PRIVACY PROGRAMS PERFECTED

PRIVACY REF

10 YEAR ANNIVERSARY

www.privacyref.com ● 888-470-1528 ● info@privacyref.com

ASSESSMENTS | CONSULTING | TRAINING

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CONTENTS

About Us

Our mission is to build effective privacy programs for our clients, emphasizing alignment of privacy practices with organizational goals, operational goals, and compliance requirements.

The way companies use and store the personal information of their customers and employees has been changing rapidly over recent years. Regulations constantly evolve and vary between jurisdictions. People have become more sensitive to the collection and processing of their information. It's for these reasons Privacy Ref was started.

Our team of seasoned IAPP Certified Privacy Professionals, with real-world experience, take pride in delivering complete, practical solutions.

Our clients' industries include:

- Cloud computing services
- Education
- Entertainment
- Financial services
- Government
- Healthcare
- Human resources management
- Manufacturing
- Membership associations
- Not-for-profit organizations
- Professional training
- Product testing
- Public utilities
- Retail
- Software product development
- Student testing
- Talent acquisition
- Technology services
- Vehicle rental

Assessments

As laws surrounding data protection are established and evolve with the changing landscape of the global market, organizations need to know how their privacy program meets these compliance requirements.

Privacy Ref provides the tools, processes, and expertise to assess your current practices and assist in closing any gaps. Through our Rapid Privacy Program Assessment™, we determine where your program is working and where it needs to adjust to comply with all relevant regulations.

Rapid Privacy Program Assessment™
Privacy Ref has broken down legal and other requirements into easy-to-understand frameworks. For each requirement, the Privacy Ref Requirements Frameworks™ identify the source, provide a plain language description, and assess the status of your privacy initiatives in relation to the requirement.

At the end of the process, you will receive a report and an executive briefing which presents findings, recommendations, and proposed next steps.

Process:
All Rapid Privacy Program Assessments™ share a process that includes:
- Participation of two (2) consultants, including one IAPP Fellow of Information Privacy (FIP)
- Review of client-supplied artifacts

- Meetings with stakeholders held either remotely or on site
- Meeting minutes for review and approval
- Preliminary assessment document for review and comment
- Final assessment document
- Executive briefing

Assessment Contents

- Executive summary
- Assessment process
- Overview of observations
- Comparison with any selected framework(s)
- Maturity assessment using the GAPP model or NIST Privacy Framework
- Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis
- Improvement recommendations

	Base Assessment	Jurisdictional Assessment	Extended Assessment	Comprehensive Assessment
Narrative	☑	☑	☑	☑
NIST Framework	☑	☑	☑	☑
SWOT Analysis	☑	☑	☑	☑
Recommendations	☑	☑	☑	☑
One Framework	☒	☑	☑	☑
Two Frameworks	☒	☒	☑	☑
Three Frameworks	☒	☒	☒	☑

Frameworks

The legal landscape for privacy is constantly changing. As privacy professionals we need to monitor emerging laws, interpretations by regulators, and acceptable practices for application. Then we need to determine if our privacy practices comply and explain any gaps in compliance to our stakeholders. **Privacy Ref makes this easy.**

Privacy Ref Requirements Frameworks™ have taken privacy laws and identified the requirements for both data controllers and processors. Each requirement is explained using language that your organizational members who are not privacy professionals can understand.
The reference for each requirement is provided as well as a scorecard so that you can easily identify the status of your organization's compliance.

For example, in the United States, the number of emerging state laws is rapidly expanding. Privacy Ref has combined the requirements from each of these laws, allowing you to evaluate your organization's compliance once for all the emerging laws.

With the framework provided as a subscription, Privacy Ref will update the framework as new US statutes are signed into law. Only new requirements need to be evaluated; previously identified requirements do not need to be re-evaluated.

Privacy Ref Requirements Frameworks™ may be customized to combine the requirements for your unique set of applicable laws. For example, the requirements of GDPR, LGPD, and PIPL can be combined into a single evaluation framework.

We do all of the analysis work for you and update the frameworks as new interpretations and opinions from regulators are announced.

"Privacy Ref's philosophy of *building a relationship,* rather than simply solving an immediate problem makes them an *excellent match* for our growing organization, since our privacy program will need to grow as well".
-E.H, VP of Operations

Consulting Services

Whether you need an Interim Privacy Officer, a Data Protection Officer, on-demand subject matter expertise, or project resources, our privacy consulting services can deliver a scalable solution to fit your needs.

