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QUESTION 1

SCENARIO

Please use the following to answer the next question:

Light Blue Health (LBH) is a healthcare technology company developing a new web and mobile application that collects personal health information from electronic patient health records. The application will use machine learning to recommend potential medical treatments and medications based on information collected from anonymized electronic health records. Patient users may also share health data collected from other mobile apps with the LBH app.

The application requires consent from the patient before importing electronic health records into the application and sharing it with their authorized physicians or healthcare provider. The patient can then review and share the recommended treatments with their physicians securely through the app. The patient user may also share location data and upload photos in the app. The patient user may also share location data and upload photos in the app for a healthcare provider to review along with the health record. The patient may also delegate access to the app.

LBH's privacy team meets with the Application development and Security teams, as well as key business stakeholders on a periodic basis. LBH also implements Privacy by Design (PbD) into the application development process.

The Privacy Team is conducting a Privacy Impact Assessment (PIA) to evaluate privacy risks during development of the application. The team must assess whether the application is collecting descriptive, demographic or any other user related data from the electronic health records that are not needed for the purposes of the application. The team is also reviewing whether the application may collect additional personal data for purposes for which the user did not provide consent.

What is the best way to ensure that the application only collects personal data that is needed to fulfill its primary purpose of providing potential medical and healthcare recommendations?

- A. Obtain consent before using personal health information for data analytics purposes.
- B. Provide the user with an option to select which personal data the application may collect.
- C. Disclose what personal data the application the collecting in the company Privacy Policy posted online.
- D. Document each personal category collected by the app and ensure it maps to an app function or feature.

Correct Answer: D

By documenting each personal data category collected by the app and ensuring that it maps to an app function or feature, Light Blue Health can help ensure that only necessary data is collected. This can help prevent over-collection of personal data and increase transparency about how user data is used.

QUESTION 2

Information classification helps an organization protect confidential and nonpublic information primarily because?

- A. It helps identify sensitive and critical information that require very strict safeguards.
- B. It falls under the security principles of confidentiality, integrity, and availability.
- C. It promotes employee accountability for safeguarding confidential information.

D. It is legally required under most regulations.

Correct Answer: A

Information classification helps an organization protect confidential and nonpublic information primarily because it helps identify sensitive and critical information that require very strict safeguards.

QUESTION 3

SCENARIO

Carol was a U.S.-based glassmaker who sold her work at art festivals. She kept things simple by only accepting cash and personal checks. As business grew, Carol couldn't keep up with demand, and traveling to festivals became burdensome. Carol opened a small boutique and hired Sam to run it while she worked in the studio. Sam was a natural salesperson, and business doubled. Carol told Sam, "I don't know what you are doing, but keep doing it!"

But months later, the gift shop was in chaos. Carol realized that Sam needed help so she hired Jane, who had business expertise and could handle the back-office tasks. Sam would continue to focus on sales. Carol gave Jane a few weeks to get acquainted with the artisan craft business, and then scheduled a meeting for the three of them to discuss Jane's first impressions.

At the meeting, Carol could not wait to hear Jane's thoughts, but she was unprepared for what Jane had to say. "Carol, I know that he doesn't realize it, but some of Sam's efforts to increase sales have put you in a vulnerable position. You are not protecting customers' personal information like you should."

Sam said, "I am protecting our information. I keep it in the safe with our bank deposit. It's only a list of customers' names, addresses and phone numbers that I get from their checks before I deposit them. I contact them when you finish a piece that I think they would like. That's the only information I have! The only other thing I do is post photos and information about your work on the photo sharing site that I use with family and friends. I provide my email address and people send me their information if they want to see more of your work. Posting online really helps sales, Carol. In fact, the only complaint I hear is about having to come into the shop to make a purchase."

Carol replied, "Jane, that doesn't sound so bad. Could you just fix things and help us to post even more online?"

"I can," said Jane. "But it's not quite that simple. I need to set up a new program to make sure that we follow the best practices in data management. And I am concerned for our customers. They should be able to manage how we use their personal information. We also should develop a social media strategy."

Sam and Jane worked hard during the following year. One of the decisions they made was to contract with an outside vendor to manage online sales. At the end of the year, Carol shared some exciting news. "Sam and Jane, you have done such a great job that one of the biggest names in the glass business wants to buy us out! And Jane, they want to talk to you about merging all of our customer and vendor information with theirs beforehand."

What type of principles would be the best guide for Jane's ideas regarding a new data management program?

- A. Collection limitation principles.
- B. Vendor management principles.
- C. Incident preparedness principles.
- D. Fair Information Practice Principles

Correct Answer: D

Reference: <https://www.worldprivacyforum.org/2008/01/report-a-brief-introduction-to-fair-information-practices/>

QUESTION 4

A privacy engineer reviews a newly developed on-line registration page on a company's website. The purpose of the page is to enable corporate customers to submit a returns / refund request for physical goods. The page displays the

following data capture fields:

company name, account reference, company address, contact name, email address, contact phone number, product name, quantity, issue description and company bank account details.

After her review, the privacy engineer recommends setting certain capture fields as "non- mandatory". Setting which of the following fields as "non-mandatory" would be the best example of the principle of data minimization?

- A. The contact phone number field.
- B. The company address and name.
- C. The contact name and email address.
- D. The company bank account detail field.

Correct Answer: B

QUESTION 5

Value sensitive design focuses on which of the following?

- A. Quality and benefit.
- B. Ethics and morality.
- C. Confidentiality and integrity.
- D. Consent and human rights.

Correct Answer: B

Value sensitive design (VSD) is a theoretically grounded approach to the design of technology that accounts for human values in a principled and comprehensive manner¹. It brings human values to the forefront of the technical design process².

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