

## PRIVACY DIRECTIONS™ 101: Awareness

*Privacy Designed for all employees, Privacy Directions™ 101 is a 30-minute awareness course that provides the foundation of critical privacy principles. Using a stimulating and creative approach that engages and challenges the learner, this course builds awareness of privacy policies and processes. Realistic situations are presented that add relevance for learners from different departments and levels within the organization. The objective is to create informed employees who make better decisions, increase trust and lower risk.*

### Outline of Key Topics

#### Lesson 1:

##### Personal Information for Customers

Trains employees on the value organizations place on privacy and how to implement privacy protection for personal information. This lesson emphasizes the privacy principles of Notice and Choice.

##### 1. The Value of Privacy

- How privacy violations affect organizations
- Management perspectives on the value of privacy
- The effect of media coverage of privacy violations
- The role of management, lawyers and staff in implementing privacy programs

##### 2. Privacy Principles of Notice and Choice

- Contents of Notice
- Opportunities for Choice

##### 3. Privacy Management

- 3PT: People, Policies, Procedures and Technologies

##### 4. Departmental Roles and Responsibilities in Privacy Protections

- Marketing, IT, Sales and Legal

##### 5. Conclusion

- Interactive recommendations for privacy protection program

#### Lesson 2:

##### How Privacy Affects Everyone

Teaches employees about how privacy programs affect everyone in the organization and how to recognize privacy strengths and weaknesses in their own organization. This lesson emphasizes the privacy principles of Access, Security and Data Integrity.

##### 6. The Value of Privacy Practices.

- How lapses in privacy procedures affect both the organization and individuals
- Media coverage of privacy breaches has strong negative affects on customer and employee trust

##### 7. Privacy Principles of Access, Security and Data Integrity

- Security is important and takes various electronic and physical forms
- Access supports privacy through individual monitoring of PII & maintenance of data accuracy

##### 8. Why privacy is important to protect peoples' finances, reputations and jobs

- The effect of security breaches on individual lives
- The importance of making privacy everyone's job
- Comprehensive security procedures for privacy protection

##### 9. Conclusion

- Interactive recommendations for privacy protection program

## Optional Customization – Lesson 3

MediaPro can add content to the courses specific to your privacy people, policies, procedures and technology. This can include links to specific resources.

## Tracking Course Usage

MediaPro courseware is compliant with the industry standard SCORM 1.2.6. Our courses have been certified and used on many different standards-based Learning Management Systems (LMS) to manage module delivery and to integrate with a SCORM compliant LMS.

## Hosting Options

The courseware can be hosted on the client's intranet and integrate with an existing Learning Management System, or MediaPro can provide an Internet hosting service on its e-Learning platform. The MediaPro Platform will provide the functionality to enable users to access courses via the internet, and to enable the client organization to track progress and monitor the results of users taking the courses.

## Our Experienced Expert:

### Richard Purcell

Corporate Privacy Group  
Director, TRUSTe

Mr. Purcell has served as a director of TRUSTe, the independent trust authority for Web site privacy for over three years. He has also served as a director of the International Association of Privacy Professionals. In addition, he has served on the Federal Trade Commission's Advisory Committee on Security and Access and is now serving on the Advisory Committee of the Department of Homeland Security.



Sample screen from the Privacy Directions™101 course

## Client Workstation Requirements -

- **CPU:**  
PII 450 or greater
- **Memory:**  
32 Meg or greater (64 Meg rec.)
- **Operating System:**  
Windows 98, 2000, XP
- **Screen Resolution**  
800 x 600 (or higher)
- **Browser:**  
Internet Explorer 5.5 (or higher)
- **Flash Player:**  
Version 6 (or higher)
- **Color:**  
16 bit (or higher)
- **Bandwidth:**  
256 Kbps
- **Cookies:**  
Must be enabled
- **Javascript:**  
Must be enabled

## Server Requirements -

- **CPU:**  
P3 1.26GHz or greater
- **Memory:**  
512 Meg or greater
- **Operating System:**  
NT 4.0 or Windows 2000 (fully patched) or Unix
- **Disk Space**  
500 Meg
- **Domain**  
Same network domain as LMS system (rec.)

To contact SECNAP, an Authorized MediaPro Reseller, please call 866-SECNAP.NET (or 866-732-6276), send an e-mail to [sales@secnap.com](mailto:sales@secnap.com), or visit our web site at <http://www.secnap.com>