RMI Risk Masters International LLC

**Making Data Privacy Work in the Age of Artificial Intelligence**

This is a seminar/workshop for supporters of privacy in their organization and in society at large. Despite laws and corporate support, making privacy a working reality remains a challenge. Artificial intelligence, with its ability to derive personal information, has complicated the matter in many ways. Combining lecture and a hands-on case study, this course presents practical and innovative approaches to achieving the goals of privacy practitioners, security professionals and IT auditors. It explains the challenges and shows methods for overcoming them, through both technical and non-technical means.

The developers and instructors of this seminar/workshop hold the Certified Data Privacy Solutions Engineers (CDPSE).

**Intended audience:** Chief Privacy Officers and their staff, Information Security managers and staff, I.T. Auditing managers and staff, Compliance specialists, Risk Managers, application developers, system administrators, Corporate Management, Chief Financial Officers.

**Learning objectives:** Participants will gain a deep understanding of organizational and technical methods for achieving meaningful data privacy:

- How to communicate clear and effective principles on which data privacy is built
- Incorporating legal and commercial drivers into a data privacy program
- Identifying and overcoming the main inhibitors to achieving data privacy
- Basing a data privacy program on positive factors, rather than compliance alone
- Specific threats and opportunities created by artificial intelligence
- Implementing data privacy as a data management issue
- Building and maintaining a culture of privacy
- The shortcomings of "Privacy by Design" and the strengths of Privacy by Implementation and Execution
- How the protection of *secret* information overlaps with protecting PII
- Dealing with privacy breaches

**Seminar outline:**

A. Clear Privacy Principles
    a. Being clear about an organization's data privacy principals
    b. Generally Accepted Privacy Principles (AICPA/CPA Canada)
    c. General Data Protection Regulations (GDPR)
    d. Other international laws

B. Privacy Drivers and Inhibitors
    a. Drivers
        i. Compliance with Privacy Laws
        ii. Web site privacy statements
        iii. Contractual obligations
    b. Inhibitors
        i. Absence of a culture of privacy
        ii. Software development dynamics
        iii. Difficulty "forgetting"
        iv. Inconsistent enforcement
        v. Un-privacy by design

C. Value-Based Privacy
    a. Compliance and value
    b. Marketing
    c. Risk Management
    d. Cybersecurity
    e. Trust and reputation
    *f. Case study #1*

D. Building a Culture of Privacy
    a. Methods for strengthening a Privacy Culture
    b. Changing the perception of privacy
    c. Attributes of a Privacy Culture
    d. Positive reinforcement

E. Artificial Intelligence's Impact on Data Privacy
    a. Enhancements due to AI
        i. Improved anonymization
        ii. Automated breach detection
    b. Advanced threats
        i. Re-identification
        ii. Opacity
        iii. Inference attacks

F. Privacy by Implementation and Execution
    a. "Privacy by Design"
    b. A privacy-supportive technical environment
    c. Privacy Life Cycle
        i. Testing
        ii. Quality Assurance
        iii. Training
        iv. Procedures
    d. Execution of privacy
    *e. Case study #2*

G. Privacy and Secrecy
    a. Overlapping attributes of privacy and security

b. Imperatives for secrecy
c. Building a Secrecy Program onto a Privacy Program

H. Data management
   a. Treating privacy as a data attribute
   b. Rules based enforcement
   c. Relationship to privacy laws
   *d. Case Study #3*

I. Dealing with Privacy Breaches
   a. Preparedness
   b. Response
   c. Remediation
   d. Follow-through
   e. Communication

J. Maintaining your privacy program
   a. Education and awareness
   b. Monitoring
   c. Reinforcing the value proposition

K. Conclusion

**Seminar logistics:** This is a one-day seminar (8 hours/9 CPEs). Because of the intensive case study workshop, the seminar attendance should be limited to approximately 35 people.

**Training fee:** $3,450 plus reimbursable expenses

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