

**Institute of Internal Auditors  
Central Missouri Chapter  
August 10, 2011  
Continuing Professional Education**

**5 hours CPE**

Topic: Personal Information Privacy - A Business Imperative

Speaker: Robert G. Parker. MBA, FCA, CA\*CISA, CMC

Location: Governor's Office Building Room 450  
200 Madison  
Jefferson City, MO 65101

Date: Wednesday, August 10, 2011

Time: 9:00 AM to 3:00 PM (Lunch from Noon – 1:00 pm)

Lunch provided by: Word of Mouth Catering

Price: IIA member \$35

Non-members \$50

Full-Time College Students **Free**

Registration will be limited to 90 people.

To register call Jon Halwes at 893-7703 or E-mail [jehal@email.com](mailto:jehal@email.com) or mail registration and payment (if necessary) to:

The Institute of Internal Auditors  
Central Missouri Chapter  
P.O. Box 1604  
Jefferson City, MO 65102-1604

**Registration deadline is August 5, 2011**

**Bio:**

Robert G. Parker, MBA, FCA, CA\*CISA, CMC is a retired Deloitte & Touche Enterprise Risk Management partner where he had responsibility for the Firm's Canadian privacy and business continuity practices and internal ERS risk management. He is a past International President of ISACA and currently serves on their Frameworks Committee with responsibility for the Information Technology Assurance Framework. He was a founding member, and continues to serve on the AICPA-CICA joint Canada - US Privacy Task Force that developed and maintains Generally Accepted Privacy Principles that provide a framework for assessing compliance with Canadian, US and other privacy legislation. He is a past chair of the CICA's Privacy Advisory Group which promotes privacy amongst businesses and professionals in Canada. On this committee he had responsibility for developing the Privacy Maturity Model. He also service on the CICA's Information Technology Advisory Committee and is a member of the Board of the University of Waterloo Centre for Information Integrity and Systems Assurance.

**Topic of Discussion:**

In the past decade Personal Information Privacy has matured from an abstract concept to a business imperative. Legislation, rules, industry standards, such as those of the payment card industry, and transparency requirements are being imposed on businesses and must be effectively dealt with. Consumers and employees are expecting that organizations not only comply with legislative and regulatory requirements but that they also adopt and adhere to privacy best practices.

Individuals are concerned about their personal Information; what information is being collected, how it is being used, who it will be shared with, how long it will be kept and whether it will be sold to others.

This session will provide participants with detailed information on privacy concepts and principles, legislative requirements and industry best practices. It will outline processes to address privacy requirements and the steps necessary to create and sustain a "privacy compliant organization.

The session uses the AICPA-CICA's Generally Accepted Privacy Principles as the basis upon which to develop an effective privacy program.

The workshop format will allow participants to work through actual examples using forms, tools and illustrative techniques provided with the session materials.

Participants will be provided with a copy of the presentation PowerPoint slides, Generally Accepted Privacy Principles, information and articles on Creating the Privacy Compliant Organization, the Privacy Maturity Model user guide, Privacy Maturity Model documentation and assessment forms and other materials for use in your organization.

### **Session Sections Include:**

#### **Understanding Privacy – The Basic Concepts**

When you provide your name and telephone number to obtain a refund, or when you asked to show your driver's licence to identify yourself, are you confident that the clerk understands privacy? Do they tell you how this information will be used, how long it will be kept and who it will be shared with? Many organizations have largely ignored privacy, or are not familiar with privacy concepts or the requirements of privacy legislation such as Gramm Leach Bliley and, HAPAA.

This session will provide participants with an introduction to the concepts of privacy, the requirements of various legislation and key activities that they must undertake to ensure that the privacy rights of individuals are appropriately managed while still providing the business the ability to use personal information effectively. Participants will be provided with a copy of the presentation.

#### **Creating the Privacy Compliant Organization**

Many organizations start by creating privacy policies; policies that do not reflect their current practices and procedures. Many end there resulting in a risk that they are not only not in compliance with their own privacy policies but also with privacy legislation and regulations.

This presentation provides detailed guidance and step by step direction in creating an organizational structure and the required privacy policies and procedures to meet the requirements of various privacy legislation, regulations, generally accepted privacy principles and fair information practices. It illustrates a proven methodology and provides useful and practical hints. Presentation handout and supporting articles are provided.

## **Generally Accepted Privacy Principles (GAPP) – An International Privacy Standard**

The AICPA and the CICA joined forces to create Generally Accepted Privacy Principles, an international privacy standard that has been accepted by many organizations as the basis for building their privacy program.

This session will explore the various aspects of privacy addressed by GAPP and how GAPP can be used to create a privacy program that meets the standards of most domestic and foreign privacy requirements.

Participants will have an opportunity to work with GAPP concepts, the 10 Privacy Principles and the 73 Privacy criteria. They will be provided with a copy of GAPP and the presentation.

Participants will be provided with a copy of Generally Accepted Privacy Principles.

## **Privacy Maturity Models – A New Way to Assess Privacy Initiatives**

Most privacy monitoring techniques are designed to assess compliance against legislative and regulatory requirements or entity policies and procedures, and usually provide a hard target; one that is frequently difficult to meet; at least initially.

The Privacy Maturity Model (PMM) is based on the AICPA/CICA Generally Accepted Privacy Principles (GAPP), and the levels defined in the Capability Maturity Model (CMM), provides entities with an effective tool that allows them to measure the level of compliance through benchmarks established in the Privacy Maturity Model.

Attendees will learn how to use the PMM to effectively assess an entity's privacy program, evaluate privacy initiatives, develop 'next steps' and effectively report to management.

The Privacy Maturity Model provides the privacy community with an effective tool to assess privacy compliance and progress against recognized benchmark data.

Participants will be provided with copies of the presentation, the Privacy Maturity Model, (*Released by the AICPA-CICA in 2011*) the Privacy Maturity Model Users Guide, copies of data collection and analysis templates and a Privacy Maturity Check-List providing detailed guidance in using the Privacy Maturity Model.