Why should you take this course?

Practical considerations and instructor qualifications

In this lecture:

- Practical considerations
- Why learn from Dr. David?

Practical Considerations

- Get CIPM certified
- Pursue career / management in privacy
- Round out resume (e.g., cybersecurity, legal, data analysis, software engineering)
- Self-enrichment / professional development

Why Dr. David? (1)

- Time
  - On demand
  - No textbook or reading required
  - Microlearning
  - “Trimmed the fat”
- Money
  - Other courses hundreds or thousands of dollars
- Format
  - Ideal for auditory and visual learners
- No prerequisites
  - No legal, IT, or privacy background required

Why Dr. David? (2)

Education

- Ph.D. University of California, Irvine
- Privacy Engineering Certificate, Carnegie Mellon University
- CIPP/US, CIPM, AIGP, FIP
- GIAC Critical Controls Certification
- Associate of (ISC)^2

Why Dr. David? (3)

- Teaching since 2005
  - 2005-14: K-12
  - 2014-21: college/university (in person and online)
  - 2021-present: privacy workforce development
- Currently privacy analyst at large public sector organization
  - Develop, design, deliver privacy workforce training
- 2022-23: IAPP KnowledgeNet co-chair
- IAPP Global Privacy Summit panel organizer and speaker

Review:

Practical Considerations

- Get CIPM certified
- Pursue career in privacy
- Round out resume
- Self-enrichment / professional development

Dr. David

- Pain points
  - Time
  - Money
  - Format
  - No prerequisites
- Uniquely qualified
  - Education
  - Experience

What is the CIPM certificate?

Certified Information Privacy Manager

In this lecture:

- What is the CIPM?
- What does the CIPM exam cover?
- Are there other IAPP certifications?
- How do I get certified?
- Exam structure

What is the CIPM?

- Certified Information Privacy Manager
- Certification provided by the IAPP

What does the CIPM cover?

- Body of Knowledge: 6 domains
  I. Privacy Program: Developing a Framework (14-18 questions)
  II. Privacy Program: Establishing Program Governance (12-16)
  III. Privacy Program Operational Life Cycle: Assessing Data (12-16)
  IV. Privacy Program Operational Life Cycle: Protecting Personal Data (9-13)
  V. Privacy Program Operational Life Cycle: Sustaining Program Performance (7-9)
  VI. Privacy Program Operational Life Cycle: Responding to Requests and Incidents (10-14)

Are there other IAPP certs?

- Yes!
- By region:
  - CIPP / United States*
  - CIPP / Europe
  - CIPP / Canada
  - CIPP / Asia
  - CIPP / China
  - CIPP / Government (discontinued)
- By specialization:
  - Artificial Intelligence Governance Professional (AIGP)*
  - Certified Information Privacy Technologist (CIPT)

How do I get certified? (1)

- Prepare
  - w/ Dr. David's Certification Masterclass
- Register
  - In-person at test center OR proctored online
  - $550 USD (first exam), $375 USD (retake; subsequent exams)
- Pass the exam
  - Get results immediately

How do I get certified? (2)

- Maintain
  - Biannual maintenance fee (USD $250 OR included with IAPP membership)
    - Student: $50
    - Retired: $100
    - Government, Higher Ed., Non-profit: $110
    - Professional: $295
  - Earn 20 Continuing Privacy Education (CPE) credits per 2-year term

How is the exam structured? (1)

- 90 questions
  - 75 scored
  - 15 ungraded trial questions
- 2.5 hours

Review (1):

What is the CIPM?

- Certified Information Privacy Manager

What does the CIPM cover?

I. Privacy Program: Developing a Framework
II. Privacy Program: Establishing Program Governance
III. Assessing Data
IV. Protecting Personal Data
V. Sustaining Program Performance
VI. Responding to Requests and Incidents

Review (2):

Other IAPP certifications

- CIPP / US*
- CIPP / E
- CIPP / C
- CIPP / A
- CIPP / CN
- AIGP*
- CIPT

How do I get certified?

- Prepare
- Register
- Pass
- Maintain

Review (3):

Exam Structure

- 90 questions
- 70-75 questions scored
- 2.5 hours

What is the IAPP?

Privacy, AI governance, and digital responsibility

In this lecture:

- What is the IAPP?
- IAPP’s mission
- What is a KnowledgeNet?

What is the IAPP?

