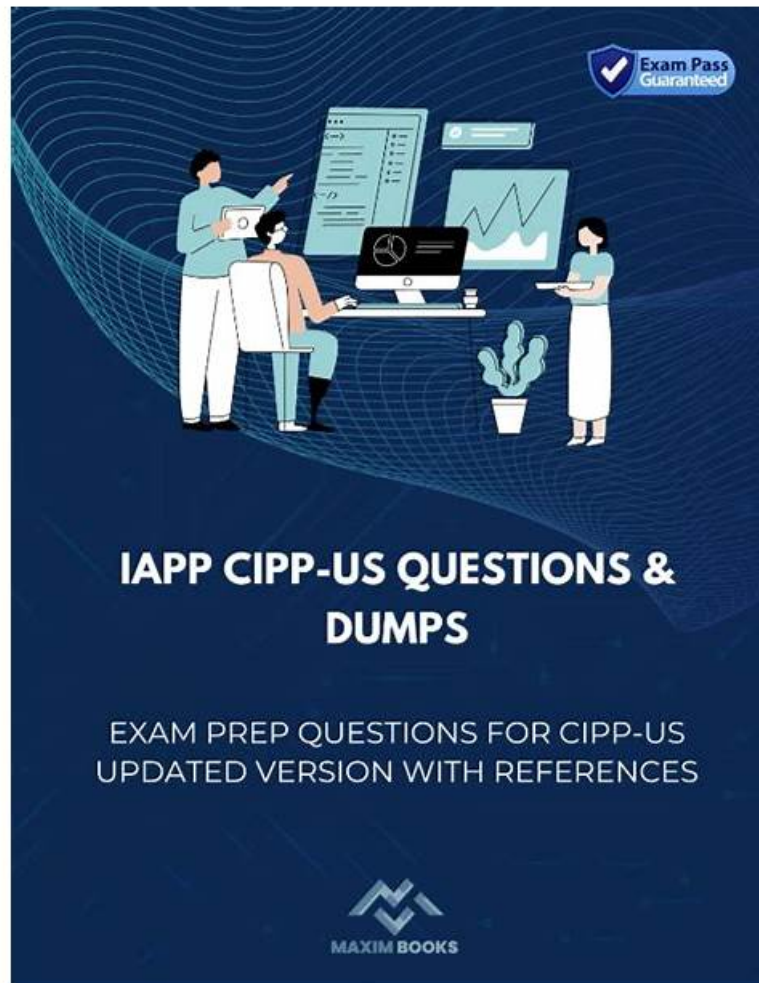


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>> Key CIPP-US Concepts <<

Selecting Key CIPP-US Concepts - No Worry About Certified Information Privacy Professional/United States (CIPP/US)

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IAPP Certified Information Privacy Professional/United States (CIPP/US) Sample Questions (Q49-Q54):

NEW QUESTION # 49

SCENARIO

Please use the following to answer the next question:

Matt went into his son's bedroom one evening and found him stretched out on his bed typing on his laptop.

"Doing your network?" Matt asked hopefully.

"No," the boy said. "I'm filling out a survey."

Matt looked over his son's shoulder at his computer screen. "What kind of survey?"

"It's asking questions about my opinions."

"Let me see," Matt said, and began reading the list of questions that his son had already answered. "It's asking your opinions about the government and citizenship. That's a little odd. You're only ten." Matt wondered how the web link to the survey had ended up in his son's email inbox. Thinking the message might have been sent to his son by mistake he opened it and read it. It had come from an entity called the Leadership Project, and the content and the graphics indicated that it was intended for children. As Matt read further he learned that kids who took the survey were automatically registered in a contest to win the first book in a series about famous leaders.

To Matt, this clearly seemed like a marketing ploy to solicit goods and services to children. He asked his son if he had been prompted to give information about himself in order to take the survey. His son told him he had been asked to give his name, address, telephone number, and date of birth, and to answer questions about his favorite games and toys.

Matt was concerned. He doubted if it was legal for the marketer to collect information from his son in the way that it was. Then he noticed several other commercial emails from marketers advertising products for children in his son's inbox, and he decided it was time to report the incident to the proper authorities.

