



**U.S. Private-Sector Privacy training** covers state and federal laws and regulations. Topics include breach regulation, workplace privacy, limits on private-sector data collection, and government access to private-sector data. You will come away understanding the legal requirements for responsibly handling and transferring personal data in industry and workplaces.

The training is based on the body of knowledge for the IAPP's ANAB-accredited **Certified Information Privacy Professional/US** certification.

## Meet your privacy challenges head on with IAPP training

Data is one of your most valuable assets. Every day it is accessed, shared, managed and transferred at all levels of your institution. Unless your employees have a solid understanding of the considerations and challenges of managing data, you risk breaches, diminished customer trust and possible enforcement action.

IAPP training can provide your staff with the knowledge they need to help you reduce risk, improve compliance, enhance brand loyalty and more. The IAPP offers privacy and artificial intelligence training specifically designed to extend that knowledge to anyone on your team who needs a solid understanding of privacy and AI governance principles and practices.

To help you drive privacy knowledge across your enterprise, our comprehensive and flexible training options can be tailored to your specific needs and availability.

**By investing in IAPP training, you will give your staff the knowledge to make better decisions in their everyday work and operations.**

# U.S. PRIVATE-SECTOR PRIVACY

This training is an opportunity to learn about critical privacy concepts that are also integral to the CIPP/US exam. While not purely a “test prep” course, this training is appropriate for professionals who plan to certify and for those who want to deepen their privacy knowledge. Both the training and the exam are based on the same body of knowledge.



## MODULES:

### Module 1: Foundations of privacy and data protection

Discusses the modern history of privacy and data protection, introduces fair information practices and types of personal information, and provides an overview of data protection roles and privacy protection models.

### Module 2: Comprehensive privacy and data protection laws

Explores reasons for the evolving privacy landscape; reviews major international omnibus privacy and data protection laws with a focus on the content and impact of the GDPR; examines U.S. state-specific comprehensive privacy laws, including the reasons for a lack of a U.S. federal omnibus privacy law and the impact of the CCPA; outlines applicability thresholds, exemptions and common themes between the state laws.

### Module 3: U.S. legal framework

Reviews the branches of the U.S. government and sources of U.S. law; introduces basic legal concepts and terminology commonly used by privacy professionals in the U.S.; provides an overview of the federal and state regulatory agencies that create and govern U.S. privacy laws.

### Module 4: Enforcement of U.S. privacy and security laws

Breaks down theories of liability and explores the history, powers and responsibilities of the Federal Trade Commission as well as other regulatory bodies that enforce U.S. privacy and data security laws.

### Module 5: Information management from a U.S. perspective

Explores information management from a U.S. perspective; outlines the development of a privacy program; reviews the role of privacy professionals within an organization; discusses vendor management; and examines how data inventory and classification can be used to protect privacy.

### Module 6: Government and court access to private-sector information

Examines how privacy laws impact government and court access to private-sector information; explores rules and regulations on intercepting communications, including how government regulations and private companies work collaboratively with law enforcement to improve cybersecurity; discusses privacy issues related to litigation, including electronic discovery, redaction and protective orders and briefly compares U.S. discovery rules to foreign laws. Laws discussed include the ECPA, the SCA, the CLOUD Act, CALEA, CISA, the RFPA, the PPA, FISA and the FISA Amendments Act, the USA PATRIOT Act and the USA FREEDOM Act.

### Module 7: State data security and sectoral privacy laws

Compares state data breach notification laws including common requirements, exceptions, enforcement and penalties; provides an overview of state data security and data governance laws, as well as other state privacy and security laws, including state sectoral laws that impact data brokers, health and genetic information, biometrics, the use of artificial intelligence and the protection of children's privacy.

### Module 8: Telecommunications and marketing

Explores rules and regulations that govern telecommunications and marketing entities and briefly discusses how privacy is addressed in the digital advertising realm. Laws covered include the Telemarketing Sales Rule, the TCPA, the CAN-SPAM Act, the Junk Fax Prevention Act, the Telecommunications Act, the Cable Communications Policy Act and the Video Privacy Protection Act.

### Module 9: Health care

Describes privacy laws in health care, including the major components of HIPAA and the development of the Genetic Information Non-Discrimination and Health Information Technology for Economic and Clinical Health acts, and outlines privacy protections mandated by other significant health care laws.

### Module 10: Children's privacy

Discusses the Children's Online Privacy Protection Act and state statutes that regulate children's privacy: outlines privacy rights and protections under the Family Education Rights and Privacy Act, and describes recent amendments provided by the Protection of Pupil Rights Amendment and Every Student Succeeds Act. Also explores education technology and privacy.

### Module 11: Financial privacy

Outlines the goals of financial privacy laws; highlights key concepts of the Fair Credit Reporting Act, the Fair and Accurate Credit Transactions Act and the Gramm-Leach-Bliley Act; and discusses the Red Flags Rule, the Disposal Rule, the Dodd-Frank Act, online and mobile banking, and anti-money laundering laws.

### Module 12: Privacy in the workplace

Describes federal laws that regulate and protect employee privacy and prohibit discrimination; examines the life cycle of employee privacy, including background screening, employee monitoring, investigating misconduct and termination; and outlines antidiscrimination laws.