



PRIVACY DIRECTIONS™ 204: Sales & Marketing

Designed for Sales & Marketing professionals, this course emphasizes their role in managing the stages of the "data life cycle," providing prescriptive best practices. The course focuses on reducing risks by teaching a detailed understanding of data management practices both in the office and in the field.

Lesson 1: Understanding Privacy handbook topics menu exit

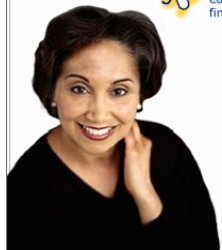
The Data Life Cycle

We have discussed the five privacy principles and some basic privacy concepts. Now let's look at how personal information flows into, within, and eventually out of an organization.

We call this flow of information the **data life cycle**.

The graphic on the right shows the five major stages of this cycle. Let's examine these stages more closely.

Roll your mouse pointer over each stage. After you have finished, click **Continue**.



Advanced Privacy Training for Sales & Marketing Professionals

- Engaging, stimulating approach
- Real life examples and applications

Lesson 4: Using Data handbook topics menu exit

Primary Use
We collect product registration information from you.

Secondary Use
We automatically send you information about the latest updates for the product.

Primary and Secondary Use

Our privacy statement discloses our primary reason for collecting data. Generally, it also gives individuals a way to opt-in or opt-out of secondary use of their personal information.

However, if the privacy statement did not disclose this secondary use and we want to use personal information for this purpose, asking for permission before doing so is a best privacy practice.

For example, if we collect product registration information, we should not send advertising material unless our privacy statement disclosed this use.

Click **Continue** to proceed.

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Privacy Directions™ 204: Sales & Marketing

Lesson 1: Understanding Privacy

- Privacy Principles
- Understanding Privacy Principles
- Additional Privacy Concepts
- Understanding a Privacy Statement
- Privacy and Direct Solicitations
- The Data Life Cycle
- The Privacy Matrix

Lesson 2: Collecting Data

- Data Collection Sources
- Understanding Data Sources
- Offering Notice and Choice
- Designing a Sales and Marketing Campaign
- Maintaining Security
- Ensuring Data Integrity
- Understanding Privacy Practices

Lesson 3: Storing Data

- Providing Access to Individuals
- Providing Access to Employees and Vendors
- Understanding Access
- Information Security
- Securing Information
- Understanding Information Security

Lesson 4: Using Data

- Data Use and Notice
- Data Use and Choice
- Primary and Secondary Use
- Understanding Primary and Secondary Use
- Data Use and Security
- Understanding Data Use

Lesson 5: Sharing Data

- Sharing Data with Vendors and Others
- Understanding Vendors and Others
- Sharing Data and Notice
- Sharing Data and Choice
- Sharing Data and Security

Lesson 6: Managing Data

- Providing Access
- Securing Information
- Understanding Data Management
- Managing Data Integrity

Assessment

Privacy Resources

Additional Information

Customizations

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

Tracking Course Usage

MediaPro courseware is compliant with the industry standard SCORM 1.2.6. Our courses have been certified and used on many different standards-based Learning Management Systems (LMS) to manage module delivery and to integrate with a SCORM compliant LMS.

Hosting Options

The courseware can be hosted on the client's intranet and integrate with an existing Learning Management System, or MediaPro can provide an Internet hosting service on its e-Learning platform. The MediaPro platform will provide the functionality to enable users to access courses via the internet, and to enable the client organization to track progress and monitor the results of users taking the courses.

Client Workstation Requirements:

Pentium III 500
Minimum: 256 Megabytes of RAM
Operating System: Windows 2000 or XP
Screen Resolution: 800x600x16 bit (or higher)
Internet Explorer 6 (or higher)
Flash Player: Version 6 (or higher)
Bandwidth: 256 kbps or greater
Cookies and Javascript must be enabled
Pop-up blocker must be turned off

Server Requirements:

CPU: 2.8 GHz or greater
RAM: 1 Gig or greater
NT 4.0, Windows 2000 (or greater) or Unix – all fully patched
Disk Space: 25+ Gig dedicated to courseware
Same network domain as LMS system (rec.)

Our Compliance Curriculum Includes:

Privacy Directions™ 101: Awareness
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, Inc., founded in 1993, 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, Inc. 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>.