Privacy resources when you need them

Privacy Ref's On-Demand Privacy Resources Service™ puts needed expert professional resources at your fingertips. Whether to provide research, expert advice, draft policies and procedures, training, or any other privacy-related activity, a Privacy Ref team member will be available to assist.

Privacy Office / Data Protection Officer

Meeting privacy regulatory and customer requirements can be a tedious and costly endeavor. It takes research, planning, and strategizing to implement and maintain a continuously evolving privacy program.

Many organizations do not have the expertise or the inclination to staff a specialized privacy function. Privacy Ref's *Privacy Office as a Service™* handles that for you.

Privacy Ref can also serve as your *Data Protection Officer* to meet the requirements of GDPR Article 37. For our clients,

we have a partnership with a European Representative to meet GDPR Article 27 requirements as an option under this program.

Privacy Tool Implementation, Administration, and Maintenance

Many privacy programs utilize automation with tools from companies such as OneTrust and TrustArc. To ensure the success of these investments, the implementation of the tools and their ongoing maintenance and administration must meet the specific needs of your organization.

Through our partnerships with tools providers, Privacy Ref has the expertise to implement, maintain, and administer a wide variety of tools from various vendors that can play an active role in meeting your privacy goals.

"We selected *Privacy Ref* as our DPO for their deep experience in enhancing and operationalizing privacy programs with minimal impact on an organization's efficiency"
- B.R., CEO

Training and Awareness

Privacy Ref offers an extensive privacy training catalog for those who want to master their privacy skills and advance their careers in today's competitive marketplace.

Privacy Pro Training

As an Official Training Partner of the International Association of Privacy Professionals (IAPP), we offer a full suite of their official courses for privacy professionals and teams looking to expand their privacy knowledge.

Our instructors are certified IAPP Fellows of Information Privacy with real-world experience, and our training classes are guaranteed to run.

What sets Privacy Ref apart?
Our people

Our instructors are the most passionate, experienced, and service-oriented privacy experts, who have trained over 9,000 privacy professionals.

Our Commitment

We want you to succeed! Take our training class, and if you don't pass the IAPP certification exam on your first try within 3 months after taking our training classes, let us know and

you can come back within 3 months to take the training class again at **no charge**.

Courses Include:

- Experienced IAPP FIP instructor-led training
- Participant hard copy and digital guides
- Voucher for certification exam
- Sample questions to prepare for exam
- Textbook - hard copy and digital
- 1-year IAPP membership with 1st course (Applied to renewal for current IAPP members)
- Voucher for a Privacy Ref Certification Study Group at no charge (to be used within 3 months)

"Extremely helpful class with *great instructor!* This training is excellent!" -DLL

Corporate training

Privacy-trained employees are an asset to any organization. We offer unrivaled corporate training programs, including:

Privacy Pro Packages: Each package includes several seats for classes at discounted rates, which may be used in any of the following ways.
- Any designated staff member may sign up for any of the IAPP classes we offer
- Seats may be used to schedule a private session of an IAPP class for your organization (a minimum of seven (7) attendees is required)
- Seats must be used within one (1) year of purchase

Governance Workshop: This workshop allows you to put privacy program management theory into practice. Activities include:
- Defining your mission/vision statement
- Defining your scope
- Identifying your participants and stakeholders
- Defining the privacy program activities
- Defining your extended team
- Mechanisms to ensure compliance with your program
- Tools to estimate the cost of a data breach
- Methods to compare your program to an industry standard

Custom Privacy Training Videos: Let our team develop a privacy training video for your organization, featuring your brand, real company scenarios, and even real employees

Certification Study Groups

A two-hour session where you will be able to ask questions and hone your understanding for upcoming exams. Sessions are led by one of our top consultants.

Webinars

Monthly conversations where we take a deep dive into current events. Our free webinars are an effective way to keep up to date with privacy matters.

Why Train With Us?

IN-PERSON OR ONLINE

CLASSES LIMITED TO 12 PARTICIPANTS

CLASSES GUARANTEED TO RUN

INSTRUCTORS ARE FIPs AND PRIVACY PRACTITIONERS

WE ARE CONTRIBUTORS TO COURSE CONTENT

OVER 9,000 PROFESSIONALS TRAINED

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