



# CIPM<sup>Q&As</sup>

Certified Information Privacy Manager

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## QUESTION 1

### SCENARIO

Please use the following to answer the next QUESTION:

As they company's new chief executive officer, Thomas Goddard wants to be known as a leader in data protection. Goddard recently served as the chief financial officer of Hoopy.com, a pioneer in online video viewing with millions of users around the world. Unfortunately, Hoopy is infamous within privacy protection circles for its ethically questionable practices, including unauthorized sales of personal data to marketers. Hoopy also was the target of credit card data theft that made headlines around the world, as at least two million credit card numbers were thought to have been pilfered despite the company's claims that "appropriate" data protection safeguards were in place. The scandal affected the company's business as competitors were quick to market an increased level of protection while offering similar entertainment and media content. Within three weeks after the scandal broke, Hoopy founder and CEO Maxwell Martin, Goddard's mentor, was forced to step down.

Goddard, however, seems to have landed on his feet, securing the CEO position at your company, Medialite, which is just emerging from its start-up phase. He sold the company's board and investors on his vision of Medialite building its brand partly on the basis of industry-leading data protection standards and procedures. He may have been a key part of a lapsed or even rogue organization in matters of privacy but now he claims to be reformed and a true believer in privacy protection. In his first week on the job, he calls you into his office and explains that your primary work responsibility is to bring his vision for privacy to life. But you also detect some reservations. "We want Medialite to have absolutely the highest standards," he says. "In fact, I want us to be able to say that we are the clear industry leader in privacy and data protection. However, I also need to be a responsible steward of the company's finances. So, while I want the best solutions across the board, they also need to be cost effective."

You are told to report back in a week's time with your recommendations. Charged with this ambiguous mission, you depart the executive suite, already considering your next steps.

The company has achieved a level of privacy protection that established new best practices for the industry. What is a logical next step to help ensure a high level of protection?

- A. Brainstorm methods for developing an enhanced privacy framework
- B. Develop a strong marketing strategy to communicate the company's privacy practices
- C. Focus on improving the incident response plan in preparation for any breaks in protection
- D. Shift attention to privacy for emerging technologies as the company begins to use them

Correct Answer: C

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## QUESTION 2

### SCENARIO

Please use the following to answer the next question:

Felicity is the Chief Executive Officer (CEO) of an international clothing company that does business in several countries, including the United States (U.S.), the United Kingdom (UK), and Canada. For the first five years under Felicity's

leadership, the company was highly successful due its higher profile on the Internet via target advertising and the use of



social media. However, business has dropped in recent months, and Felicity is looking to cut costs across all departments.

She has prepared to meet with the Chief Information Officer (CIO), Jin, who is also head of the company's privacy program.

After reviewing many of Jin's decisions, Felicity firmly believes that, although well-intentioned, Jin overspends company resources. Felicity has taken several notes on ways she believes the company can spend less money trying to uphold its

privacy mission. First, Felicity intends to discuss the size of the company's information security budget with Jin. Felicity proposes to streamline information security by putting it solely within the purview of the company's Information Technology

(IT) experts, since personal data within the company is stored electronically.

She is also perplexed by the Privacy Impact Assessments (PIAs) Jin facilitated at some of the company's locations. Jin carefully documented the approximate amount of man-hours the PIAs took to complete, and Felicity is astounded at the

amount. She cannot understand why so much time has been spent on sporadic PIAs.

Felicity has also recently received complaints from employees, including mid-level managers, about the great burden of paperwork necessary for documenting employee compliance with the company's privacy policy. She hopes Jin can

propose cheaper, more efficient ways of monitoring compliance. In Felicity's view, further evidence of Jin's overzealousness is his insistence on monitoring third-party processors for their observance of the company's privacy policy. New staff

members seem especially overwhelmed. Despite the consistent monitoring, two years ago the company had to pay remediation costs after a security breach of a processor's data system. Felicity wonders whether processors can be held

contractually liable for the costs of any future breaches.

Last in Felicity's notes is a reminder to discuss Jin's previous praise for the company's independent ethics function within the Human Resources (HR) department. Felicity believes that much company time could be saved if the Ethics Officer

position were done away with, and that any ethical concerns were simply brought directly to the executive leadership of the company.

Although Felicity questions many of Jin's decisions, she hopes that their meeting will be productive and that Jin, who is widely respected throughout the company, will help the company save money. Felicity believes that austerity is the only way forward.

If all of Felicity's changes are enacted, who within the company would be most in danger of having little recourse?

- A. Those who want to report wrongdoing.
- B. Those who need better access to data.
- C. Those who receive professional development.
- D. Those who were recently hired to process data.