Based on the incident, the FTC's enforcement actions against the marketer would most likely include what violation?

- A. Collecting information from a child under the age of thirteen.
- B. Failing to notify of a breach of children's private information.
- C. Intruding upon the privacy of a family with young children.
- D. Disregarding the privacy policy of the children's marketing industry.

Answer: D

Explanation:

Explanation/Reference: <https://www.ftc.gov/system/files/2012-31341.pdf>

NEW QUESTION # 50

Which of the following is commonly required for an entity to be subject to breach notification requirements under most state laws?

- A. The entity must have employees in the state
- B. The entity must be an information broker
- C. The entity must be registered in the state
- D. The entity must conduct business in the state

Answer: D

Explanation:

Most state laws require that a person or business that conducts business in the state and owns or licenses personal information of residents of that state must notify those residents of any breach of the security of the system involving their personal information. This means that the entity does not have to be physically located in the state, have employees in the state, or be registered in the state to be subject to the breach notification requirements, as long as it conducts business in the state and holds personal information of state residents.

Conducting business in the state can be interpreted broadly to include any transaction or activity that involves the state or its

residents, such as selling goods or services, collecting payments, or maintaining a website accessible by state residents. The other options (B, C, and D) are not commonly required by most state laws, although some states may have additional or specific requirements for certain types of entities, such as information brokers, health care providers, or financial institutions. References:

* Security Breach Notification Chart | Perkins Coie

* Security Breach Notification Laws - National Conference of State Legislatures

* IAPP CIPP/US Certified Information Privacy Professional Study Guide, Chapter 4: State Privacy Laws and Regulations, Section 4.2: State Security Breach Notification Laws.

NEW QUESTION # 51

A company based in United States receives information about its UK subsidiary's employees in connection with the centralized HR service it provides.

How can the UK company ensure an adequate level of data protection that would allow the restricted data transfer to continue?

- A. By signing up to an approved code of conduct under UK GDPR to demonstrate compliance with its requirements, both for the parent and the subsidiary companies.
- **B. By submitting to the ICO a new application for the UK BCRs using the UK BCR application forms, as their existing authorized EU BCRs are not recognized.**
- C. By allowing each employee the option to opt-out to the restricted transfer, as it is necessary to send their names in order to book the sales bonuses.
- D. By revising the contract with the United States parent company incorporating EU SCCs, as it continues to be valid for restricted transfers under the UK regime.

Answer: B

Explanation:

SCCs are for transfers between third parties. BCRs are for intragroup transfers. Post Brexit, company's need to separately obtain approval with the UK ICO for their UK BCRs. "Holders of EU Binding Corporate Rules (EU BCRs) are now required to take action to continue relying on them as an appropriate safeguard for international data."

NEW QUESTION # 52

What consumer protection did the Fair and Accurate Credit Transactions Act (FACTA) require?

- A. The truncation of account numbers on credit card receipts
- B. Consumer notice when third-party data is used to make an adverse decision
- **C. The ability for the consumer to correct inaccurate credit report information**
- D. The right to request removal from e-mail lists

Answer: C

NEW QUESTION # 53

Which authority supervises and enforces laws regarding advertising to children via the Internet?

- A. The Office for Civil Rights
- B. The Federal Communications Commission
- **C. The Federal Trade Commission**
- D. The Department of Homeland Security

Answer: C

Explanation:

The Federal Trade Commission (FTC) is the primary federal agency that regulates advertising and marketing practices in the United States, including those targeting children via the Internet.

The FTC enforces the Children's Online Privacy Protection Act (COPPA), which requires operators of websites and online services directed to children under 13 to obtain verifiable parental consent before collecting, using, or disclosing personal information from children. The FTC also enforces the FTC Act, which prohibits unfair or deceptive acts or practices in commerce, such as making false or misleading claims in advertising. The FTC has issued guidelines and reports on various aspects of digital advertising to children, such as sponsored content, influencers, data collection, persuasive design, and behavioral marketing. The FTC also hosts workshops and events to examine the impact of digital advertising on children and their ability to distinguish ads from entertainment.

NEW QUESTION # 54

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