- Originally: International Association of Privacy Professionals
  - September 2024: rebranded to the “IAPP”
- Founded in 2000
- Largest organization for privacy professionals in the world
- Global conferences
- Resources galore (for members):
  - Newsletters, podcasts, training, reports, surveys, other publications

IAPP’s Mission

- “To define, promote, and improve the professions of privacy, AI governance and digital responsibility globally.”

What is a KnowledgeNet?

- Local IAPP chapter
  - Led by volunteer “Chapter Chairs”
  - Hold regular socials, CPE events
- Located worldwide
  - ~60 in US
  - ~100 throughout Asia, Europe, Canada, Latin America, and Africa

Review:

- IAPP
- KnowledgeNet Chapters

Why pursue a career in privacy?

Demand, trust, and emerging technologies

In this lecture:

- Demand is booming
- Half+ states have passed/introduced comprehensive legislation
- Data & emerging technologies
- Surveys/studies
  - Companies are buying in
  - How Americans view data privacy
  - Trust in institutions
  - Data breaches since 2002

Demand is Booming

- IAPP-EY Privacy Governance Report (December 2023)
  - 500+ individuals surveyed
  - 50+ countries
- 33% of organizations grew their privacy teams

2023

CA, CO, CT, UT, VA

2024

MT, TX, OR

2025

IA, NJ, NH, TN, DE, MD, MN, NB

2026

IN, KY, RI

2027

13 other states w/ legislation introduced

Global Privacy Coverage

- 70-75% of world’s population covered by data privacy laws
- 137 countries
  - 6.3 billion people
  - 79.3% of world’s population
- Trend likely to increase with growth of AI

Data & Emerging Technologies

- Big data
  - 64.5 zettabytes (10^{21})/annually (2023)
  - 175 zettabytes/annually by 2025
- Internet of Things (IoT)
  - Wearables, smart cars, ubiquitous sensors
- Artificial intelligence
  - AI Triad: algorithms, compute, data

Companies Are Buying In

- **Cisco 2024 Privacy Benchmark Study**
- Of companies surveyed:
  - 94% - Customers won’t buy from us if their data is not properly protected.
  - 98% - External privacy certifications are important when choosing a vendor.
  - 97% - Our organization has a responsibility to use data ethically.

Surveys / studies

- How Americans view data privacy
- Trust in institutions
- Data breaches

Review (1):

Demand is Booming

- 33% of organizations' privacy teams grew

Half+ States

- Have either signed into law, or
- Introduced comprehensive privacy legislation

Review (2):

Emerging Technologies

- Big data
- Internet of Things
- Artificial intelligence
  - .... lives on data

Surveys/studies

- Companies are buying in
- How Americans View Data Privacy
- Trust in institutions
- Data breaches since 2002

Why get CIPM certified?

Expertise, higher salaries, job satisfaction

In this lecture:

- Demonstrate expertise
- Career advancement
- Job satisfaction

Demonstrate Expertise

- CIPM: gold standard
- Demonstrates strong understanding of global laws and regulations
- Increasingly expected (e.g., legal, IT, public and private sectors)

Higher Salaries (1)

- 2023 IAPP Privacy Professional Salary Survey
  - 1,400+ professionals
  - 60+ countries

Higher Salaries (2)

- Salary:
  - USD $146,000 – average base salary
  - USD $206,000 – average Chief Privacy Officer
- Cert. vs. No cert.
  - 1 IAPP certificate: 13% more than non-cert holders
  - 2+ IAPP certificates: 27% more

Job Satisfaction

- On scale from 1-10, with 10 being “extremely satisfied”
  - 36% 9-10
  - 50% 6-8
- Flexible life-work-balance
  - 69% home > office
  - 5% exclusively in the office
  - 50% fully remote

Review (1):

Demonstrate expertise

- CIPM: gold standard
- Demonstrates strong understanding of global laws and regulations
- Increasingly expected (e.g., legal, IT, public and private sectors)

Career advancement

- USD $146,000 - $206,000
- 1 IAPP cert: 13% more
- 2+ IAPP certs: 27% more

Review (2):

Job satisfaction

- On scale from 1-10, with 10 being “extremely satisfied”
  - 86% satisfied or better
- Flexible life-work-balance
  - 69% home > office
  - 5% exclusively in the office
  - 50% fully remote

What is privacy?

