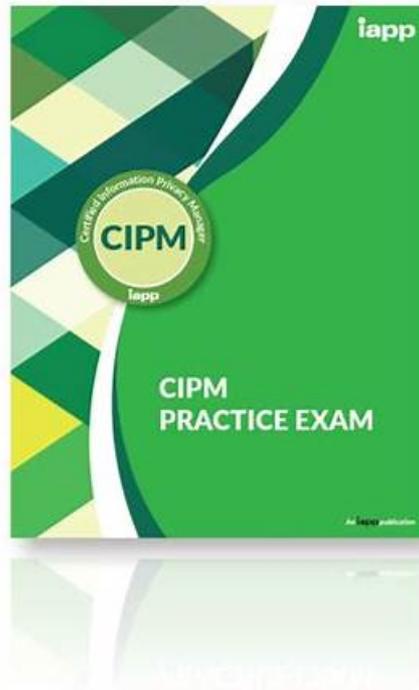


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## **IAPP Certified Information Privacy Manager (CIPM) Sample Questions (Q153-Q158):**

### **NEW QUESTION # 153**

When implementing Privacy by Design (PbD), what would NOT be a key consideration?

- **A. Limitations on liability.**
- B. Collection limitation.
- C. Purpose specification.
- D. Data minimization.

**Answer: A**

Explanation:

Limitations on liability are not a key consideration when implementing Privacy by Design (PbD). PbD is a methodology that aims to protect privacy by embedding it into the design of systems and data. The key considerations for PbD are based on seven principles that include collection limitation, data minimization, and purpose specification, among others. Limitations on liability are more relevant for contractual or legal aspects of privacy, not for design or engineering aspects. References: CIPM Study Guide, page 25; The 7 Principles of Privacy by Design.

## **NEW QUESTION # 154**

### **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 process can best answer your Question about the vendor's data security safeguards?

- A. A second-party of supplier audit
- **B. A reference check with other clients**
- C. A public records search for earlier legal violations
- D. A table top demonstration of a potential threat

**Answer: B**

## **NEW QUESTION # 155**

### **SCENARIO**

Please use the following to answer the next question:

You are the privacy manager within the privacy office of a National Forest Parks and Recreation Department.

While having lunch with a colleague from the IT division, you learn that the IT director has put out a request for proposal (RFP) which calls for a system that collects the personal data of park attendees.

You consult with a few other colleagues in IT and learn that the RFP is worded such that it leaves it to the vendors to demonstrate what information they would collect from people who enter parks anywhere in the country, either in a vehicle or on foot. A partial list of the information collected includes:

- \* personal identifiers such as name, address, age, gender;
- \* vehicle registration information;
- \* facial images of park attendees;

\* health information (e.g. physical disabilities, use of mobility devices) The stated purpose of the RFP is to: "Improve the National Forest, Parks, and Recreation Department's ability to track and monitor service usage thereby increasing the robustness of our customer data and to improve service offerings." Companies have already started submitting proposals for software solutions that address these information gathering practices. There is only one week left before the RFP closes. The IT department has put together an RFP evaluation team but no one from the privacy office has been a part of the RFP up to this point. This occurred despite the fact...

From a privacy management perspective, what is problematic about the "stated purpose" of the RFP?

- A. It does not specify what information will be collected for improving customer data.
- B. It seeks to improve the robustness of customer data.
- C. It could lead to unauthorized collection of personal data to improve customer service.
- D. It seeks to track and monitor service usage by the customers.

**Answer: A**

### NEW QUESTION # 156

#### SCENARIO

Please use the following to answer the next question:

John is the new privacy officer at the prestigious international law firm - A&M LLP. A&M LLP is very proud of its reputation in the practice areas of Trusts & Estates and Merger & Acquisition in both U.S. and Europe. During lunch with a colleague from the Information Technology department, John heard that the Head of IT, Derrick, is about to outsource the firm's email continuity service to their existing email security vendor - MessageSafe.

Being successful as an email hygiene vendor, MessageSafe is expanding its business by leasing cloud infrastructure from Cloud Inc. to host email continuity service for A&M LLP.

John is very concerned about this initiative. He recalled that MessageSafe was in the news six months ago due to a security breach. Immediately, John did a quick research of MessageSafe's previous breach and learned that the breach was caused by an unintentional mistake by an IT administrator. He scheduled a meeting with Derrick to address his concerns.

At the meeting, Derrick emphasized that email is the primary method for the firm's lawyers to communicate with clients, thus it is critical to have the email continuity service to avoid any possible email downtime. Derrick has been using the anti-spam service provided by MessageSafe for five years and is very happy with the quality of service provided by MessageSafe. In addition to the significant discount offered by MessageSafe, Derrick emphasized that he can also speed up the onboarding process since the firm already has a service contract in place with MessageSafe. The existing on-premises email continuity solution is about to reach its end of life very soon and he doesn't have the time or resource to look for another solution. Furthermore, the off-premises email continuity service will only be turned on when the email service at A&M LLP's primary and secondary data centers are both down, and the email messages stored at MessageSafe site for continuity service will be automatically deleted after 30 days.

Which of the following is the most effective control to enforce MessageSafe's implementation of appropriate technical countermeasures to protect the personal data received from A&M LLP?

- A. MessageSafe must apply appropriate security controls on the cloud infrastructure.
- B. MessageSafe must flow-down its data protection contract terms with A&M LLP to Cloud Inc.
- C. MessageSafe must apply due diligence before trusting Cloud Inc. with the personal data received from A&M LLP.
- D. MessageSafe must notify A&M LLP of a data breach.

**Answer: D**

### NEW QUESTION # 157

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

**Answer: C**

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 # 158

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