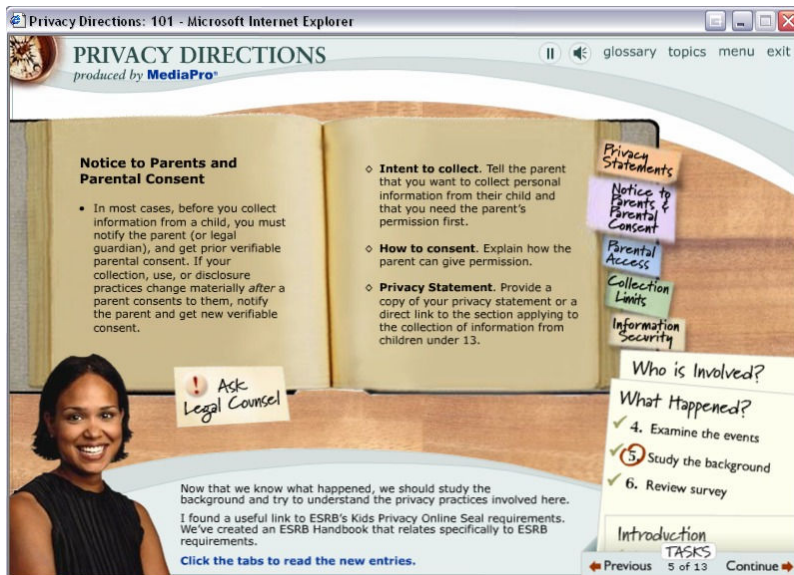




PRIVACY DIRECTIONS™ 101: COPPA

Designed for all employees of companies with an Internet presence, **Privacy Directions™ 101: COPPA** provides a foundation of privacy principles in a 30-minute course. Using a stimulating and creative approach that engages and challenges the learner, this course creates informed employees who make better decisions, increase customer trust, and lower risk. It addresses COPPA requirements and the privacy of information obtained from children under thirteen. The course presents realistic situations that add relevance for learners from different departments and levels within the organization.



Sample screen from the *Privacy Directions™ 101: COPPA* course

This course is your first best step to train employees...

- Fundamental privacy principles
- Engaging, stimulating approach
- Real-life examples and applications
- COPPA and ESRB requirements

Prestigious e-learning awards won by *Privacy Directions™*



[The Brandon Hall Excellence in Learning Awards](#)

The Brandon Hall Excellence in Learning Awards is the premiere showcase for exceptional work in e-learning. The awards program (formerly the "Brandon Hall of Fame Awards") recognizes courseware excellence by providing feedback and benchmarking in an overall effort to advance the e-learning industry.



[AXIEM AWARDS \(Absolute eXcellence In Electronic Media\)](#)

The AXIEM AWARDS™ is an international awards program created to honor those who produce the very best in all forms of electronic media. The AXIEM AWARD™ sets the standard of creative communication and production excellence. Entries are accepted in Electronic Media, the World Wide Web and Interactive Media.

Privacy Directions™ 101: COPPA

Lesson 1: Customer Data Scenario

This lesson teaches employees the value organizations place on privacy and implementing privacy protections for personal information for consumers. It emphasizes the privacy principles of Notice and Choice.

- The value of privacy
- Privacy principles of Notice and Choice
- Managing for privacy
- Departmental roles and responsibilities for privacy protections

Lesson 2: Children's Data Scenario

This lesson specifically addresses COPPA requirements and the privacy of information obtained from children under 13.

- The value of protecting personal information from children
- Security and privacy principles and their application to online data practices
- Example - Entertainment Software Rating Board's (ESRB) online privacy requirements
- Recognizing and reporting breaches of privacy policies

Privacy Resources Section

This section informs employees of the privacy people, policies, procedures, and technologies in their own organization or company. It is designed to include links to the organization's in-house privacy program.

Assessment

Additional Information:

Customizations

MediaPro can add content to the course specific to your people, policies, procedures and technology. This can include documents and links to specific resources.

Tracking User and Course Usage

MediaPro courseware is compliant with the industry standard SCORM 1.2. Our courses have been certified on many different standards-based Learning Management Systems (LMS) to manage courseware delivery and facilitate student tracking and reporting.

Hosting Options

The courseware can be hosted on your intranet and integrated with an existing Learning Management System (LMS) or MediaPro can provide an Internet-based hosted e-learning solution. The MediaPro hosted solution enables users to access the courseware via the internet and gives you the ability to track user progress and monitor the results.

Minimum Workstation Requirements:

Processor: Pentium III 500
Memory: 256 Megabytes of RAM
Operating System: Windows 2000 or XP
Screen Resolution: 800x600 with 16-bit color
Browser: Internet Explorer 6 or higher
Flash Player: Version 7 or higher
Bandwidth: 256 Kbps
Cookies and JavaScript: Must be enabled
Pop-up blocker(s): Must be turned off

Our Compliance Curriculum Includes:

Privacy Directions™ 101: Awareness
Privacy Directions™ 101: COPPA
Privacy Directions™ 201: Human Resources
Privacy Directions™ 202: IT
Privacy Directions™ 203: Call Centers
Privacy Directions™ 204: Sales & Marketing
Privacy Directions™ for Hospitality
Security Directions™ 101: Awareness



Our Privacy Expert:

Richard Purcell

- CEO, Corporate Privacy Group
- Chairman, TRUSTe
- Member, CIPP Advisory Board, Int'l Association of Privacy Professionals
- Member, Privacy Advisory Committee, U.S. Dept. of Homeland Security

About MediaPro, Inc.

MediaPro is nationally recognized for producing high-quality and award-winning web-based courseware. In addition to our highly successful *Privacy Directions™* and *Security Directions™* courseware, MediaPro has developed hundreds of customized courses for many Fortune 1000 companies.

To contact us, please call 800-726-6951 x 4723 (or 425-483-4723),
send an e-mail to privacy@mediapro.com, or visit our web site at <http://www.mediapro.com/privacy>.