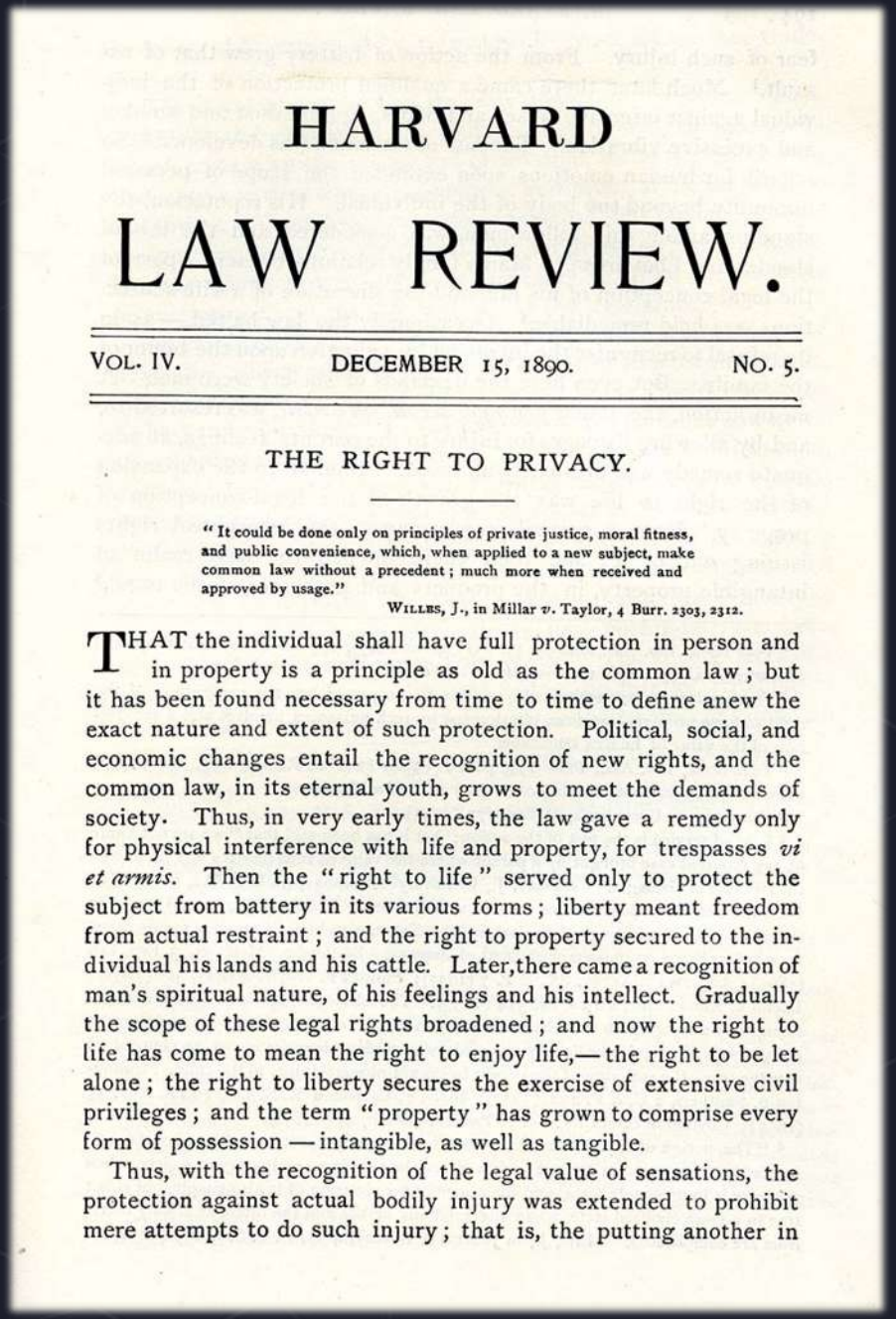
More than just “the right to be let alone”

In this lecture:

- Define privacy
- Subsets of Personally Identifiable Information (PII)
- Importance of context
  - Combination
  - Location

The Right to Privacy

- Samuel Warren, Louis Brandeis, "The Right to Privacy," Harvard Law Review (1890)
- "...the right to be let alone"



HARVARD

LAW REVIEW.

VOL. IV. DECEMBER 15, 1890. NO. 5.

THE RIGHT TO PRIVACY.

"It could be done only on principles of private justice, moral fitness, and public convenience, which, when applied to a new subject, make common law without a precedent; much more when received and approved by usage."

