PRIVACY + SECURITY
Training Program
Catalog
Founded by the leading privacy law expert Professor Daniel Solove, TeachPrivacy provides computer-based training specializing in privacy, and data security, including phishing, social engineering, HIPAA, FERPA, and other topics. The training incorporates videos, quizzes, and interactive elements which make it highly engaging.

The TeachPrivacy Advantage

**Expertise**
Our training is created by Professor Daniel Solove, an internationally-known expert in privacy and security.

**Interactive**
SCORM-compliant modules have interactive quizzes and activities.

**Short and Modular**
We have comprehensive courses and short single-topic modules.

**Topical**
We cover more than 75 different training topics.

**Engaging**
Your workforce will want to take our training – and they’ll remember it.

**Customizable**
We can customize anything.

Professor Daniel J. Solove

Professor Daniel J. Solove is the John Marshall Harlan Research Professor of Law at the George Washington University Law School. The leading expert on privacy law, Solove has authored 10 books and more than 50 articles. He is the lead author of the most widely-used textbook on information privacy law.

He has given lectures around the world, testified before Congress, keynoted conferences organized by HHS and NIST, and has spoken at the Department of Homeland Security, U.S. Dep’t of Education, FCC, FTC, the Library of Congress, and countless universities.

Professor Solove has been interviewed and featured in several hundred media broadcasts and articles. His LinkedIn Influencer blog has more than 900,000 followers.

Our Philosophy

“I am involved in all facets of creating our training. My goal is to make training engaging. Training should use the time-tested tools of effective education: stories, examples, and interactivity. Training should stimulate the senses. It should be fun, lively, and memorable.

People will not learn unless they care. To make people care, a teacher must be engaging and have genuine passion for the subject.”

-- Professor Daniel J. Solove
Selected List of Organizations Using Our Training

Sutter Health
Allegis
AHIMA
American Express
Caterpillar
Chrysler
FordDirect
Gemalto
IMS Health
McKesson
Henry Mayo Hospital
University of Connecticut
Tracfone Wireless
CGH Medical Center
Cabell Huntington Hospital
Stanford Children’s Hospital
Crawford & Co.
Hospital for Special Care
Fairview Health Services
GW Medical School
Federal-Mogul
Metro Health
Vision Critical
Genomic Health
Mondelez
Stoel Rives
NCR Corp.
Ghostery
FINRA
Square
Hogan Lovells
SuperShuttle

“In short, easily understood sessions, Professor Solove personally explains the concepts of information security and privacy in plain language. The excellent content combined with Solove’s well-earned reputation make the TeachPrivacy series an essential part of an effective information security awareness program in any organization.”

Dennis Devlin
Chief Information Security Officer, Chief Privacy Officer, and Senior VP of Privacy Practice, Savanture

“Professor Solove’s knowledge of domestic and global privacy issues, including the often dynamic regulatory environments in Asia and Europe, is unmatched. Furthermore, his ability to take complex privacy issues and reduce them to simple, teachable concepts is exceptional. It is good to be working with the best in the privacy field!”

Steve Worster
Chief Compliance Officer and HIPAA Privacy Officer
StoneGate Senior Living, LLC

“We have had participants tell us that they didn’t click on a link or answer a phone solicitation because of the program. Participants have called into the security department having been following the same practices for decades, and asked if they should be doing things differently after participating. This program was meant to engage our stakeholders and involve them in protecting the firm. It was successful beyond our wildest imaginations.”

Jeffrey Lolley
Chief Information Security Officer
Hogan Lovells US LLP
PRIVACY
Global Privacy and Data Protection
Extensive Version: 15 quiz questions, ~ 30 mins
Condensed Version: 10 quiz questions, ~ 20 mins

Overview of privacy and data protection for the global organization. Masterful synthesis of various privacy principles from regulation around the world – covers the common core concepts and accounts for variation in approaches.

THE PURPOSE OF THIS TRAINING
● People Care About Privacy
● Privacy and Security
● Your Role

WHY WE PROTECT PERSONAL DATA
● Respect
● Preventing Harm
● Individual Empowerment
● Trust
● Reputation
● Legal Compliance
● Contractual Compliance

WHAT IS PERSONAL DATA?
● Identifying Personal Data or PII
● Sensitive Data

DATA COLLECTION
● Lawful Data Collection
● Data Collection Limitation

DATA HANDLING AND PROCESSING
● Data Quality
● Limited Access
● Confidentiality
● Security Safeguards
● Data Retention

USE OF PERSONAL DATA
● Minimum Necessary Use
● Purpose Specification

INDIVIDUAL KNOWLEDGE AND PARTICIPATION
● Notice
● Access and Correction
● Consent

