



Data Privacy and Protection Fundamentals

by Evan Levy



Module 0. About the Course (8 min)

Module 1. Business Challenges and Drivers (36 min)

- *Overview*
- *Data Breaches*
- *Data Protection Neglect*
- *Data Liability Costs*
- *What is Data Protection?*
- *Data Protection Part 1*
 - *Data Protection Part 2*
 - *Today's environment*
 - *What is Data/Information Privacy*
- *The Disparity of Privacy*
- *Common Privacy and Protection Questions*

Module 2. Privacy Concepts & Terminology (55 min)

- *Overview*
- *What is Personally Identifiable Information (PII)*
 - *Personally Identifiable Information Part 1-4*
 - *Identifying PII Data Part 1-4*
- *Consent*
 - *Meaning of Consent*
 - *Types of Data Consent*
 - *The Challenge of Consent*
- *Traceability, Tracking, and Lineage*
 - *The Difference Between Lineage and Traceability*
- *What is Data Portability*
 - *Data Provisioning*
 - *Data Portability—Concepts to Consider*
 - *The Challenges of Data Portability*
- *Data Deletion*

Module 3. Protection Concepts & Terminology (59 min)

- *Overview*
- *Controller*
- *Processor*
- *Differences in Responsibilities*
- *Information (Data) Fiduciary*
 - *Data Fiduciary and Data Principal*
 - *Information Fiduciary Concepts*
- *Data Applications in a Company...*
 - *Transactional Systems*
 - *Cloud Applications*



DG-10: Data Privacy and Protection Policy

- Business Applications
- Staging Area (Data Lake)
- Master Data Management
- External Data
- Data Warehouse
- Analytical Applications
- Analytics Repositories
- Different Functions/Focus
- Protecting Data at Creation
- Protecting Data Downstream
- Protecting Data in Motion
- *Data Protection Concepts Part 1*
 - Data Protection Concepts Part 2-3
- *Masking*
 - Data Masking Techniques
 - Data Anonymization
 - Encryption
 - Pseudonymization
 - The Challenges to Data Masking Implementation
 - The Challenges to Data Masking Adoption
- *Data Usage Responsibilities*

Module 4. Data Privacy and Protection in a Data Lifecycle (52 min)

- *Overview*
- *Challenges to Implementation*
- *What is a Data Lifecycle?*
- *The Stages of a Data Lifecycle*
 - Create
 - Gather
 - Process
 - Store
 - Use
- *The Stages in a Data Lifecycle*
- *The Audience for Data Privacy/Protection*
- *Data Management Support: Data Standards*
 - Data Management Support: Data Administration
 - Data Management Support: Data Governance
 - Data Management Support: Data Protection
 - Data Management Support: Data Security
 - Data Lifecycle Observations

Module 5. Data Privacy in the Real World (78 min)

- *The GDPR-EU General Data Protection*



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- *GDPR in the News*
- *GDPR: What are the Primary Mandates*
- *Are You Affected by GDPR?*
- *How GDPR Impacts Non-EU Organizations*
- *The Challenges of Data Protection*
- *Core PDP/Privacy Activities*
 - *GDPR Articles: Define PII Data Element*
 - *Define PII Elements: Actions to Take*
 - *Identify Systems*
 - *Identify Systems: Actions to Take*
 - *Governance Details*
 - *Governance: Actions to Take*
 - *Protect Details*
 - *Protect: Actions to Take*
 - *Measure & Audit*
 - *Measure & Audit: Actions to Take*
 - *Core PDP/Privacy Activities*
- *California Consumer Privacy Act (CCPA) Part 1*
 - *California Consumer Privacy Act (CCPA) Part 2-3*
 - *Differences between CCPA and GDPR*
- *Act to Protect the Privacy of Online Consumer Information*
 - *Privacy Law Details*
 - *Affected Data*
- *Security and Privacy of Personal Information (chapter 603A)*
 - *Privacy Law Details*
- *Other Government PDP Initiatives*

Module 6. Implementation Framework (23 min)

- *Core Data Privacy/Data Protection Activities*
- *A Simple Development Approach*
 - *Scope/Concept*
 - *Identity Requirements*
 - *Design*
 - *Develop*
 - *Deploy*
- *Aligning Activities with Existing Methods*