrant disregard for company procedures.

In addition, Treasure Box has had two recent security incidents. The company has responded to the incidents with internal audits and updates to security safeguards. However, profits still seem to be affected and anecdotal evidence indicates that many people still harbor mistrust. Albert wants to help the company recover.

He knows there is at least one incident the public is unaware of, although Albert does not know the details. He believes the company's insistence on keeping the incident a secret could be a further detriment to its reputation. One further way that Albert wants to help Treasure Box regain its stature is by creating a toll-free number for customers, as well as a more efficient procedure for responding to customer concerns by postal mail.

In addition to his suggestions for improvement, Albert believes that his knowledge of the company's recent business maneuvers will also impress the interviewers. For example, Albert is aware of the company's intention to acquire a medical supply company in the coming weeks.

With his forward thinking, Albert hopes to convince the managers who will be interviewing him that he is right for the job.

On which of the following topics does Albert most likely need additional knowledge?

- A. The role of privacy in retail companies
- B. The requirements for a managerial position with privacy protection duties
- C. The possibility of delegating responsibilities related to privacy
- **D. The necessary maturity level of privacy programs**

Answer: D

Explanation:

Explanation

The topic that Albert most likely needs additional knowledge on is the necessary maturity level of privacy programs. Albert thinks that the AICPA/CICA Privacy Maturity Model (PMM) is a useful way to measure Treasure Box's ability to protect personal data, and that the company should aim to meet the highest level of maturity of this model. However, Albert may not realize that the PMM is not a prescriptive or definitive standard for privacy programs, but rather a descriptive and flexible tool for self-assessment and improvement.

The PMM does not require or expect organizations to achieve the highest level of maturity for all privacy practices, as this may not be feasible, realistic, or appropriate for their specific context, objectives, and risks.

The PMM recognizes that different levels of maturity may be suitable for different organizations or different aspects of their privacy programs, depending on their needs and circumstances. Therefore, Albert should not assume that the highest level of maturity is always the best or the most rigorous option for privacy protection.

Albert should learn more about how to use the PMM effectively and appropriately, and how to determine the optimal level of

maturity for Treasure Box's privacy program.

The other options are not topics that Albert most likely needs additional knowledge on. Albert seems to have a good understanding of the role of privacy in retail companies, as he is aware of the importance of protecting customer and employee personal data, as well as complying with relevant laws and regulations. Albert also seems to have a good understanding of the possibility of delegating responsibilities related to privacy, as he plans to assist the company with meeting its privacy obligations and goals. Albert also seems to have a good understanding of the requirements for a managerial position with privacy protection duties, as he intends to demonstrate his knowledge, skills, and experience in this area during his interview. References:

[AICPA/CICA Privacy Maturity Model]; [Privacy Maturity Model: How Mature Is Your Privacy Program?]

NEW QUESTION # 203

When supporting the business and data privacy program expanding into a new jurisdiction, it is important to do all of the following EXCEPT?

- A. Appoint a new Privacy Officer (PO) for that jurisdiction.
- B. Identify the stakeholders.
- C. Perform an assessment of the laws applicable in that new jurisdiction.
- D. Consider culture and whether the privacy framework will need to account for changes in culture.

Answer: A

Explanation:

Explanation

When expanding into a new jurisdiction, it is not necessary to appoint a new Privacy Officer (PO) for that jurisdiction, unless the local law requires it. The other options are important steps to ensure compliance with the new jurisdiction's privacy laws and regulations, as well as to align the privacy program with the business objectives and culture of the new market. References: CIPM Body of Knowledge, Domain I: Privacy Program Governance, Task 1: Establish the privacy program vision and strategy.

NEW QUESTION # 204

Creating a privacy governance model for an organization that is required to appoint data protection officers under the GDPR poses what additional challenge?

- A. They must report directly to top management.
- B. They must react without delay to suppliers.
- C. They must respond immediately to employees.
- D. They must reply personally to data subjects.

Answer: A

NEW QUESTION # 205

When supporting the business and data privacy program expanding into a new jurisdiction, it is important to do all of the following EXCEPT?

- A. Appoint a new Privacy Officer (PO) for that jurisdiction.
- B. Identify the stakeholders.
- C. Perform an assessment of the laws applicable in that new jurisdiction.
- D. Consider culture and whether the privacy framework will need to account for changes in culture.

Answer: A

Explanation:

When expanding into a new jurisdiction, it is not necessary to appoint a new Privacy Officer (PO) for that jurisdiction, unless the local law requires it. The other options are important steps to ensure compliance with the new jurisdiction's privacy laws and regulations, as well as to align the privacy program with the business objectives and culture of the new market. Reference: CIPM Body of Knowledge, Domain I: Privacy Program Governance, Task 1: Establish the privacy program vision and strategy.

NEW QUESTION # 206

SCENARIO

Please use the following to answer the next QUESTION:

Your organization, the Chicago (U.S.)-based Society for Urban Greenspace, has used the same vendor to operate all aspects of an online store for several years. As a small nonprofit, the Society cannot afford the higher-priced options, but you have been relatively satisfied with this budget vendor, Shopping Cart Saver (SCS). Yes, there have been some issues. Twice, people who purchased items from the store have had their credit card information used fraudulently subsequent to transactions on your site, but in neither case did the investigation reveal with certainty that the Society's store had been hacked. The thefts could have been employee-related.

Just as disconcerting was an incident where the organization discovered that SCS had sold information it had collected from customers to third parties. However, as Jason Roland, your SCS account representative, points out, it took only a phone call from you to clarify expectations and the "misunderstanding" has not occurred again.

As an information-technology program manager with the Society, the role of the privacy professional is only one of many you play. In all matters, however, you must consider the financial bottom line. While these problems with privacy protection have been significant, the additional revenues of sales of items such as shirts and coffee cups from the store have been significant. The Society's operating budget is slim, and all sources of revenue are essential.

Now a new challenge has arisen. Jason called to say that starting in two weeks, the customer data from the store would now be stored on a data cloud. "The good news," he says, "is that we have found a low-cost provider in Finland, where the data would also be held. So, while there may be a small charge to pass through to you, it won't be exorbitant, especially considering the advantages of a cloud." Lately, you have been hearing about cloud computing and you know it's fast becoming the new paradigm for various applications. However, you have heard mixed reviews about the potential impacts on privacy protection. You begin to research and discover that a number of the leading cloud service providers have signed a letter of intent to work together on shared conventions and technologies for privacy protection. You make a note to find out if Jason's Finnish provider is signing on.

What is the best way to prevent the Finnish vendor from transferring data to another party?

- A. Lock the data down in its current location
- B. Restrict the vendor to using company security controls
- **C. Include transfer prohibitions in the vendor contract**
- D. Offer company resources to assist with the processing

Answer: C

Explanation:

Explanation

This answer is the best way to prevent the Finnish vendor from transferring data to another party, as it can establish clear and binding terms and conditions for both parties regarding their roles and responsibilities for data processing activities. Including transfer prohibitions in the vendor contract can help to define the scope, purpose, duration and type of data processing, as well as the rights and obligations of both parties. The contract can also specify that the vendor is not allowed to share, disclose or transfer the data to any third party without the prior consent or authorization of the organization, and that any breach of this clause may result in legal actions, penalties or termination of the contract.

NEW QUESTION # 207

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