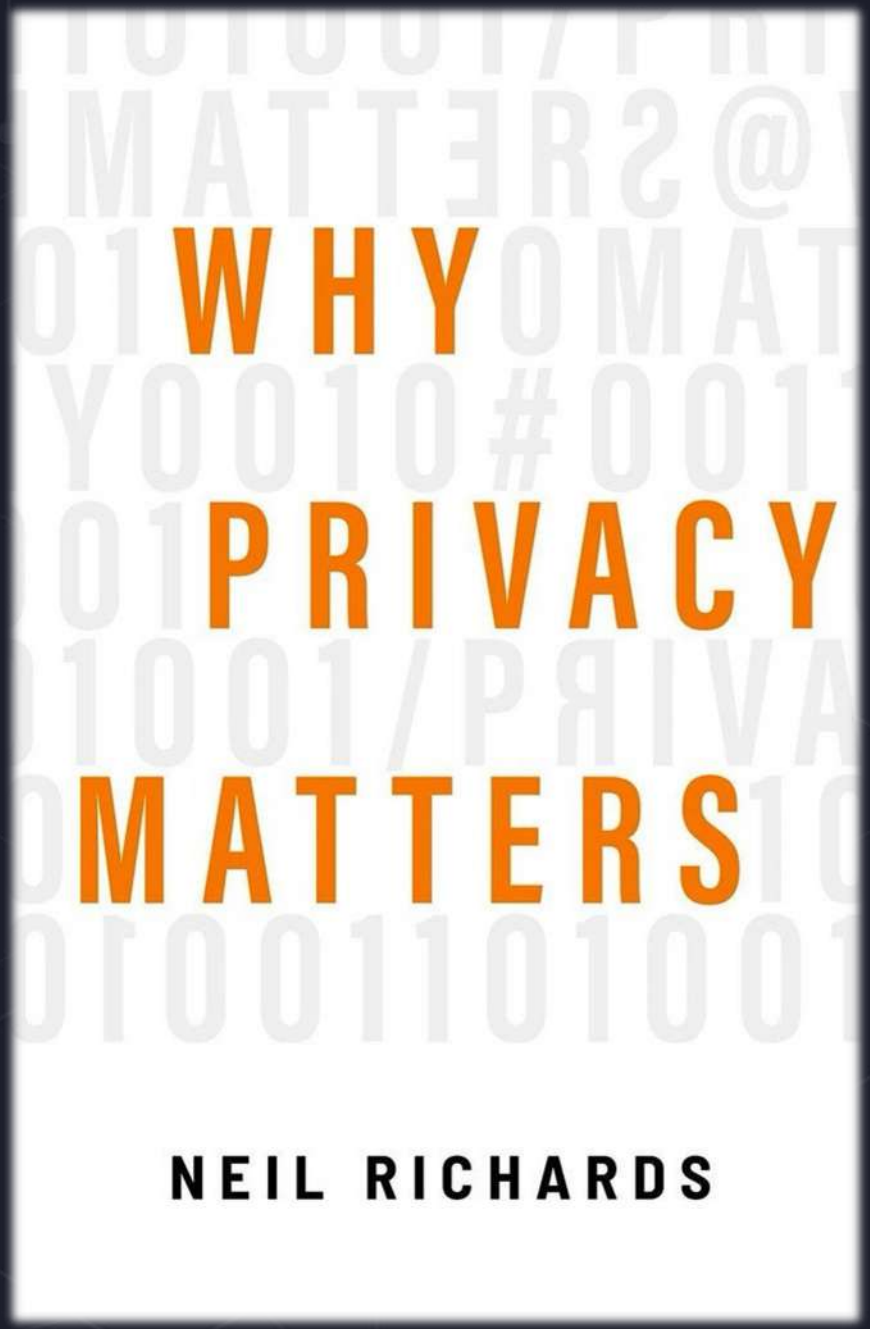
WILLES, J., in Millar *v.* Taylor, 4 Burr. 2303, 2312.

THAT the individual shall have full protection in person and in property is a principle as old as the common law; but it has been found necessary from time to time to define anew the exact nature and extent of such protection. Political, social, and economic changes entail the recognition of new rights, and the common law, in its eternal youth, grows to meet the demands of society. Thus, in very early times, the law gave a remedy only for physical interference with life and property, for trespasses *vi et armis*. Then the "right to life" served only to protect the subject from battery in its various forms; liberty meant freedom from actual restraint; and the right to property secured to the individual his lands and his cattle. Later, there came a recognition of man's spiritual nature, of his feelings and his intellect. Gradually the scope of these legal rights broadened; and now the right to life has come to mean the right to enjoy life,—the right to be let alone; the right to liberty secures the exercise of extensive civil privileges; and the term "property" has grown to comprise every form of possession—intangible, as well as tangible.

