

Certified Information Privacy Manager Programme



The Certified Information Privacy Manager (CIPM) is the world’s first and only certification in privacy programme management. The 3-day programme is targeted to deep skill Professionals, Managers and Executives (PMEs) in privacy programme administration to establish, maintain and manage a privacy programme across all stages of its life cycle for their company.

When you earn a CIPM, it shows that you don’t just know privacy regulations—you know how to make it work for your organisation! This globally recognised certificate provides you the ability to stand out from others in your field.

Ideal for:

- Existing Data Protection Officers
- Newly appointed Data Protection Officers
- Personnel (Compliance, HR, IT, Marketing) with data protection responsibilities
- Professionals seeking a career in privacy/data protection

Trainers & Consultants

Straits Interactive is International Association of Privacy Professionals’ only Official Training Partner certified to conduct CIPM training in Malaysia and Singapore.



Learning Outcomes:

- How to create a company vision
- How to structure the privacy team
- How to develop and implement a privacy programme framework
- How to communicate to stakeholders
- How to measure performance
- The privacy programme operational lifecycle

Duration

3 days over 3 weeks



Delivery Format

- Lecture style
- Video clips
- Discussions with consultants
- Role play / presentations

For more information, please visit <http://www.straitsinteractive.com.my>

COURSE OUTLINE

Day #1: Privacy / Data Protection Foundation Module

An introduction to major laws and concepts in privacy

Unit 1: Common Principles and Approaches to Privacy

This unit includes a brief discussion of the modern history of privacy, an introduction to types of information, an overview of information risk management and a summary of modern privacy principles.

Unit 2: Jurisdictions and Industries

This unit introduces the major privacy models employed around the globe and provides an overview of privacy and data protection regulation by jurisdictions and by industry sectors.

Unit 3: Information Security: Safeguarding Personal Information

This unit presents introductions to information security, including definitions, elements, standards and threats/vulnerabilities, and to information security management and governance, including frameworks, controls, cryptography, and identity and access management (IAM).

Unit 4: Online Privacy: Using Personal Information on Websites and with Other Internet-related Technologies

This unit discusses the web as a platform and privacy considerations for sensitive online information, including policies and notices, access, security, authentication identification and data collection. Additional topics include children's online privacy, e-mail, searches, online marketing and advertising, social media, online assurance, cloud computing and mobile devices.

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Day #2: Certified Information Privacy Manager (CIPM) Module

This programme is broken into two segments, the first describing important practices in managing privacy. The second segment is an interactive format in which participants apply these practices to a real-world scenario.

Unit 1: Privacy Programme Governance

This unit describes how to create a privacy programme at an organizational level, develop and implement a framework and establish metrics to measure programme effectiveness. Topics include: creating a company vision for its privacy programme; establishing a privacy programme that aligns to the business; structuring the privacy team; developing organizational privacy policies, standards and guidelines; defining privacy programme activities; and defining programme metrics.

Unit 2: Privacy Operational Life Cycle

This substantial unit reviews privacy programme practices through the privacy life cycle: assess, protect, sustain and respond. Topics include: documenting the privacy baseline of the organization; data processors and third-party vendor assessments; physical assessments; mergers, acquisitions and divestitures; privacy threshold analysis; privacy impact assessments; information security practices; Privacy by Design; integrating privacy requirements across the organization; auditing your privacy program; creating awareness of the organization's privacy program; compliance monitoring; handling information requests; and handling privacy incidents.

Day #3: Privacy Management - A Hands on Approach based on your Organisation's Privacy / Data Protection Programme

Assess, Protect, Sustain & Respond using the Data Protection Management System

To complement the theory of privacy programme management, course participants will get to apply the above in the context of their own PDPA compliance and data protection / privacy initiatives.

CERTIFIED INFORMATION PRIVACY MANAGER PROGRAMME

16th, 17th & 30th November 2015 — 8.30am – 5.30pm — Pullman Hotel, Bangsar

Registration Fee Details

EARLY BIRD FEE: RM 9,800.00
(Register By 15 September 2015)

NORMAL FEE: RM 10,500.00

GROUP BOOKING: RM 9,800.00

(OFF 3 AND MORE FROM THE SAME ORGANIZATION)

**Limited to 25 delegates per class

(Fees are inclusive of GST)

Delegate Details

Delegate1 Mr / Ms / Mrs / Dr: _____

Position: _____

Department: _____

Tel: _____ Fax: _____

E-mail: _____

Delegate2 Mr / Ms / Mrs / Dr: _____

Position: _____

Department: _____

Tel: _____ Fax: _____

E-mail: _____

Contact Person (For Billing Purpose)

