



PRIVACY**SWAN**
CONSULTING

**GENERAL INFORMATION
FOR
DATA PROTECTION AND
PRIVACY TRAINING**

Summer 2022





Training – Your time, Your place, Your way

Thank you for requesting information regarding our training offerings! If you have any questions, please contact us at Training@PrivacySWAN.com.

Privacy SWAN Consulting (Privacy SWAN) is pleased to provide this information in support of your organization's privacy and data protection training goals. Over the years, we have partnered with numerous companies to help them build or enhance their privacy program through custom training in order to sustain an ongoing capacity to comply with applicable regulations and to stand ready to demonstrate trust related to the handling of personal data to relevant stakeholders.

About Us

Privacy SWAN is a consulting company with a history of helping companies succeed; we are a trusted advisor who can help you Sleep Well At Night (SWAN). We have a diverse background in the areas of technology, Governance, Risk & Compliance (GRC), security, privacy and data protection which allows us to quickly understand the big picture goals for your organization while at the same time making incremental progress on building a Privacy Program.

We have world class partnerships with security, privacy, and data protection professionals who help us scale and who can address complex compliance requirements. We help companies create comprehensive Privacy Programs which blend security, privacy, data protection, and risk together so that you can create a trusted relationship with your customers.

We are also an Official Training Partner (OTP) with the International Association of Privacy Professionals (IAPP) and provide training for the following certifications:

- Certified Information Privacy Manager (CIPM)
- Certified Information Privacy Technologist (CIPT)
- Certified Information Privacy Professional/Europe (CIPP/E)

Training Offerings

Depending on your organization's goals, we offer a variety of training options. In addition to the IAPP training, our standard training offerings are listed below. We also offer completely customized training which is tailored to your exact needs. If you bundle the training together or with the consulting services, we offer additional discounts.

Approach

Our founder has been teaching and building training programs for over 20 years. She started in the mid-1990's training and writing training materials for companies that create software systems. She built programs for both individual training classes and train-the-trainer classes. The training



material includes training schedules, ice breakers, course outlines, reference material, participant and instructor handbooks, learning exercises, specific learning objectives, step-by-step instructions, wiki pages, cheat-sheets, presentation slides, and quizzes to ensure comprehension. She is able to bring this history of training fundamentals to all training.

Why Choose Us

We have a unique approach to training. Unlike most trainers, we supplement all training with custom materials including real world examples, additional explanations, templates, infographics and current handouts. We also explain where to find updated privacy and data protection information and how it can be applied to your organization. In this way, our custom training materials augment and reinforce the privacy concepts, providing students with both a richer and deeper understanding of the subject, and the know-how to stay current in this rapidly evolving domain. Also, because we approach data protection and privacy from an IT and security perspective and not a legal one, the explanations and examples we provide are not legalistic but realistic and readily applicable to any business.

Training Descriptions

Protecting Personal Data Training

Everyone needs to understand personal data. Privacy regulations require privacy training for New Hires and as an ongoing requirement. This training satisfies that requirement.

This presentation is geared to the people who work directly with personal data and need to know how to identify personal data and why it is so important to protect personal data. This training works best customized with your organization's specific definitions of personal and sensitive data as well as information from your Employee Handbook, Acceptable Use Policies, Incident Response Plan, and Vendor Management Policy.

- Depending on the level of customization, it is between 18 and 30 slides.
- It works best in a 45-60-minute timeframe.
- Questions are strongly encouraged from the participants.

Privacy by Design Training

We must include our technical staff in the privacy and data protection conversation. Technical privacy controls are relatively new, and this presentation highlights the universe of technical solutions that can be achieved regardless of policies, procedures, or regulations. There generally is not a lot of customization to this presentation because usually, this is the very first-time teams are learning about technical privacy design strategies and patterns. Depending on the team's understanding of personal data, we can combine some elements from the Personal Data Presentation, i.e., the organization's specific definitions of personal and sensitive data into this training.

- The standard presentation has about 45 slides which can be tailored.



- It is training that works best when interactive, and discussion takes place around the different concepts. We recommend between 90-120 minutes for this training.

Privacy & Data Protection Awareness Training

This is best for the executive team that makes decisions around data use so they can understand the impact of privacy regulations. It is a high-level review of global privacy with some historical references. It also includes real word examples with breach notification obligations and de-identification techniques. It can be customized with organization-specific regulations, product information, and privacy risk considerations.

- This presentation is usually between 24 and 28 slides.
- We recommend an hour timeslot.

Out of Scope

The following is considered out of scope for training:

- Legal assessments or contract reviews
- Privacy assessment related to privacy laws or regulations
- Policy reviews
- Security assessment

Privacy SWAN does not provide legal advice or analysis. The responsibility for legal issues with respect to these matters, such as reviewing deliverables and work product for legal implications your responsibility. Privacy SWAN does not provide assurance regarding the outcome of compliance audits, assessments, regulatory examination or other regulatory action.

Organization Responsibilities

We want to be your partner in data protection and privacy training and to ensure best results, we need the following items:

- Designate an Executive Stakeholder.
- Coordinate and schedule training times.
- Provide a class monitor to assist with attendance and questions.

Next Steps

1. Please review this information to make sure you understand the details involved with us working together. We value transparency and want to make sure from the beginning, we lay a solid foundation.
2. If you have any questions, please let us know. We are happy to clarify any points and sort out any questions you have. We are committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, we will send you a proposal to sign and send back.
4. When we receive the signed documents, we will contact you to schedule the training.