Thus, with the recognition of the legal value of sensations, the protection against actual bodily injury was extended to prohibit mere attempts to do such injury; that is, the putting another in

Why Privacy Matters

- Neil Richards, *Why Privacy Matters* (Oxford University Press, 2021)
- “the degree to which human information is neither known nor used”



Four Categories of Privacy

- Information: certain category
  - E.g., education, medical, financial
- Bodily
  - E.g., reproductive health, gender affirming care
- Territorial
  - E.g., property, home
- Communication: exchange of information
  - E.g., oral, electronic, paper

Personally Identifiable Information

- Anything linked or linkable to an individual
  - E.g., name, Social Security number, date of birth, email address, etc.

Subsets of PII

- Sensitive personal information
  - E.g., SSN, financial, medical
- Pseudonymized: identifiers replaced
- De-identified: identifiers removed
- Anonymized: re-identification impossible

Subsets of PII (GDPR)

- Personal data: relates to an identified or identifiable person
  - GDPR: cookies, IP address
- Sensitive personal data:
  - Race, ethnicity
  - Political opinions
  - Religious, philosophical beliefs
  - Union membership
  - Genetic, biometric data
  - Health data
  - Sexuality

Context / Combination

“Simple Demographics Often Identify People Uniquely”

- Zip code + gender + date of birth
- Uniquely identified 87% of Americans

“The Privacy Bounds of Human Mobility”

- 4 geolocation data points
- Identified 95% of individuals

Only Combinations of Data?

- Again, context is important.
- “The ___ in the office.”
  - Oldest, youngest
  - Tallest, shortest
  - Man, woman

Context / Location

- Protected vs. non-protected data often contingent
- Example: Is data considered Protected Health Information (PHI), and therefore protected under HIPAA?
- Is that data collected, processed, or maintained by a “covered entity”?
  - Yes: PHI
  - No: not PHI

Review (1):

What is privacy?

- “the right to be let alone”
- “the degree to which human information is neither known nor used”

Types/subsets of privacy

- Information, bodily, territorial, communication
- PII
- Sensitive, pseudonymized, de-identified, anonymized
- GDPR: personal data, sensitive personal data

Review (2):

Context is important

- Data in aggregate increases sensitivity
- Location often determines protections

What do privacy pros do?

Privacy is an interdisciplinary field.

In this lecture:

- Different roles
- Different responsibilities
- Examples:
  - Risk management
  - Compliance
  - Training, awareness, and outreach

Different Roles

- Lawyer / attorney-advisor
- Consultant
- Analyst
- Data Protection Officer
- Governance, risk, and compliance (GRC)
- Privacy / software engineer
- Cybersecurity
- Chief Privacy / Information / Data Officer

Different Responsibilities

- Understand / advise legal and regulatory obligations
- Understand data flows
  - E.g., what PII employer has; what obligations apply
- Work with cyber, IT, etc. to advise on appropriate policies and protections
  - E.g., access controls, encryption, emerging technology
- Risk management: identify and mitigate harm
  - E.g., Fair Information Practice Principles (FIPPs)
- Compliance
- Training, awareness, and outreach

Risk Management

- Risk management: identify and mitigate harm
  - Risk: potential harm
  - Threat: delivers harm
- Example #1:
  - Risk: bodily injury
  - Threat: car accident
  - Mitigation/control: seat belt, obey traffic laws, maintain car
- Example #2:
  - Risk: financial penalty
  - Threat: overcollection of sensitive PII
  - Mitigation/control: data minimization, encryption

Compliance

- Compliance
  - Fulfill legal and regulatory requirements
  - Produce artifacts/evidence that demonstrate compliance
- Examples
  - Privacy Impact Assessments
  - Data Transfer Impact Assessments (GDPR)
  - Data Subject Access Requests (DSAR)
  - Data breach response, reporting, notification
  - Assist, comply with security/privacy audits

Training, Awareness, & Outreach

- Training: specialized instruction
  - E.g., workforce development; role-based training
- Awareness: mini-education campaigns
  - E.g., what is PII; how to handle PII; legal/regulatory obligations
- Data governance
- Community building

Review (1):

Different Roles

- Lawyer / attorney-advisor
- Consultant
- Analyst
- Data Protection Officer
- Governance, risk, and compliance (GRC)
- Privacy / software engineer
- Cybersecurity
- Chief X Officer

Different Responsibilities

- Understand and advise on legal and regulatory landscape, obligations
- Work cross-functionally to fulfill business needs

Review (2):

Examples

- Risk management
- Compliance
- Training, awareness, and outreach