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QUESTION 1

In what way are online activities of people most effectively used by modern marketers?

- A. By analyzing the logs of the web server it can be seen which products are top sellers, allowing them to optimize their marketing campaigns for those products.
- B. By tagging users of social media, profiles of their online behavior can be created. These profiles are used to ask them to promote a product.
- C. By tagging visitors of web pages, profiles of their online behavior can be created. These profiles are sold and used in targeted advertisement campaigns.

Correct Answer: A

QUESTION 2

What is called the adequacy decision that allows data transfer between the United States and the European Economic Area (EEA)?

- A. Regulation for transfer of personal data between EEA and USA/
- B. Privacy Shield
- C. General Data Protection Law (GDPL) D. General Data Protection Regulation (GDPR)

Correct Answer: B

This question is likely to be charged on the exam. Memorize this name: "Privacy Shield"

In July 2016, Implementing Decision 2016/1250 came into force, which legislates that the United States must ensure an adequate level of protection for personal data transferred from the Union to United States organizations under the EU-US Privacy Protection Shield (Privacy Shield).

This is because the United States does not have a single law on the protection of personal data, because of its internal policy, each state can create its own laws. Privacy Shield aims to standardize this, so that companies in the European Union and the United States can offer their services.

Article 1 of the Implementing Decision 2016/1250:

1. For the purposes of Article 25(2) of Directive 95/46 / EC, the United States ensures an adequate level of protection for personal data transferred from the Union to organisations in the United States under the EU

U.S. Privacy Shield.

2. The EU-U.S. Privacy Shield is constituted by the Principles issued by the U.S. Department of Commerce on 7 July 2016 as set out in Annex II and the official representations and commitments contained in the documents listed in Annexes I, III to VII.

3. For the purpose of paragraph 1, personal data are transferred under the EU-U.S. Privacy Shield where they are transferred from the Union to organisations in the United States that are included in the 'Privacy Shield List', maintained and made publicly available by the U.S. Department of Commerce, in accordance with Sections I and III of the Principles set out in Annex II.



QUESTION 3

The GDPR states that records of processing activities must be kept by the controller. To whom must the controller make these records available, if requested?

- A. The data processor
- B. The Data Protection Officer
- C. The European Commission
- D. The supervisory authority

Correct Answer: D

Reference: <https://www.whitecase.com/publications/article/chapter-10-obligations-controllers-unlocking-eu-general-data-protection>

QUESTION 4

The controller responsible for the UK Child Sexual Abuse Investigation body reported a data breach to the supervisory authority in the UK on 28 February 2019.

People who had registered their interest in participating in forums and debates for victims of child sexual abuse received an email that contained the email addresses of everyone else who had also registered.

Which category does this data breach fit into?

- A. This data breach should only be reported to the Data Protection Authority.
- B. This data breach should only be reported to data subjects.
- C. It is not necessary to notify the Supervisory Authority, as this data breach presents minimal risks to the holders.
- D. This data breach must be reported to the Data Protection Authority and the data subjects.

Correct Answer: A

Here we have a very common catch in EXIN exams.

In this matter, the personal data that was breached included the email addresses. Although the group is a subject considered sensitive by the GDPR, only other participants who had registered took notice. As it does not present a high risk to data subjects, there is no need to notify the data subject as well. Only the Supervisory Authority is enough. However, after notifying the Supervisory Authority, it may decide that the data subject should also be notified, but for that matter this is not considered.

Article 33 of the GDPR legislates on the topic "Notification of a personal data breach to the supervisory authority".

1. In the case of a personal data breach, the controller shall without undue delay and, where feasible, not later than 72 hours after having become aware of it, notify the personal data breach to the supervisory authority competent in accordance with Article 55, unless the personal data breach is unlikely to result in a risk to the rights and freedoms of natural persons. Where the notification to the supervisory authority is not made within 72 hours, it shall be accompanied by reasons for the delay.



Important

The deadline for notification of data breaches to the Supervisory Authority is generally charged in the EXIN exam. This period is 72 hours.

QUESTION 5

A company CEO travels to a meeting in another city. He takes a notebook with information about the company's new projects and acquisitions, which will be the subject of discussion at this meeting. These are the only data stored on the notebook.

The notebook accidentally falls into the hotel's pool and all data is lost.

What happened, considering the General Data Protection Regulation (GDPR)?

- A. A security incident
- B. A vulnerability
- C. A data breach
- D. A security risk

Correct Answer: A

The purpose of GDPR is to protect personal data. In the case of this issue there was no loss of personal data, so it is not a data breach.

Important

A data breach is whenever something happens that has not been planned with the personal data, be it improper processing, improper sharing, loss of data, deletion, etc. That is, personal data must be used for a specific purpose, respecting the life cycle (from collection to exclusion), any situation that escapes this cycle must be reported as a data breach.

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