

## CIPP-US<sup>Q&As</sup>

Certified Information Privacy Professional/United States (CIPP/US)

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**QUESTION 1**

## SCENARIO

Please use the following to answer the next question:

Matt went into his son's bedroom one evening and found him stretched out on his bed typing on his laptop.

"Doing your homework?" Matt asked hopefully.

"No," the boy said. "I'm filling out a survey."

Matt looked over his son's shoulder at his computer screen. "What kind of survey?"

"It's asking questions about my opinions."

"Let me see," Matt said, and began reading the list of questions that his son had already answered. "It's asking your opinions about the government and citizenship. That's a little odd. You're only ten."

Matt wondered how the web link to the survey had ended up in his son's email inbox. Thinking the message might have been sent to his son by mistake he opened it and read it. It had come from an entity called the Leadership Project, and

the content and the graphics indicated that it was intended for children. As Matt read further he learned that kids who took the survey were automatically registered in a contest to win the first book in a series about famous leaders.

To Matt, this clearly seemed like a marketing ploy to solicit goods and services to children. He asked his son if he had been prompted to give information about himself in order to take the survey. His son told him he had been asked to give his name, address, telephone number, and date of birth, and to answer questions about his favorite games and toys. Matt was concerned. He doubted if it was legal for the marketer to collect information from his son in the way that it was. Then he noticed several other commercial emails from marketers advertising products for children in his son's inbox, and

he decided it was time to report the incident to the proper authorities.

How could the marketer have best changed its privacy management program to meet COPPA "Safe Harbor" requirements?

- A. By receiving FTC approval for the content of its emails
- B. By making a COPPA privacy notice available on website
- C. By participating in an approved self-regulatory program
- D. By regularly assessing the security risks to consumer privacy

Correct Answer: C

Reference: <https://www.ftc.gov/system/files/2012-31341.pdf>

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**QUESTION 2**

## SCENARIO

Please use the following to answer the next question:

Miraculous Healthcare is a large medical practice with multiple locations in California and Nevada. Miraculous normally treats patients in person, but has recently decided to start offering telehealth appointments, where patients can have virtual appointments with on-site doctors via a phone app.

For this new initiative, Miraculous is considering a product built by MedApps, a company that makes quality telehealth apps for healthcare practices and licenses them to be used with the practices' branding. MedApps provides technical support for the app, which it hosts in the cloud. MedApps also offers an optional benchmarking service for providers who wish to compare their practice to others using the service.

Riya is the Privacy Officer at Miraculous, responsible for the practice's compliance with HIPAA and other applicable laws, and she works with the Miraculous procurement team to get vendor agreements in place. She occasionally assists

procurement in vetting vendors and inquiring about their own compliance practices, as well as negotiating the terms of vendor agreements. Riya is currently reviewing the suitability of the MedApps app from a privacy perspective.

Riya has also been asked by the Miraculous Healthcare business operations team to review the MedApps' optional benchmarking service. Of particular concern is the requirement that Miraculous Healthcare upload information about the

appointments to a portal hosted by MedApps.

What can Riya do to most effectively minimize the privacy risks of using an app for telehealth appointments?

- A. Require MedApps to de-identify all patient data.
- B. Prohibit MedApps from using subcontractors.
- C. Require MedApps to submit a SOC2 report.
- D. Engage in active oversight of MedApps.

Correct Answer: A

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### QUESTION 3

Which federal law or regulation preempts state law?

- A. Health Insurance Portability and Accountability Act
- B. Controlling the Assault of Non-Solicited Pornography and Marketing Act
- C. Telemarketing Sales Rule
- D. Electronic Communications Privacy Act of 1986

Correct Answer: B

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## QUESTION 4

Under what conditions will personal data processing be subject to the Virginia Consumer Data Protection Act (VCDPA) requirements for a documented data protection assessment?

- A. If the data subject is younger than 13 years of age and the data is processed after January 1, 2023.
- B. If the data processor processes personal data beyond the controller's instructions.
- C. If the personal data is stored by a California-based third-party service provider.
- D. If the personal data is processed for purposes of targeted advertising.

Correct Answer: D

Reference: <https://www.jdsupra.com/legalnews/virginia-is-for-data-privacy-lovers-2548062/#:~:text=The%20VCDPA%20also%20provides%20consumers,significant%20effects%20concerning%20the%20consumer>

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## QUESTION 5

A California resident has created an account on your company's online food delivery platform and placed several orders in the past month. Later she submits a data subject request to access her personal information under the California Privacy Rights Act.

Assuming that the CPRA is in force, which of the following data elements would your company NOT have to provide to the requester once her identity has been verified?

- A. Inferences made about the individual for the company's internal purposes.
- B. The loyalty account number assigned through the individual's use of the services.
- C. The time stamp for the creation of the individual's account in the platform's database.
- D. The email address submitted by the individual as part of the account registration process.

Correct Answer: A