



An organization can use Privacy-Enhancing Technologies (PETs) to?

- A. Replace current technical controls.
- **B. Strengthen existing privacy controls.**
- C. Produce data for the privacy professional to interpret.
- D. Ensure compliance with local privacy regulations.

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation:

Privacy-Enhancing Technologies (PETs) are used to strengthen existing privacy controls by improving data security, minimizing data exposure, and reducing compliance risks.

Option A (Replace current controls) is incorrect because PETs work alongside existing security measures rather than replacing them.

Option C (Ensure compliance) is incorrect because PETs help with compliance but do not guarantee it.

Option D (Produce data for interpretation) misrepresents PETs, as their primary function is protecting data rather than generating insights.

Common PETs include encryption, differential privacy, anonymization, and secure multi-party computation.

Reference: CIPM Official Textbook, Module: Privacy Technology and Security Controls - Section on Implementing Privacy-Enhancing Technologies (PETs).

## NEW QUESTION # 47

### SCENARIO

Please use the following to answer the next QUESTION:

As the 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.

What metric can Goddard use to assess whether costs associated with implementing new privacy protections are justified?

- **A. Return on investment**
- B. Compliance ratio
- C. Cost-effective mean
- D. Implementation measure

**Answer: A**

Explanation:

This answer is the best metric that Goddard can use to assess whether the costs associated with implementing new privacy protections are justified, as it can measure the financial benefits or value that the privacy protections generate for the company in relation to the costs or expenses that they incur. Return on investment (ROI) is a ratio that compares the net income or profit from an investment to the initial or total cost of the investment. ROI can help to evaluate the efficiency and effectiveness of an investment, as well as to compare different investments or alternatives. ROI can also help to support decision making and budget allocation for privacy protection initiatives.

## NEW QUESTION # 48

### SCENARIO

Please use the following to answer the next question:

Penny has recently joined Ace Space, a company that sells homeware accessories online, as its new privacy officer. The company is based in California but thanks to some great publicity from a social media influencer last year, the company has received an influx of sales from the EU and has set up a regional office in Ireland to support this expansion. To become familiar with Ace Space's practices and assess what her privacy priorities will be, Penny has set up meetings with a number of colleagues to hear about the work that they have been doing and their compliance efforts.

Penny's colleague in Marketing is excited by the new sales and the company's plans, but is also concerned that Penny may curtail some of the growth opportunities he has planned. He tells her "I heard someone in the breakroom talking about some new privacy laws but I really don't think it affects us. We're just a small company. I mean we just sell accessories online, so what's the real risk?" He has also told her that he works with a number of small companies that help him get projects completed in a hurry. "We've got to meet our deadlines otherwise we lose money. I just sign the contracts and get Jim in finance to push through the payment. Reviewing the contracts takes time that we just don't have." In her meeting with a member of the IT team, Penny has learned that although Ace Space has taken a number of precautions to protect its website from malicious activity, it has not taken the same level of care of its physical files or internal infrastructure. Penny's colleague in IT has told her that a former employee lost an encrypted USB key with financial data on it when he left. The company nearly lost access to their customer database last year after they fell victim to a phishing attack. Penny is told by her IT colleague that the IT team

"didn't know what to do or who should do what. We hadn't been trained on it but we're a small team though, so it worked out OK in the end." Penny is concerned that these issues will compromise Ace Space's privacy and data protection.

Penny is aware that the company has solid plans to grow its international sales and will be working closely with the CEO to give the organization a data "shake up". Her mission is to cultivate a strong privacy culture within the company.

Penny has a meeting with Ace Space's CEO today and has been asked to give her first impressions and an overview of her next steps.

To help Penny and her CEO with their objectives, what would be the most helpful approach to address her IT concerns?

- A. Host a town hall discussion for all IT employees
- **B. Roll out an encryption policy**
- C. Undertake a tabletop exercise
- D. Ensure inventory of IT assets is maintained

**Answer: B**

## NEW QUESTION # 49

There are different forms of monitoring available for organizations to consider when aligning with their privacy program goals. Which of the following forms of monitoring is best described as 'auditing'?

- A. Assisting in the completion of attesting reporting for SOC2, ISO, or BS7799.
- B. Ensuring third parties have appropriate security and privacy requirements in place.
- C. Tracking, reporting and documenting complaints from all sources.
- **D. Evaluating operations, systems, and processes.**

**Answer: D**

Explanation:

Evaluating operations, systems, and processes is best described as 'auditing', as it involves conducting a systematic and independent examination of the organization's privacy practices and controls to verify their effectiveness and compliance. The other options are more related to other forms of monitoring, such as complaint handling, reporting, and third-party oversight. References: CIPM Body of Knowledge, Domain III:

Privacy Program Management Activities, Task 5: Monitor privacy program performance.

## NEW QUESTION # 50

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

**Answer: A**

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 # 51

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