Correct Answer: A

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### QUESTION 3

#### SCENARIO

Please use the following to answer the next question:

Hi Zoe,

Thank you so much for your email. I am so glad you have jumped right into your new position as our in-house privacy professional. BastTech greatly needs your expertise. I hope you are comfortably settling into your new home in the United

States after your move from the United Kingdom! Georgia is a wonderful state.

I particularly appreciate your enthusiasm in using your recent informal assessment to begin rectifying gaps in our privacy program and making sure we are in compliance with all laws. However, I also want to make sure that we are prioritizing

our initiatives by spending time on the measures that are most important to our customers, our company, and the tech industry as a whole.

Specifically, I know that you are advocating for an update of our Business Continuity Disaster Response (BCDR) plan with an eye toward privacy concerns. I think this effort is something that we may be able to postpone. I'm sure that after ten

years the document can be updated in spots; however, we have first-rate, experienced executive leaders that would have things well in hand in the unlikely event of a disaster.

Further, you mentioned that you would like to assess our longtime subcontractor's disaster plan through a second-party audit. Papyrus, our longtime subcontractor, does keep a great deal of personal data about our customers. However, I am

not sure I understand your request and would like to discuss this further during our meeting Wednesday.

You also say that your audit uncovered some inadequacies in staff compliance with our security procedures and local laws. I just wanted to emphasize that the audit findings only need to be communicated to the executive leadership. I would

rather not cause unnecessary alarm across departments.

I know you are also looking closely at the recent loss of a file belonging to a staff member in Human Resources (HR). It was an unfortunate incident, but rest assured, we handled the situation according to Georgia state law. The only difficult part was easing the concerns of our many remote employees all across the country whose data was on the computer. But I believe everything is settled. At least this stands as proof that in the event of another breach of any type, Information Security (IS) will take the lead while other departments move on with business as usual without having to get involved. Thankfully, we have taken the measure of supplementing our General Commercial Liability Insurance with cyber insurance.

Anyway, we will talk more on Wednesday. I just wanted to communicate some of my current thinking.

Thanks,



Whitney

Interim Assistant Business Manager, BastTech.

Based on the email, what should Zoe suggest to Whitney regarding the informal audit?

- A. That several audits be conducted in quick succession.
- B. That the results of the audit eventually be made public.
- C. That more people assist with conducting audits in the future.
- D. That the information from the audit be disseminated to key personnel.

Correct Answer: D

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#### QUESTION 4

##### SCENARIO

Please use the following to answer the next QUESTION:

Edufox has hosted an annual convention of users of its famous e-learning software platform, and over time, it has become a grand event. It fills one of the large downtown conference hotels and overflows into the others, with several thousand attendees enjoying three days of presentations, panel discussions and networking. The convention is the centerpiece of the company's product rollout schedule and a great training opportunity for current users. The sales force also encourages prospective clients to attend to get a better sense of the ways in which the system can be customized to meet diverse needs and understand that when they buy into this system, they are joining a community that feels like family.

This year's conference is only three weeks away, and you have just heard news of a new initiative supporting it: a smartphone app for attendees. The app will support late registration, highlight the featured presentations and provide a mobile version of the conference program. It also links to a restaurant reservation system with the best cuisine in the areas featured. "It's going to be great," the developer, Deidre Hoffman, tells you, "if, that is, we actually get it working!" She laughs nervously but explains that because of the tight time frame she'd been given to build the app, she outsourced the job to a local firm. "It's just three young people," she says, "but they do great work." She describes some of the other apps they have built. When asked how they were selected for this job, Deidre shrugs. "They do good work, so I chose them."

Deidre is a terrific employee with a strong track record. That's why she's been charged to deliver this rushed project. You're sure she has the best interests of the company at heart, and you don't doubt that she's under pressure to meet a deadline that cannot be pushed back. However, you have concerns about the app's handling of personal data and its security safeguards. Over lunch in the break room, you start to talk to her about it, but she quickly tries to reassure you, "I'm sure with your help we can fix any security issues if we have to, but I doubt there'll be any. These people build apps for a living, and they know what they're doing. You worry too much, but that's why you're so good at your job!"

Since it is too late to restructure the contract with the vendor or prevent the app from being deployed, what is the best step for you to take next?

- A. Implement a more comprehensive suite of information security controls than the one used by the vendor.
- B. Ask the vendor for verifiable information about their privacy protections so weaknesses can be identified.



- C. Develop security protocols for the vendor and mandate that they be deployed.
- D. Insist on an audit of the vendor's privacy procedures and safeguards.

Correct Answer: B

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#### QUESTION 5

All of the following changes will likely trigger a data inventory update EXCEPT?

- A. Outsourcing the Customer Relationship Management (CRM) function.
- B. Acquisition of a new subsidiary.
- C. Onboarding of a new vendor.
- D. Passage of a new privacy regulation.

Correct Answer: A

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