Why should you take this course?

Practical considerations and instructor qualifications

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

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

Review:

- IAPP
- KnowledgeNet Chapters

Why pursue a career in privacy?

Demand, trust, and emerging technologies

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

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"

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.

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