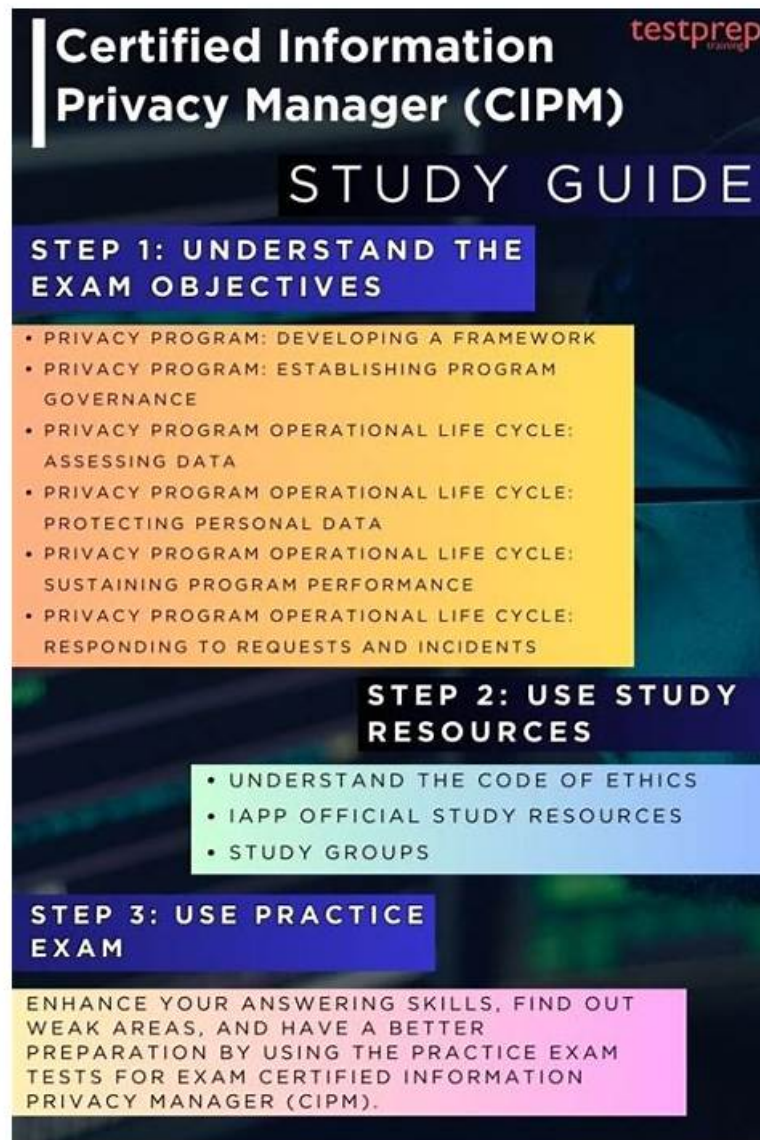


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The CIPM Exam is designed for professionals who have a minimum of two years of experience in privacy management or a related field. CIPM exam covers a wide range of topics, including privacy program governance, privacy risk assessment, privacy policies and procedures, and privacy program management. Certified Information Privacy Manager (CIPM) certification is awarded upon successful completion of the exam and is valid for three years.

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IAPP Certified Information Privacy Manager (CIPM) Sample Questions (Q59-Q64):

NEW QUESTION # 59

An online retailer detects an incident involving customer shopping history but no keys have been compromised. The Privacy Office is most concerned when it also involves?

- A. Internal unique personal identifiers.
- B. Hashed mobile identifiers.
- **C. Plain text personal identifiers.**
- D. No personal identifiers.

Answer: C

Explanation:

Explanation

An online retailer detects an incident involving customer shopping history but no keys have been compromised. The Privacy Office is most concerned when it also involves plain text personal identifiers. Plain text personal identifiers are data elements that can directly identify an individual, such as name, email address, phone number, or social security number. Plain text means that the data is not encrypted or otherwise protected from unauthorized access or disclosure. If an incident involves plain text personal identifiers, it poses a high risk to the privacy and security of the customers, as their personal data could be exposed, stolen, misused, or manipulated by malicious actors. The Privacy Office should take immediate steps to contain, assess, notify, evaluate, and prevent such incidents. . References: [CIPM - International Association of Privacy Professionals], [Free CIPM Study Guide - International Association of Privacy Professionals]

NEW QUESTION # 60

SCENARIO

Please use the following to answer the next QUESTION:

Edufox has hosted an annual convention of users of its famous e-learning software platform, and over time, it has become a grand event. It fills one of the large downtown conference hotels and overflows into the others, with several thousand attendees enjoying three days of presentations, panel discussions and networking. The convention is the centerpiece of the company's product rollout schedule and a great training opportunity for current users. The sales force also encourages prospective clients to attend to get a better sense of the ways in which the system can be customized to meet diverse needs and understand that when they buy into this system, they are joining a community that feels like family.

