

- Background and Terminology
  - The real world of data issues
    - Breaches, Neglect, Liability Cost
  - Definitions
    - Protection
    - Data Privacy
    - Personal Information
  - Misinformation about privacy and protection
    - The disparity of data privacy and protection
    - Common questions about privacy & protection
- Privacy and Protection Fundamentals
  - Data Concepts
    - Personally Identifiable Information
    - Data Masking (anonymization, Encryption, Pseudomization)
    - Traceability and Lineage
    - Data Deletion
  - Processing/Implementation Concepts
    - The Actors: Processor / Controller
    - Data Protection (process, move, store)
    - Consent
    - Data Portability
    - Data Usage Responsibilities
- Privacy and Protection in a Data Lifecycle
  - Overview of the 6 stages of a data lifecycle
    - Create, gather, process, store, use, dispose
  - Implementing data protection through each life stage
    - Data origin, processing, and output for each stage
    - Tracking and protection issues
  - Aligning Data Protection with Data Management
    - Data Standards, Data Governance, Data Access, Data Security
  - Implementation Considerations
- Data Privacy in the Real World
  - GDPR
    - Core Activities Required by GDPR
    - Review of the detailed rules

- Actions to take for each core activity
- US Protection Initiatives
  - New York, California, US Federal
  - Concepts and terminology
  - Alignment / Variance to common accepted practices (GDPR)
  - Details unique to each state
- Other International (non-GDPR) Initiatives
- An Implementation Approach
  - A simple 5 stage development approach
  - Sample activities and milestone deliverables
    - Goal & Objectives
    - Identify Requirements
    - Design
    - Develop
    - Deploy