

QUICK REFERENCE GUIDE

International Association of Privacy Professionals (IAPP) Training



The International Association of Privacy Professionals (IAPP) is a not-for-profit, member-driven organization focused on global information protection. The cost of training includes a complimentary IAPP membership offering access to an expansive professional community, plus a wealth of privacy information and resources, including exclusive content and tools, expert analysis, legislative alerts and original reporting.



CIPP (Certified Information Privacy Professional)

Global standard for understanding privacy laws, regulations and frameworks



CIPM (Certified Information Privacy Manager)

Learn how to build, maintain and manage a comprehensive data protection program



CIPT (Certified Information Privacy Technologist)

Develop the skills to secure data at all stages of IT product and service lifecycles

Why organizations should implement training

- **Comply** with GDPR requirements (regulation takes effect May 25, 2018)
- **Avoid penalties** up to 20 million euros (25 million USD) or 4% of global revenues
- **Improve** the way your entire organization handles data
- **Reduce risk** of a data breach
- **Build privacy policies** to make your organization more cost-effective
- **Demonstrate accountability** and due diligence
- Foster **customer confidence**

Conversation starter questions

- Is your organization prepared to comply with GDPR?
- What role does privacy play in your organization?
- How would you define your organization's the privacy structure?
- Where do privacy concerns come from? (CXO, Compliance, Legal, Technology)
- What are your organization's goals for privacy? (differentiator, avoid risk, build trust)
- What steps have you taken to ensure data is protected and remains private?
- What are you doing to avoid risk?
- What's at risk if you don't train employees in privacy?

Potential Privacy Purchasers/Titles:

- Risk Management/Compliance/Audit
- Database Administration
- Network Operations Center (NOC)
- Security Operations Center (SOC)
- Human Resources
- Sales and Marketing
- Executive Office

What are the key reasons training and education is important:

- Deepen knowledge of privacy requirements, including GDPR
- Build your understanding of data protection laws
- Learn to operationalize privacy laws and regulations
- Demonstrate your mastery of privacy issues and ensure compliance
- Develop skills necessary for leading an organization's data protection efforts

ARE YOU GDPR READY?

- Implementation is coming up fast – **May 25, 2018**
- Regulations will impact ALL companies handling personal data of EU country citizens, regardless of the company's location
- Penalties up to €20 million or 4 percent of global revenue
- Regulators will insist organizations demonstrate accountability
- Companies must appoint a highly skilled Data Protection Officer (DPO)
- Compliance structures and staff training need to be in place