



# CIPP-US<sup>Q&As</sup>

Certified Information Privacy Professional/United States (CIPP/US)

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## QUESTION 1

### SCENARIO

Please use the following to answer the next question:

Cheryl is the sole owner of Fitness Coach, Inc., a medium-sized company that helps individuals realize their physical fitness goals through classes, individual instruction, and access to an extensive indoor gym. She has owned the company

for ten years and has always been concerned about protecting customers' privacy while maintaining the highest level of service. She is proud that she has built long-lasting customer relationships.

Although Cheryl and her staff have tried to make privacy protection a priority, the company has no formal privacy policy. So Cheryl hired Janice, a privacy professional, to help her develop one.

After an initial assessment, Janice created a first of a new policy. Cheryl read through the draft and was concerned about the many changes the policy would bring throughout the company. For example, the draft policy stipulates that a

customer's personal information can only be held for one year after paying for a service such as a session with personal trainer. It also promises that customer information will not be shared with third parties without the written consent of the

customer. The wording of these rules worries Cheryl since stored personal information often helps her company to serve her customers, even if there are long pauses between their visits. In addition, there are some third parties that provide

crucial services, such as aerobics instructors who teach classes on a contract basis. Having access to customer files and understanding the fitness levels of their students helps instructors to organize their classes.

Janice understood Cheryl's concerns and was already formulating some ideas for revision. She tried to put Cheryl at ease by pointing out that customer data can still be kept, but that it should be classified according to levels of sensitivity.

However, Cheryl was skeptical. It seemed that classifying data and treating each type differently would cause undue difficulties in the company's day-to-day operations. Cheryl wants one simple data storage and access system that any employee can access if needed.

Even though the privacy policy was only a draft, she was beginning to see that changes within her company were going to be necessary. She told Janice that she would be more comfortable with implementing the new policy gradually over a

period of several months, one department at a time. She was also interested in a layered approach by creating documents listing applicable parts of the new policy for each department.

What is the most likely risk of Fitness Coach, Inc. adopting Janice's first draft of the privacy policy?

- A. Leaving the company susceptible to violations by setting unrealistic goals
- B. Failing to meet the needs of customers who are concerned about privacy
- C. Showing a lack of trust in the organization's privacy practices
- D. Not being in standard compliance with applicable laws



Correct Answer: A

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## QUESTION 2

### SCENARIO

Please use the following to answer the next question:

Larry has become increasingly dissatisfied with his telemarketing position at SunriseLynx, and particularly with his supervisor, Evan. Just last week, he overheard Evan mocking the state's Do Not Call list, as well as the people on it. "If they

were really serious about not being bothered," Evan said, "They'd be on the national DNC list. That's the only one we're required to follow. At SunriseLynx, we call until they ask us not to."

Bizarrely, Evan requires telemarketers to keep records of recipients who ask them to call "another time." This, to Larry, is a clear indication that they don't want to be called at all. Evan doesn't see it that way.

Larry believes that Evan's arrogance also affects the way he treats employees. The U.S. Constitution protects American workers, and Larry believes that the rights of those at SunriseLynx are violated regularly. At first Evan seemed friendly, even connecting with employees on social media. However, following Evan's political posts, it became clear to Larry that employees with similar affiliations were the only ones offered promotions.

Further, Larry occasionally has packages containing personal-use items mailed to work. Several times, these have come to him already opened, even though this name was clearly marked. Larry thinks the opening of personal mail is common at SunriseLynx, and that Fourth Amendment rights are being trampled under Evan's leadership.

Larry has also been dismayed to overhear discussions about his coworker, Sadie. Telemarketing calls are regularly recorded for quality assurance, and although Sadie is always professional during business, her personal conversations sometimes contain sexual comments. This too is something Larry has heard Evan laughing about. When he mentioned this to a coworker, his concern was met with a shrug. It was the coworker's belief that employees agreed to be monitored when they signed on. Although personal devices are left alone, phone calls, emails and browsing histories are all subject to surveillance. In fact, Larry knows of one case in which an employee was fired after an undercover investigation by an outside firm turned up evidence of misconduct. Although the employee may have stolen from the company, Evan could have simply contacted the authorities when he first suspected something amiss.

Larry wants to take action, but is uncertain how to proceed.

In regard to telemarketing practices, Evan the supervisor has a misconception regarding?

- A. The conditions under which recipients can opt out
- B. The wishes of recipients who request callbacks
- C. The right to monitor calls for quality assurance
- D. The relationship of state law to federal law

Correct Answer: B

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## QUESTION 3

What is the main purpose of requiring marketers to use the Wireless Domain Registry?



- A. To access a current list of wireless domain names
- B. To prevent unauthorized emails to mobile devices
- C. To acquire authorization to send emails to mobile devices
- D. To ensure their emails are sent to actual wireless subscribers

Correct Answer: B

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#### QUESTION 4

An organization self-certified under Privacy Shield must, upon request by an individual, do what?

- A. Suspend the use of all personal information collected by the organization to fulfill its original purpose.
- B. Provide the identities of third parties with whom the organization shares personal information.
- C. Provide the identities of third and fourth parties that may potentially receive personal information.
- D. Identify all personal information disclosed during a criminal investigation.

Correct Answer: B

Reference: [https://www.lakesidesoftware.com/sites/default/files/Privacy\\_Shield\\_Privacy\\_Statement.pdf](https://www.lakesidesoftware.com/sites/default/files/Privacy_Shield_Privacy_Statement.pdf)

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#### QUESTION 5

What privacy concept grants a consumer the right to view and correct errors on his or her credit report?

- A. Access.
- B. Notice.
- C. Action.
- D. Choice.

Correct Answer: B

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