This year's conference is only three weeks away, and you have just heard news of a new initiative supporting it: a smartphone app for attendees. The app will support late registration, highlight the featured presentations and provide a mobile version of the conference program. It also links to a restaurant reservation system with the best cuisine in the areas featured. "It's going to be great," the developer, Deidre Hoffman, tells you, "if, that is, we actually get it working!" She laughs nervously but explains that because of the tight time frame she'd been given to build the app, she outsourced the job to a local firm. "It's just three young people," she says, "but they do great work." She describes some of the other apps they have built. When asked how they were selected for this job, Deidre shrugs. "They do good work, so I chose them." Deidre is a terrific employee with a strong track record. That's why she's been charged to deliver this rushed project. You're sure she has the best interests of the company at heart, and you don't doubt that she's under pressure to meet a deadline that cannot be pushed back. However, you have concerns about the app's handling of personal data and its security safeguards. Over lunch in the break room, you start to talk to her about it, but she quickly tries to reassure you, "I'm sure with your help we can fix any security issues if we have to, but I doubt there'll be any. These people build apps for a living, and they know what they're doing. You worry too much, but that's why you're so good at your job!" Which is the best first step in understanding the data security practices of a potential vendor?

- **A. Requiring the vendor to complete a questionnaire assessing International Organization for Standardization (ISO) 27001 compliance.**
- B. Conducting a physical audit of the vendor's facilities.

- C. Examining investigation records of any breaches the vendor has experienced.
- D. Conducting a penetration test of the vendor's data security structure.

Answer: A

Explanation:

This answer is the best first step in understanding the data security practices of a potential vendor, as it can provide a quick and easy way to evaluate the vendor's alignment with a widely recognized and respected standard for information security management systems (ISMS). Requiring the vendor to complete a questionnaire assessing ISO 27001 compliance can help you to obtain relevant and consistent information about the vendor's data security policies, objectives, risks, controls, processes and performance. The questionnaire can also help you to compare different vendors based on their level of compliance and identify any areas that need further clarification or verification. References: IAPP CIPM Study Guide, page 82; ISO /IEC 27002:2013, section 15.1.2

NEW QUESTION # 61

The first step an organization should take when considering the use of a third-party's AI-based resume ranking tool is to?

- A. Secure appropriate contractual concessions to ensure that the developer is primarily responsible for any violation of applicable privacy law.
- B. Secure stakeholder buy-in and approval to ensure the tool meets the organization's requirements.
- C. Distribute a notice to the candidates whose resumes the tool will assess to ensure they understand and consent to the use of the tool.
- **D. Conduct an assessment of the tool's impact both on privacy and on conformity with applicable AI regulation.**

Answer: D

Explanation:

Comprehensive and Detailed Explanation:

Before adopting an AI-based resume ranking tool, the organization must assess the tool's privacy impact and legal compliance. This ensures the company understands how the tool processes personal data and whether it introduces risks such as bias, discrimination, or non-compliance with AI and privacy regulations (e.g., GDPR, CCPA, AI Act).

Option A (Stakeholder buy-in) is important, but privacy and regulatory assessments must come first.

Option C (Notifying candidates) is a later step after ensuring compliance and assessing risks.

Option D (Contractual concessions) helps mitigate risk but does not replace due diligence in assessing compliance.

A Privacy Impact Assessment (PIA) and AI Impact Assessment should be conducted before implementation.

NEW QUESTION # 62

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.

Based on Albert's observations regarding recent security incidents, which of the following should he suggest as a priority for Treasure Box?

- A. Evaluating the company's ability to handle personal health information if the plan to acquire the medical supply company goes forward
- B. Working with the Human Resources department to make screening procedures for potential employees more rigorous.
- C. Appointing an internal ombudsman to address employee complaints regarding hours and pay.
- **D. Using a third-party auditor to address privacy protection issues not recognized by the prior internal audits.**

Answer: D

Explanation:

This answer is the best suggestion that Albert should make based on his observations regarding recent security incidents, as it can help to ensure that Treasure Box's privacy program and practices are assessed and verified by an independent and objective party who has the necessary expertise, experience and credentials to evaluate the company's compliance with the applicable laws, regulations, standards and best practices for data protection. Using a third-party auditor can also help to identify any gaps, weaknesses or risks that may have been overlooked or missed by the prior internal audits, and to recommend or implement any improvements or corrective actions. A third-party audit can also help to enhance the company's reputation and trust among its customers, partners and stakeholders, as well as demonstrate its commitment and accountability for privacy protection.

NEW QUESTION # 63

Which of the following helps build trust with customers and stakeholders?

- **A. Provide a dedicated privacy space with the privacy policy, explanatory documents and operation frameworks.**
- B. Publish your privacy policy using broad language to ensure all of your organization's activities are captured.
- C. Only publish what is legally necessary to reduce your liability.
- D. Enable customers to view and change their own personal information within a dedicated portal.

Answer: A

Explanation:

Explanation

Providing a dedicated privacy space with the privacy policy, explanatory documents and operation frameworks helps build trust with customers and stakeholders. A dedicated privacy space is a section on an organization's website or app that provides clear and transparent information about how the organization processes personal information and respects data subject rights. It can include documents such as: a privacy policy that explains what personal information is collected, why it is collected, how it is used, who it is shared with, and how it is protected; explanatory documents that provide more details or examples of specific processing activities or scenarios; and operation frameworks that describe the procedures and mechanisms for data subject requests, complaints, inquiries, or feedback. A dedicated privacy space can help customers and stakeholders understand the organization's privacy practices, choices, and values, and enhance their confidence and trust.

References:

- * CIPM Body of Knowledge (2021), Domain II: Privacy Program Framework, Section A: Privacy Program Framework Components, Subsection 1: Privacy Policies
- * CIPM Study Guide (2021), Chapter 4: Privacy Program Framework Components, Section 4.1: Privacy Policies
- * CIPM Textbook (2019), Chapter 4: Privacy Program Framework Components, Section 4.1: Privacy Policies
- * CIPM Practice Exam (2021), Question 140

NEW QUESTION # 64

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