TRANSFER AND SHARING OF DATA
● International Transfers of Data
● Sharing Data with Third Parties
● Sharing Data Internally

ACCOUNTABILITY
● Accountability
● Personal Data Refers to Real People
● Privacy by Design
● Ask the Privacy Office
Privacy Awareness
10 quiz questions
~15 mins

Our general privacy awareness program, consisting of the following three courses fused together:

- Privacy Principles
- Nothing to Hide: Why Does Privacy Matter?
- The Relationship Between Privacy and Security

Dimensions of Data Privacy
15 quiz questions
~30 mins

This course covers much of the same ground as the extensive Global Privacy and Data Protection course but with some different content and a different style. This course consists of three programs fused together:

- Privacy, Risk, and Trust
- What Is Personal Data?
- The Life Cycle of Personal Data

COURSE OUTLINE

1. PRIVACY, RISK, AND TRUST
2. WHAT IS PERSONAL DATA?
3. THE LIFE CYCLE OF PERSONAL DATA

Data Collection
- Data Collection Limitation
- Notice
- Consent
- Sensitive Data

Data Processing
- Data Quality
- Limited Access
- Confidentiality
- Security Safeguards

Data Use
- Minimum Necessary Use
- Purpose Specification

Data Sharing
- Sharing Data with Third Parties
- International Transfers of Data

Data Destruction
The chart on the right compares some of our privacy courses based on three major goals of privacy awareness:

1. **MOTIVATION:**
   Why is privacy important?

2. **DEFINITION:**
   What is personal data?

3. **RESPONSIBILITIES:**
   How is privacy protected?

Courses covering one goal can be fused with courses covering other goals.

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<thead>
<tr>
<th>COURSE</th>
<th>MOTIVATION</th>
<th>DEFINITION</th>
<th>RESPONSIBILITIES</th>
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<td>The Life Cycle of Personal Data</td>
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<td>Privacy Principles</td>
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Privacy by Design

~15 mins

Advanced training for engineers, designers of programs and services, and policymakers. Identifies many privacy issues that should be considered.

COURSE OUTLINE

IINTRODUCTION
INFORMATION COLLECTION
• Know Your Data
  ▶ Minimize data collection.
  ▶ Watch out when collecting regulated types of data.
INFORMATION PROCESSING
• Aggregation
  ▶ Be mindful about revealing unexpected facts.
• Identification
  ▶ Be careful about making it easier to identify people.
• Insecurity
  ▶ If you can’t protect it, don’t collect it.
• Secondary Use
  ▶ Be mindful of the purposes.
• Exclusion
  ▶ Provide adequate notice.
  ▶ Provide access and correction rights.
  ▶ Respect people’s choices.
  ▶ Consider allowing for data portability.
  ▶ Think about data retention.
INFORMATION DISSEMINATION
• Breach of Confidentiality
  ▶ Trust is priceless.
• Disclosure
  ▶ Know the data disclosures.
  ▶ Provide for notice and consent.
  ▶ Avoid harmful disclosures.
• Increased Accessibility
  ▶ Be careful when increasing the accessibility of data.
• Appropriation
  ▶ Don’t use people’s identities to endorse something without their consent.
• Distortion
  ▶ Accuracy is essential.
INVASION
• Intrusion
  ▶ Don’t annoy or disrupt.
• Decisional Interference
  ▶ Provide meaningful choices.
ACCOUNTABILITY
 ▶ Facilitate data stewardship.
 ▶ Consider providing for audit trails.
 ▶ Develop an architecture for accountability.
CONCLUSION
 ▶ Think broadly about privacy.
 ▶ Consult with your privacy officer.
United States Privacy Law
~ 6 mins

Global Privacy Law
~ 5.5 mins

European Union Privacy Law
Regular Version ~ 9.5 mins
Abridged Version ~ 6.5 mins
The Life Cycle of Personal Data

8 quiz questions  
~ 15 mins

This privacy awareness training course is a highly-interactive overview of privacy responsibilities and protections regarding the collection, use, and sharing of personal data. The course has 8 quiz questions. The course tracks the life cycle of personal data, starting from when it is collected or created. The course concludes with a discussion of data retention and destruction.

COURSE OUTLINE

1. INTRODUCTION
2. DATA COLLECTION
   • Data Collection Limitation
   • Notice
   • Consent
   • Sensitive Data
3. DATA PROCESSING
   • Data Quality
   • Limited Access
   • Confidentiality
   • Security Safeguards
4. DATA USE
   • Minimum Necessary Use
   • Purpose Specification
5. DATA SHARING
   • Sharing Data with Third Parties
   • International Transfers of Data
6. DATA DESTRUCTION
7. CONCLUSION
SHORT VIGNETTES

The App from Hell
Vignette about Privacy by Design
~ 2 mins

The Data Misuse Nightmare
Vignette about the importance of privacy
~ 4 mins

Facebook and the Mysterious Blue Disease
Vignette about social media
~ 3 mins

Short animated vignettes to make issues come alive!
DATA SECURITY
Data Security Awareness
15 quiz questions
~ 30 mins

Five Key Points for Data Security
4 quiz questions
~ 7 mins

This course discusses five key points for data security: (1) data security involves you; (2) create powerful passwords; (3) click with caution; (4) keep data where it belongs; and (5) be vigilant.