Mr / Ms / Mrs / Dr: _____

Position: _____

Department: _____

Company: _____

Tel: _____ Fax: _____

E-mail: _____

Billing Address: _____

Company Stamp: _____

Payment Method (Secretariat)

CHEQUE LO/Local Order
STRAITS INTERACTIVE SDN BHD

TELEGRAPHIC TRANSFER

ACCOUNT NAME	Straits Interactive Sdn Bhd
Name of Bank	OCBC Bank Malaysia
Account Number	70-114-592-95

** Payment will be confirmed upon Proof of Payment to Straits Interactive Sdn Bhd
(Please state Invoice Number on Proof of Payment)

Ways to Register

To register for the Course, return this whole page by:

Fax: 03-2246 3367

Email: umcors.events@um.edu.my

Mail: University of Malaya Malaysia
Centre of Regulatory Studies (UMCoRS)
Level 13, Wisma R&D, University of Malaya
Jalan Pantai Baharu, 59990 Kuala Lumpur,
MALAYSIA

Further enquiries: Tel: 03-2246 3372/3370

Venue Details



Pullman Bangsar Hotel & Resorts
No.1 Jalan Pantai Jaya Tower 3,
59200 Kuala Lumpur
03-2298 1888

BOOKING CONDITIONS

1. Registration will be confirmed upon receipt of your completed Registration Form.
2. Full payment must be made before the date of the conference.
3. If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 5 working days prior to the Conference / Workshop.
4. In the event payment is not received within 30 days after the event date, penalty fee of 5% will be imposed on the outstanding sum.
5. For any cancellations, kindly inform the secretariat in writing / fax 7 days before the event, otherwise the conference fees will be billed. Replacement will / can be accepted.

All speakers and topics are correct at the time of printing. Straits Interactive Sdn Bhd reserves the right to substitute speakers and cancel or alter the content and timing of the programmes for reasons beyond its control.

TESTIMONIALS

“A very relevant and good course. Simple and applicable not only to DPO but normal corporate staff. Not only talk about compliance of law but introduces a breadth of best practices to adapt.”

Jonathan Yap

Specialist - Regulatory Affairs, Axiata Berhad

“Before coming to this course, yes, you have information pockets here and there. This course provides a very powerful framework to piece all the information together. So at the end of it, you can see the whole picture.

“Having the international certification increases my confidence. When I talk to people, I can tell them that I know what I am talking about. And when I talk to the legal, I think we will have a fruitful discussion.”

Lian Eng Huat

Manager Compliance, First Data Asia Pte Ltd

“I think it’s a good gain of a new aspect of knowledge.

“I could now further enhance the data privacy and the back end perspective – integrate it as a more concrete framework, or maybe some of the methodology and the life cycle element. It forms up a very good picture for me. I have been in banking for many years and exposed to many parts of it but with this class I really see the connection.”

Tan Su Kia

Vice President, ABN AMRO Bank N.V.

“Well, I definitely think it will help me in job progression. Data protection is also so new, so having this certification will definitely benefit not only me but my company, in terms of how we’re able to protect the data that we have for our customers, and also our staff.”

Trina Swee

Data Protection Officer, Solomon Alliance Management

TRAINERS

Kevin Shepherdson is the CEO and co-founder of Straits Interactive Pte Ltd, and provides and drives the vision, strategy and innovation of the company’s PDPA offerings that build upon the foundation of enabling trusted businesses and responsible marketing. He is a Certified Information Privacy Manager (CIPM), the world’s first and only certification in privacy programme management, awarded by the International Association of Privacy Professionals (IAPP), and is co-chair of the IAPP Singapore KnowledgeNet chapter. Kevin brings his experience in marketing and technology to Straits Interactive from Oracle, where he was head of demand generation, customer intelligence and the call centre for Asia Pacific. Having worked with foreign multinational companies which have a strong data practice, Kevin is familiar with data privacy and protection laws in both the US and Europe.



Alvin Toh is the CMO and of Straits Interactive and drives marketing strategy and awareness for the company’s innovative privacy solutions that build upon the foundation of responsible marketing. He also charts the directions of the company’s channel and sales strategy. A Certified Information Privacy Manager (CIPM) with more than 20 years of sales and marketing experience under his belt, he has had a successful career spanning Enterprise Sales, Strategic-Selling and Regional Channel Sales covering multiple industries as well as managing a marketing consulting company.



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