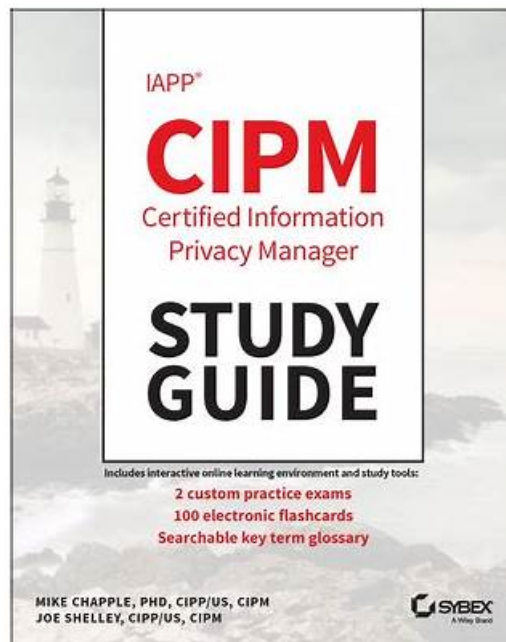


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IAPP Certified Information Privacy Manager (CIPM) Sample Questions (Q231-Q236):

NEW QUESTION # 231

SCENARIO

Please use the following to answer the next QUESTION:

Manasa is a product manager at Omnipresent Omnimedia, where she is responsible for leading the development of the company's flagship product, the Handy Helper. The Handy Helper is an application that can be used in the home to manage family calendars, do online shopping, and schedule doctor appointments.

After having had a successful launch in the United States, the Handy Helper is about to be made available for purchase worldwide. The packaging and user guide for the Handy Helper indicate that it is a "privacy friendly" product suitable for the whole family, including children, but does not provide any further detail or privacy notice. In order to use the application, a family creates a single account, and the primary user has access to all information about the other users. Upon start up, the primary user must check a box consenting to receive marketing emails from Omnipresent Omnimedia and selected marketing partners in order to be able to use the application.

Sanjay, the head of privacy at Omnipresent Omnimedia, was working on an agreement with a European distributor of Handy Helper when he fielded many Questions about the product from the distributor. Sanjay needed to look more closely at the product in order to be able to answer the Questions as he was not involved in the product development process.

In speaking with the product team, he learned that the Handy Helper collected and stored all of a user's sensitive medical information for the medical appointment scheduler. In fact, all of the user's information is stored by Handy Helper for the additional purpose of creating additional products and to analyze usage of the product. This data is all stored in the cloud and is encrypted both during transmission and at rest.

Consistent with the CEO's philosophy that great new product ideas can come from anyone, all Omnipresent Omnimedia employees have access to user data under a program called Eureka. Omnipresent Omnimedia is hoping that at some point in the future, the data will reveal insights that could be used to create a fully automated application that runs on artificial intelligence, but as of yet, Eureka is not well-defined and is considered a long-term goal.

What step in the system development process did Manasa skip?

- A. Certify that the Handy Helper meets the requirements of the EU-US Privacy Shield Framework.
- B. Obtain express written consent from users of the Handy Helper regarding marketing.
- C. Work with Sanjay to review any necessary privacy requirements to be built into the product.
- D. Build the artificial intelligence feature so that users would not have to input sensitive information into the Handy Helper.

Answer: C

Explanation:

Manasa skipped the step of working with Sanjay to review any necessary privacy requirements to be built into the product. This step is part of the system analysis phase, which is less theoretical and focuses more on practical application¹ By working with Sanjay, Manasa could have identified the legal and ethical obligations that Omnipresent Omnimedia has to protect the privacy of its users, especially in different jurisdictions. She could have also incorporated privacy by design principles, such as data minimization, purpose limitation, and user consent, into the product development process² This would have helped to avoid potential privacy risks and violations that could harm the reputation and trust of the company and its customers. References: 1: 7 Phases of the System Development Life Cycle (With Tips); 2: [Privacy by Design: The 7 Foundational Principles]

NEW QUESTION # 232

What is the function of the privacy operational life cycle?

- A. It allows privacy policies to mature to a fixed form
- B. It ensures that outdated privacy policies are retired on a set schedule

- C. It allows the organization to respond to ever-changing privacy demands
- D. It establishes initial plans for privacy protection and implementation

Answer: C

Explanation:

Explanation

The privacy operational life cycle is a process that allows the organization to respond to ever-changing privacy demands by continuously monitoring and improving the privacy program. It consists of four phases: assess, protect, sustain, and respond. Each phase involves different activities and outputs that help the organization identify and manage privacy risks and opportunities.

References: IAPP CIPM Study Guide, page 14.

NEW QUESTION # 233

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!" You want to point out that normal protocols have NOT been followed in this matter.

Which process in particular has been neglected?

- A. Privacy breach prevention.
- B. Vendor due diligence vetting.
- C. Forensic inquiry.
- D. Data mapping.

Answer: B

NEW QUESTION # 234

An organization's privacy officer was just notified by the benefits manager that she accidentally sent out the retirement enrollment report of all employees to a wrong vendor.

Which of the following actions should the privacy officer take first?

- A. Send firm-wide email notification to employees.
- B. Report the incident to law enforcement.
- C. Perform a risk of harm analysis.
- D. Contact the recipient to delete the email.

Answer: C

NEW QUESTION # 235

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!" You see evidence that company employees routinely circumvent the privacy officer in developing new initiatives.

How can you best draw attention to the scope of this problem?

- A. Hold discussions with the department head of anyone who fails to consult with the privacy officer.
- B. Take your concerns straight to the Chief Executive Officer.
- C. Insist upon one-on-one consultation with each person who works around the privacy officer.
- D. Develop a metric showing the number of initiatives launched without consultation and include it in reports, presentations, and consultation.

Answer: A

NEW QUESTION # 236

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