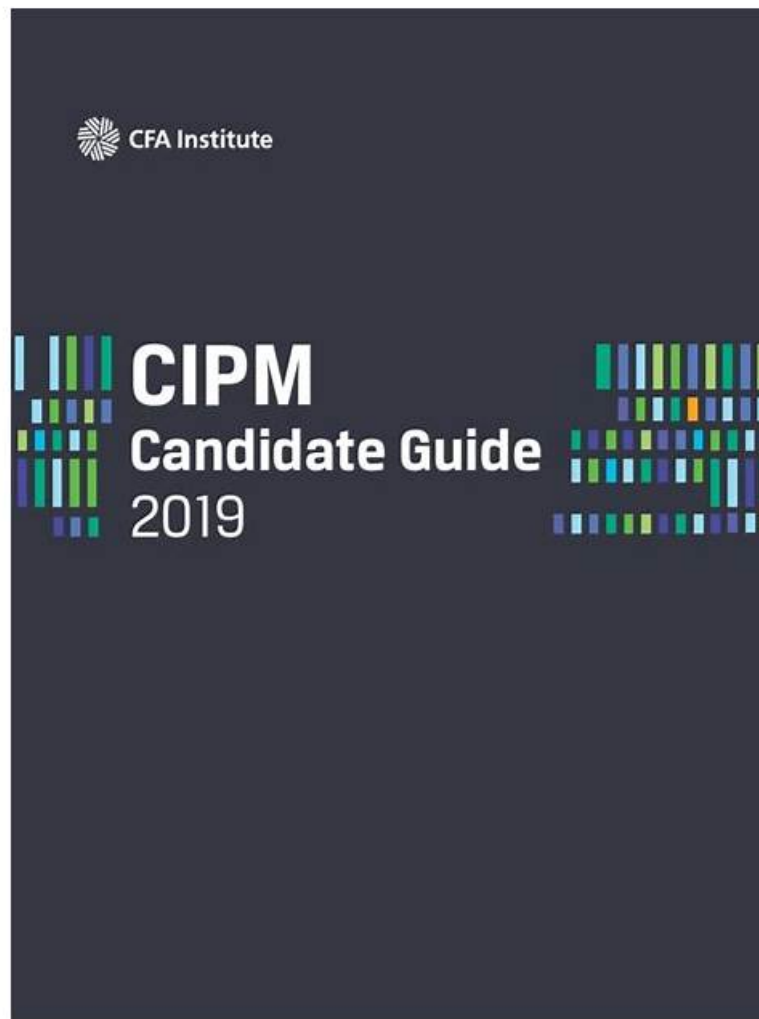


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The CIPM exam covers a broad range of topics related to privacy management, including privacy program governance, privacy program operationalization, privacy program assessment, and privacy program communication. CIPM exam also covers the legal and regulatory frameworks related to privacy, such as GDPR, CCPA, and HIPAA. The CIPM Exam is designed for professionals with at least two years of experience in privacy management or a related field. CIPM exam consists of 90 multiple-choice questions and must be completed within two hours.

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Target Audience

This exam targets specialists who want to become privacy information managers. These are people who want to be or are already in the data-driven world and would like to be experts in navigating the industry.

IAPP Certified Information Privacy Manager (CIPM) Sample Questions (Q30-Q35):

NEW QUESTION # 30

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He feels certain he will be rewarded with a promotion for preventing negative consequences resulting from the company's outdated policies and procedures.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. Using a third-party auditor to address privacy protection issues not recognized by the prior internal audits.**
- C. Working with the Human Resources department to make screening procedures for potential employees more rigorous.
- D. Appointing an internal ombudsman to address employee complaints regarding hours and pay.

Answer: B

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 # 31

Formosa International operates in 20 different countries including the United States and France.

What organizational approach would make complying with a number of different regulations easier?

- **A. Fair Information Practices.**
- B. Data mapping.
- C. Decentralized privacy management.
- D. Rationalizing requirements.

Answer: A

NEW QUESTION # 32

If done correctly, how can a Data Protection Impact Assessment (DPIA) create a win/win scenario for organizations and individuals?

