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QUESTION 1

SCENARIO

Please use the following to answer the next QUESTION:

Martin Briseno is the director of human resources at the Canyon City location of the U.S. hotel chain Pacific Suites. In 1998, Briseno decided to change the hotel\'s on-the-job mentoring model to a standardized training program for employees who were progressing from line positions into supervisory positions. He developed a curriculum comprising a series of lessons, scenarios, and assessments, which was delivered in-person to small groups. Interest in the training increased, leading Briseno to work with corporate HR specialists and software engineers to offer the program in an online format. The online program saved the cost of a trainer and allowed participants to work through the material at their own pace.

Upon hearing about the success of Briseno\'s program, Pacific Suites corporate Vice President Maryanne Silva-Hayes expanded the training and offered it company-wide. Employees who completed the program received certification as a Pacific Suites Hospitality Supervisor. By 2001, the program had grown to provide industry-wide training. Personnel at hotels across the country could sign up and pay to take the course online. As the program became increasingly profitable, Pacific Suites developed an offshoot business, Pacific Hospitality Training (PHT). The sole focus of PHT was developing and marketing a variety of online courses and course progressions providing a number of professional certifications in the hospitality industry.

By setting up a user account with PHT, course participants could access an information library, sign up for courses, and take end-of-course certification tests. When a user opened a new account, all information was saved by default, including the user\'s name, date of birth, contact information, credit card information, employer, and job title. The registration page offered an opt-out choice that users could click to not have their credit card numbers saved. Once a user name and password were established, users could return to check their course status, review and reprint their certifications, and sign up and pay for new courses. Between 2002 and 2008, PHT issued more than 700,000 professional certifications.

PHT\'s profits declined in 2009 and 2010, the victim of industry downsizing and increased competition from e- learning providers. By 2011, Pacific Suites was out of the online certification business and PHT was dissolved. The training program\'s systems and records remained in Pacific Suites\' digital archives, un-accessed and unused. Briseno and Silva- Hayes moved on to work for other companies, and there was no plan for handling the archived data after the program ended. After PHT was dissolved, Pacific Suites executives turned their attention to crucial day-to-day operations. They planned to deal with the PHT materials once resources allowed.

In 2012, the Pacific Suites computer network was hacked. Malware installed on the online reservation system exposed the credit card information of hundreds of hotel guests. While targeting the financial data on the reservation site, hackers also discovered the archived training course data and registration accounts of Pacific Hospitality Training\'s customers. The result of the hack was the exfiltration of the credit card numbers of recent hotel guests and the exfiltration of the PHT database with all its contents.

A Pacific Suites systems analyst discovered the information security breach in a routine scan of activity reports. Pacific Suites quickly notified credit card companies and recent hotel guests of the breach, attempting to prevent serious harm. Technical security engineers faced a challenge in dealing with the PHT data.

PHT course administrators and the IT engineers did not have a system for tracking, cataloguing, and storing information. Pacific Suites has procedures in place for data access and storage, but those procedures were not implemented when PHT was formed. When the PHT database was acquired by Pacific Suites, it had no owner or oversight. By the time technical security engineers determined what private information was compromised, at least 8,000 credit card holders were potential victims of fraudulent activity.

In the Information Technology engineers had originally set the default for customer credit card information to "Do Not Save," this action would have been in line with what concept?

A. Use limitation

B. Privacy by Design

C. Harm minimization

D. Reactive risk management

Correct Answer: B

QUESTION 2

Which of the following is NOT an important factor to consider when developing a data retention policy?

A. Technology resource.

B. Business requirement.

C. Organizational culture.

D. Compliance requirement

Correct Answer: A

QUESTION 3

SCENARIO

Please use the following to answer the next QUESTION:

As they company\\'s new chief executive officer, Thomas Goddard wants to be known as a leader in data protection. Goddard recently served as the chief financial officer of Hoopy.com, a pioneer in online video viewing with millions of users around the world. Unfortunately, Hoopy is infamous within privacy protection circles for its ethically questionable practices, including unauthorized sales of personal data to marketers. Hoopy also was the target of credit card data theft that made headlines around the world, as at least two million credit card numbers were thought to have been pilfered despite the company\\'s claims that "appropriate" data protection safeguards were in place. The scandal affected the company\\'s business as competitors were quick to market an increased level of protection while offering similar entertainment and media content. Within three weeks after the scandal broke, Hoopy founder and CEO Maxwell Martin, Goddard\\'s mentor, was forced to step down.

Goddard, however, seems to have landed on his feet, securing the CEO position at your company, Medialite, which is just emerging from its start-up phase. He sold the company\\'s board and investors on his vision of Medialite building its brand partly on the basis of industry-leading data protection standards and procedures. He may have been a key part of a lapsed or even rogue organization in matters of privacy but now he claims to be reformed and a true believer in privacy protection. In his first week on the job, he calls you into his office and explains that your primary work responsibility is to bring his vision for privacy to life. But you also detect some reservations. "We want Medialite to have absolutely the highest standards," he says. "In fact, I want us to be able to say that we are the clear industry leader in privacy and data protection. However, I also need to be a responsible steward of the company\\'s finances. So, while I want the best solutions across the board, they also need to be cost effective."

You are told to report back in a week\\'s time with your recommendations. Charged with this ambiguous mission, you

depart the executive suite, already considering your next steps. You are charged with making sure that privacy safeguards are in place for new products and initiatives. What is the best way to do this?

A. Hold a meeting with stakeholders to create an interdepartmental protocol for new initiatives

B. Institute Privacy by Design principles and practices across the organization

C. Develop a plan for introducing privacy protections into the product development stage

D. Conduct a gap analysis after deployment of new products, then mend any gaps that are revealed

Correct Answer: C

QUESTION 4

Which of the following best supports implementing controls to bring privacy policies into effect?

A. The internal audit department establishing the audit controls which test for policy effectiveness.

B. The legal department or outside counsel conducting a thorough review of the privacy program and policies.

C. The Chief Information Officer as part of the Senior Management Team creating enterprise privacy policies to ensure controls are available.

D. The information technology (IT) group supporting and enhancing the privacy program and privacy policy by developing processes and controls.

Correct Answer: A

QUESTION 5

When building a data privacy program, what is a good starting point to understand the scope of privacy program needs?

A. Perform Data Protection Impact Assessments (DPIAs).

B. Perform Risk Assessments

C. Complete a Data Inventory.

D. Review Audits.

Correct Answer: C

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