



# PRIVACY

## Adaptive Privacy Library

### The right content to the right people

Because the content is built using MediaPRO's exclusive **Adaptive Architecture™**, you have complete freedom and control over the selection of course content, and you can deliver different topics to different audiences or roles across the organization. The result is a tailored learning experience delivered to each unique group within the company. Topics include:

#### Privacy and Personal Information

- The importance of privacy
- Privacy policies and procedures
- Identifying personal information
- Privacy responsibilities
- Global privacy laws

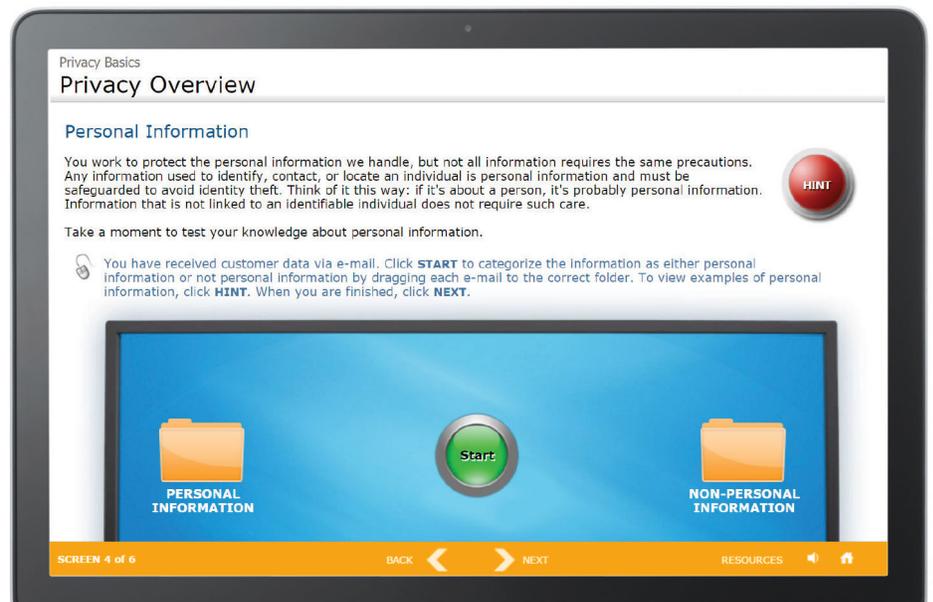
#### GDPR

- Privacy and the GDPR
- Our role as controller and/or processor
- Identifying personal data
- Individual rights
- Privacy by design
- Data breach notification

#### Role-Based Privacy and GDPR Training for:

- Human Resources (HR)
- Managers
- Information Technology (IT)
- Sales and marketing
- Call centers
- Legal

MediaPRO's Adaptive Privacy Library™ is a collection of award-winning e-Learning content in the areas of privacy and data protection. Leveraging a library of unique training topics, you can select just the content you need to match your privacy policy and training requirements. The Adaptive Privacy Library enables companies to easily assemble, customize, and deliver e-Learning content at a fraction of the usual delivery timeline—often reducing training development time by as much as 80%.



## Global Privacy Laws and Regulations

- Global privacy
- Canadian Anti-Spam Act
- Australian privacy laws
- Privacy Shield

## Records Management

- Kinds of business records
- Data classifications
- Laws and regulations
- Risk mitigation

## Identity Theft

- The impact of identity theft
- Types of red flags
- Can you spot the red flags?

## Intellectual Property

- Importance of intellectual property
- Types of intellectual property
- Active and passive threats
- Reporting an incident

## Protecting and Handling Data

- Data classifications
- Data storage, retention, and destruction
- Data destruction

## Social Media Risks and Benefits

- Risks of social media
- Your impact
- Social media principles

## Complying with HIPAA

- Protected Health Information (PHI)
- Notice of privacy practices
- Use and disclosure
- HIPAA enforcement and penalties

## What's an Awareness Program?

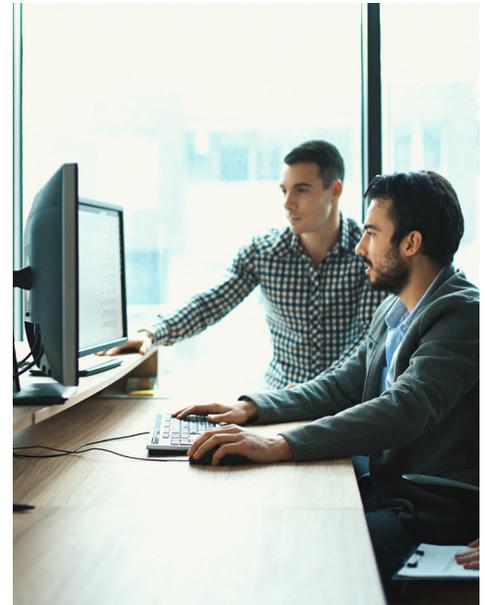
An Awareness Program is an ongoing effort to communicate business risks and desired behaviors to employees within an organization. The goal is to create a risk-aware culture where all employees act to protect the information that flows through the organization. MediaPRO provides you with all the tools to run a comprehensive awareness program, with behavioral risk assessments, phishing simulation, training, and reinforcement—all wrapped up in easy-to-deliver program packages suited for your needs.

## Implementation Options

**Configure:** Using our unique CourseBuilder, you can easily arrange content, brand your course, and add company contact information and links to your internal policies and procedures. The result? You've got a fully operational course in record time.

**Customize:** Need to change things up? MediaPRO can easily customize any content to meet your specific needs. You might: add an executive message, modify or delete content, or create new pages. Our customization process is proven, transparent, and the easiest in the industry.

**Deliver:** Want flawless delivery? MediaPRO's courseware is SCORM and AICC compliant, which means that it can be easily integrated into your organization's Learning Management System (LMS). Don't have an LMS? MediaPRO also provides an affordable, cloud-based LMS.



## About MediaPRO

MediaPRO is nationally recognized for producing award-winning online training that reduces risk and improves employee behaviors. Combine this training with our phishing, reinforcement, and assessment tools, and you've got an awareness program that meets your compliance requirements and safeguards business assets. MediaPRO's products are used by the most risk-aware companies in the world, have won more than 100 e-Learning awards, and have earned us a place as a Leader in Gartner's Magic Quadrant for Security Awareness Computer-Based Training.