- A. By enabling Data Controllers to be proactive in their analysis of processing activities and ensuring compliance with the law.
- B. By allowing Data Controllers to solicit feedback from individuals about how they feel about the potential data processing.
- C. By quickly identifying potentially problematic data attributes and reducing the risk exposure.
- **D. By better informing about the risks associated with the processing activity and improving the organization's transparency with individuals.**

Answer: D

Explanation:

A Data Protection Impact Assessment (DPIA) is a process that organizations use to evaluate the potential risks associated with a specific data processing activity, and to identify and implement measures to mitigate those risks. By conducting a DPIA, organizations can proactively identify and address potential privacy concerns before they become a problem, and ensure compliance with data protection laws and regulations.

When organizations are transparent about their data processing activities and the risks associated with them, individuals are better informed about how their personal data is being used and can make more informed decisions about whether or not to provide their personal data. This creates a win/win scenario for organizations and individuals, as organizations are able to continue processing personal data in a compliant and transparent manner, while individuals are able to trust that their personal data is being used responsibly.

Additionally, by engaging with individuals in the DPIA process and soliciting their feedback, organizations can better understand the potential impact of their data processing activities on individuals and take steps to mitigate any negative impacts.

Reference:

-https://ec.europa.eu/info/publications/data-protection-impact-assessment-dpia-guidelines_en -<https://gdpr-info.eu/art-35-gdpr/>

NEW QUESTION # 33

When a data breach incident has occurred, the first priority is to determine?

- A. Who caused the breach.
- **B. How to contain the breach.**
- C. How the breach occurred.
- D. When the breach occurred.

Answer: B

Explanation:

Explanation

When a data breach incident has occurred, the first priority is to determine how to contain the breach.

Containment means stopping or minimizing the further loss or unauthorized disclosure of personal data, as well as preserving evidence for investigation and remediation. Containment may involve isolating affected systems, devices, or networks; changing access credentials; blocking malicious IP addresses; or notifying relevant parties such as law enforcement or security experts. After

containing the breach, the next steps are to assess the impact and severity of the breach, notify the affected individuals and authorities if required, evaluate the causes and risks of the breach, and implement measures to prevent future breaches^{1, 2}. References: CIPM - International Association of Privacy Professionals, Free CIPM Study Guide - International Association of Privacy Professionals

NEW QUESTION # 34

SCENARIO

Please use the following to answer the next QUESTION:

Paul Daniels, with years of experience as a CEO, is worried about his son Carlton's successful venture, Gadgo.

A technological innovator in the communication industry that quickly became profitable, Gadgo has moved beyond its startup phase. While it has retained its vibrant energy, Paul fears that under Carlton's direction, the company may not be taking its risks or obligations as seriously as it needs to. Paul has hired you, a Privacy Consultant, to assess the company and report to both father and son. "Carlton won't listen to me," Paul says, "but he may pay attention to an expert."

Gadgo's workplace is a clubhouse for innovation, with games, toys, snacks, espresso machines, giant fish tanks and even an iguana who regards you with little interest. Carlton, too, seems bored as he describes to you the company's procedures and technologies for data protection. It's a loose assemblage of controls, lacking consistency and with plenty of weaknesses. "This is a technology company," Carlton says. "We create. We innovate. I don't want unnecessary measures that will only slow people down and clutter their thoughts." The meeting lasts until early evening. Upon leaving, you walk through the office it looks as if a strong windstorm has recently blown through, with papers scattered across desks and tables and even the floor. A

"cleaning crew" of one teenager is emptying the trash bins. A few computers have been left on for the night, others are missing. Carlton takes note of your attention to this: "Most of my people take their laptops home with them, or use their own tablets or phones. I want them to use whatever helps them to think and be ready day or night for that great insight. It may only come once!" What would be the best kind of audit to recommend for Gadgo?

- **A. A third-party audit.**
- B. An internal audit.
- C. A supplier audit.
- D. A self-certification.

Answer: A

Explanation:

Explanation

This answer is the best kind of audit to recommend for Gadgo, as it can provide an independent and objective assessment of the company's privacy program and practices, as well as identify any gaps, weaknesses or risks that need to be addressed or improved. A third-party audit is conducted by an external auditor 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. 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. References: IAPP CIPM Study Guide, page 881; ISO/IEC 27002:2013, section 18.2.1

NEW QUESTION # 35

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