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**QUESTION 1**

Which of the following helps build trust with customers and stakeholders?

- A. Only publish what is legally necessary to reduce your liability.
- B. Enable customers to view and change their own personal information within a dedicated portal.
- C. Publish your privacy policy using broad language to ensure all of your organization's activities are captured.
- D. Provide a dedicated privacy space with the privacy policy, explanatory documents and operation frameworks.

Correct Answer: C

QUESTION 2

Which of the following information must be provided by the data controller when complying with GDPR "right to be informed" requirements?

- A. The purpose of personal data processing.
- B. The data subject's right to withdraw consent
- C. The contact details of the Data Protection Officer (DPO).
- D. The name of any organizations with whom personal data was shared.

Correct Answer: C

QUESTION 3**SCENARIO**

Please use the following to answer the next QUESTION:

As they company's new chief executive officer, Thomas Goddard wants to be known as a leader in data protection. Goddard recently served as the chief financial officer of Hoopy.com, a pioneer in online video viewing with millions of users around the world. Unfortunately, Hoopy is infamous within privacy protection circles for its ethically questionable practices, including unauthorized sales of personal data to marketers. Hoopy also was the target of credit card data theft that made headlines around the world, as at least two million credit card numbers were thought to have been pilfered despite the company's claims that "appropriate" data protection safeguards were in place. The scandal affected the company's business as competitors were quick to market an increased level of protection while offering similar entertainment and media content. Within three weeks after the scandal broke, Hoopy founder and CEO Maxwell Martin, Goddard's mentor, was forced to step down.

Goddard, however, seems to have landed on his feet, securing the CEO position at your company, Medialite, which is just emerging from its start-up phase. He sold the company's board and investors on his vision of Medialite building its brand partly on the basis of industry-leading data protection standards and procedures. He may have been a key part of a lapsed or even rogue organization in matters of privacy but now he claims to be reformed and a true believer in privacy protection. In his first week on the job, he calls you into his office and explains that your primary work responsibility is to bring his vision for privacy to life. But you also detect some reservations. "We want Medialite to have



absolutely the highest standards," he says. "In fact, I want us to be able to say that we are the clear industry leader in privacy and data protection. However, I also need to be a responsible steward of the company's finances. So, while I want the best solutions across the board, they also need to be cost effective."

You are told to report back in a week's time with your recommendations. Charged with this ambiguous mission, you depart the executive suite, already considering your next steps.

The company has achieved a level of privacy protection that established new best practices for the industry. What is a logical next step to help ensure a high level of protection?

- A. Brainstorm methods for developing an enhanced privacy framework
- B. Develop a strong marketing strategy to communicate the company's privacy practices
- C. Focus on improving the incident response plan in preparation for any breaks in protection
- D. Shift attention to privacy for emerging technologies as the company begins to use them

Correct Answer: C

QUESTION 4

SCENARIO

Please use the following to answer the next QUESTION:

Perhaps Jack Kelly should have stayed in the U.S. He enjoys a formidable reputation inside the company, Special Handling Shipping, for his work in reforming certain "rogue" offices. Last year, news broke that a police sting operation had revealed a drug ring operating in the Providence, Rhode Island office in the United States. Video from the office's video surveillance cameras leaked to news operations showed a drug exchange between Special Handling staff and undercover officers.

In the wake of this incident, Kelly had been sent to Providence to change the "hands off" culture that upper management believed had let the criminal elements conduct their illicit transactions. After a few weeks under Kelly's direction, the office became a model of efficiency and customer service. Kelly monitored his workers' activities using the same cameras that had recorded the illegal conduct of their former co-workers.

Now Kelly has been charged with turning around the office in Cork, Ireland, another trouble spot. The company has received numerous reports of the staff leaving the office unattended. When Kelly arrived, he found that even when present, the staff often spent their days socializing or conducting personal business on their mobile phones. Again, he observed their behaviors using surveillance cameras. He issued written reprimands to six staff members based on the first day of video alone.

Much to Kelly's surprise and chagrin, he and the company are now under investigation by the Data Protection Commissioner of Ireland for allegedly violating the privacy rights of employees. Kelly was told that the company's license for the cameras listed facility security as their main use, but he does not know why this matters. He has pointed out to his superiors that the company's training programs on privacy protection and data collection mention nothing about surveillance video.

You are a privacy protection consultant, hired by the company to assess this incident, report on the legal and compliance issues, and recommend next steps. What does this example best illustrate about training requirements for privacy protection?

- A. Training needs must be weighed against financial costs.



- B. Training on local laws must be implemented for all personnel.
- C. Training must be repeated frequently to respond to new legislation.
- D. Training must include assessments to verify that the material is mastered.

Correct Answer: B

QUESTION 5

Which of the following best supports implementing controls to bring privacy policies into effect?

- A. The internal audit department establishing the audit controls which test for policy effectiveness.
- B. The legal department or outside counsel conducting a thorough review of the privacy program and policies.
- C. The Chief Information Officer as part of the Senior Management Team creating enterprise privacy policies to ensure controls are available.
- D. The information technology (IT) group supporting and enhancing the privacy program and privacy policy by developing processes and controls.

Correct Answer: A

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