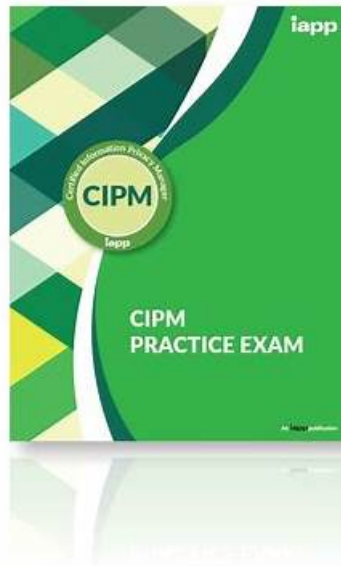


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## IAPP Certified Information Privacy Manager (CIPM) Sample Questions (Q260-Q265):

### NEW QUESTION # 260

#### SCENARIO

Please use the following to answer the next question:

As they company's new chief executive officer, Thomas Goddard wants to be known as a leader in data protection. Goddard

recently served as the chief financial officer of Hoopy.com, a pioneer in online video viewing with millions of users around the world. Unfortunately, Hoopy is infamous within privacy protection circles for its ethically questionable practices, including unauthorized sales of personal data to marketers.

Hoopy also was the target of credit card data theft that made headlines around the world, as at least two million credit card numbers were thought to have been pilfered despite the company's claims that

"appropriate" data protection safeguards were in place. The scandal affected the company's business as competitors were quick to market an increased level of protection while offering similar entertainment and media content. Within three weeks after the scandal broke, Hoopy founder and CEO Maxwell Martin, Goddard's mentor, was forced to step down.

Goddard, however, seems to have landed on his feet, securing the CEO position at your company, Medialite, which is just emerging from its start-up phase. He sold the company's board and investors on his vision of Medialite building its brand partly on the basis of industry-leading data protection standards and procedures.

He may have been a key part of a lapsed or even rogue organization in matters of privacy but now he claims to be reformed and a true believer in privacy protection. In his first week on the job, he calls you into his office and explains that your primary work responsibility is to bring his vision for privacy to life. But you also detect some reservations. "We want Medialite to have absolutely the highest standards," he says. "In fact, I want us to be able to say that we are the clear industry leader in privacy and data protection. However, I also need to be a responsible steward of the company's finances. So, while I want the best solutions across the board, they also need to be cost effective." You are told to report back in a week's time with your recommendations. Charged with this ambiguous mission, you depart the executive suite, already considering your next steps.

You are charged with making sure that privacy safeguards are in place for new products and initiatives. What is the best way to do this?

- A. Institute Privacy by Design principles and practices across the organization
- **B. Develop a plan for introducing privacy protections into the product development stage**
- C. Hold a meeting with stakeholders to create an interdepartmental protocol for new initiatives
- D. Conduct a gap analysis after deployment of new products, then mend any gaps that are revealed

**Answer: B**

#### **NEW QUESTION # 261**

Which of the following is the most likely way an independent privacy organization might work to promote sound privacy practices?

- A. By enacting new legislation.
- **B. By developing principles for self-regulation.**
- C. By issuing penalties for violations of rules.
- D. By completing on-site audits.

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation:

Independent privacy organizations, such as IAPP, NIST, or ISO, typically develop principles for self-regulation to guide organizations in maintaining privacy best practices.

\* Self-regulation (Option A) allows industries to establish privacy frameworks and ethical guidelines that align with global privacy regulations like GDPR, CCPA, and ISO/IEC 27701.

\* Enacting new legislation (Option B) is typically done by governments or regulatory bodies, not independent organizations.

\* Completing on-site audits (Option C) is more often performed by regulatory authorities or internal compliance teams.

\* Issuing penalties (Option D) is a function of government enforcement agencies, not independent privacy groups.

Reference: CIPM Official Textbook, Module: Privacy Governance - Section on Industry Standards and Self-Regulation in Privacy Programs.

#### **NEW QUESTION # 262**

SCENARIO

Please use the following to answer the next QUESTION:

It's just what you were afraid of. Without consulting you, the information technology director at your organization launched a new initiative to encourage employees to use personal devices for conducting business. The initiative made purchasing a new, high-specification laptop computer an attractive option, with discounted laptops paid for as a payroll deduction spread over a year of paychecks. The organization is also paying the sales taxes. It's a great deal, and after a month, more than half the organization's employees have signed on and acquired new laptops. Walking through the facility, you see them happily customizing and comparing

notes on their new computers, and at the end of the day, most take their laptops with them, potentially carrying personal data to their homes or other unknown locations. It's enough to give you data- protection nightmares, and you've pointed out to the information technology Director and many others in the organization the potential hazards of this new practice, including the inevitability of eventual data loss or theft.

Today you have in your office a representative of the organization's marketing department who shares with you, reluctantly, a story with potentially serious consequences. The night before, straight from work, with laptop in hand, he went to the Bull and Horn Pub to play billiards with his friends. A fine night of sport and socializing began, with the laptop "safely" tucked on a bench, beneath his jacket. Later that night, when it was time to depart, he retrieved the jacket, but the laptop was gone. It was not beneath the bench or on another bench nearby. The waitstaff had not seen it. His friends were not playing a joke on him. After a sleepless night, he confirmed it this morning, stopping by the pub to talk to the cleanup crew. They had not found it. The laptop was missing. Stolen, it seems. He looks at you, embarrassed and upset.

You ask him if the laptop contains any personal data from clients, and, sadly, he nods his head, yes. He believes it contains files on about 100 clients, including names, addresses and governmental identification numbers. He sighs and places his head in his hands in despair.

Which is the best way to ensure that data on personal equipment is protected?

- A. User risk training.
- B. Encryption of the data.
- C. Biometric security.
- D. Frequent data backups.

**Answer: A**

#### NEW QUESTION # 263

Which of the following indicates you have developed the right privacy framework for your organization?

- A. It includes a privacy assessment of each major system.
- B. It works at a different type of organization.
- C. It improves the consistency of the privacy program.
- D. It identifies all key stakeholders by name.

**Answer: C**

Explanation:

Developing the right privacy framework for your organization means that you have a clear and coherent set of policies, procedures, and practices that align with your privacy objectives and obligations. A good privacy framework should improve the consistency of the privacy program by ensuring that all relevant stakeholders understand and follow the same standards and expectations across different functions, processes, and systems.

A consistent privacy program can also help reduce errors, risks, and costs associated with privacy compliance.

#### NEW QUESTION # 264

What is the function of the privacy operational life cycle?

- A. It ensures that outdated privacy policies are retired on a set schedule
- B. It allows the organization to respond to ever-changing privacy demands
- C. It allows privacy policies to mature to a fixed form
- D. It establishes initial plans for privacy protection and implementation

**Answer: D**

Explanation:

Explanation/Reference: <https://www.bdo.com/blogs/nonprofit-standard/august-2018/guide-to-implementing-a-holistic-privacy-program>

#### NEW QUESTION # 265

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With rigorous analysis and summary of CIPM exam, we have made the learning content easy to grasp and simplified some parts that

