

PRIVACY DIRECTIONS™ 204: Sales & Marketing

This course is designed for sales and marketing employees who manage and operate the "data life cycle" within their roles. It provides prescriptive best practices for sales and marketing employees. The focus is on risk reduction through a detailed understanding of data management practices.

Two "virtual" guides, one representing marketing and the other representing sales, take the student through a series of privacy lessons. They explain how fundamental privacy principles supported by best practices in information handling help organizations increase customer trust, brand value and marketplace position.

Outline of Key Topics

Lesson 1: Privacy Principles and PII

The value a privacy program provides to brand value, company reputation and market position through communications, advertising and sales efforts.

- Privacy principles of Notice, Choice, Access, Security and Data Integrity
- Personally identifiable information (PII)
- Consequences of failure to follow fundamental principles

Lesson 2: The Data Lifecycle

The flow of information into and through an organization from collection through destruction.

- The stages of the data life cycle:
 - o Collecting data
 - o Using data
 - o Sharing data
 - o Storing data
 - o Managing data
- The interaction between the privacy principles and the data lifecycle

Lesson 3: Data Collection Stage

The many ways that organizations collect PII, online and offline.

- Notice requirements for data collection
- Choice requirements for data collection
- Data Integrity requirements for data collection
- Security requirements for data collection

Lesson 4: Data Use Stage

Complexity and frequency that organizations use PII, online and offline.

- Notice requirements for data use
- Choice requirements for data use
- Security requirements for data use

Lesson 5: Data Sharing Stage

The ways that organizations share information inside and externally, including moving data between departments and divisions, sharing with vendors acting as agents and sharing with other companies when partnering for specific objectives.

- Notice requirements for data sharing
- Choice requirements for data sharing
- Security requirements for data sharing

Lesson 6: Data Storage Stage

The practices that support privacy programs when PII is stored.

- Access requirements for data storage
- Security requirements for data storage

Lesson 7: Data Management Stage

The privacy requirements that assure compliance when data is retained over time and ultimately destroyed.

- Data retention privacy practices
- Data destruction privacy practices

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.

Client Workstation Requirements -

CPU:

PII 450 or greater

Memory:

64 Meg or greater (128 Meg rec.)

Operating System:

Windows 2000 or 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:

PIII 1.26 GHz 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.)

The screenshot shows a slide from a course titled "Lesson 1: Understanding Privacy". The slide content includes:

- The Data Life Cycle**
We have discussed the five privacy principles and some basic privacy concepts. Now let's look at how personal information flows into, within, and eventually out of an organization.
- We call this flow of information the **data life cycle**.
- The graphic on the right shows the five major stages of this cycle. Let's examine these stages more closely.
- Instruction: "Roll your mouse pointer over each stage. After you have finished, click **Continue**."

The diagram illustrates the Data Life Cycle with five stages: Collecting Data, Storing Data, Using Data, Sharing Data, and Managing Data. A central figure labeled "Customer" is surrounded by these stages, which are connected by arrows in a circular flow.

Navigation: handbook topics menu exit

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Sample screen from the Privacy Directions™ 204 course

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