This program can be used for refresher training or data security awareness campaigns. It can also be used as a succinct introduction to a general data security training program.

COURSE OUTLINE

• Data Security Overview
• Encryption
• Passwords
• Social Engineering
• Websites and Software
• Email
• Data Disposal
• Physical Access
• Portable Devices and Remote Access

20-minute version available
All topics covered, but with abridged videos.
15 quiz questions.
Phishing
Extensive Version: ~12 mins, 8 quiz questions
Condensed Version ~ 6 mins, 4 quiz questions

1. WHAT IS PHISHING?
   - dangers of phishing
   - types of phishing,
   - spear phishing
   - vishing

2. HOW DO YOU SPOT A PHISHING ATTEMPT?
   - warning signs

3. WHAT SHOULD YOU DO WHEN THINGS SEEM PHISHY?
   - actions to take when suspicious
Social Engineering: Spies and Sabotage
~ 7 mins

Data Security Breach
~ 3 mins

COURSE OUTLINE
1. INTRODUCTION
   Social Engineering
   Social Engineering Techniques
2. PHISHING
   Vishing
   Smishing
   Whaling
   Spear Phishing
3. PRETEXTING
4. BAITING
5. TAILGATING
Spot the Risks: Privacy and Data Security
~ 5 mins

Trainees are asked to spot the risks in an office. They select various parts of the office and then click on the problematic things in each scene. This program is highly-engaging and fun. Feedback is provided about each risk.
The Thumb Drive Discovery
Vignette about social engineering
~ 3 mins

The Email from the IT Department
Vignette about phishing
~ 3 mins

The Ransomware Attack
Vignette about malware
~ 3 mins
The Laptop that Traveled the World
Vignette about portable devices
~ 3 mins

Taking Devices for a Drive
Vignette about portable devices
~ 3 mins

The Password Borrower
Vignette about sharing passwords
~ 3 mins
HIPAA
**COURSE OUTLINE**

**HIPAA Privacy for CEs**
15 quiz questions
~40 mins or ~ 20 mins

20-minute version – all topics covered, but with abridged videos, 10 quiz questions

**HIPAA Privacy for BAs**
15 quiz questions
~40 mins or ~ 20 mins

20-minute version – all topics covered, but with abridged videos, 10 quiz questions

**Health Privacy Overview**

**What Is PHI?**

**Confidentiality and Snooping**

**Minimum Necessary Rule**

**Disclosures**

**Personal Rights**

**Authorizations**

**Compliance Logs**

**Enforcement**
HIPAA Security for CEs and BAs
15 quiz questions
~40 mins or ~ 20 mins

20-minute version
All topics covered, but with abridged videos
15 quiz questions

COURSE OUTLINE

1. Data Security Overview
2. Encryption
3. Passwords
4. Websites and Software
5. Email
6. Data Disposal
7. Physical Access
8. Portable Devices
9. Social Engineering
10. Data Breach
HIPAA Overview
8 quiz questions
~ 15 mins
Short basic overview of HIPAA.

COURSE OUTLINE
1. Scope
2. PHI
3. Responsibilities
4. Use and Disclosure of PHI
   • Disclosure and Authorization
   • Minimum Necessary Rule
5. Patient Rights
6. Security
7. Enforcement
8. Data Breach
9. State Law

HIPAA Overview
8 quiz questions
~ 15 mins
Short basic overview of HIPAA for the law firm environment.
Business Associates
~ 6 mins

Research
~ 7 mins

De-Identification
~ 5.5 mins

The HITECH Act
~ 4.5 mins

Texas Health Privacy
~ 5.5 mins

California Health Privacy
~ 5.5 mins

Data Security Breach
~ 5.5 mins

Psychotherapy Notes
~ 5.5 mins
HIPAA Security Overview
~ 5 mins

Websites and Software
~ 4.5 mins

Physical Access
~ 4.5 mins

Passwords
~ 6 mins

Encryption
~ 4.5 mins

Email
~ 5.5 mins

Social Engineering
~ 5.5 mins

Data Disposal
~ 3 mins

Portable Devices
~ 4 mins

www.teachprivacy.com  (215) 886-1943  inquiry@teachprivacy.com
SHORT VIGNETTES

The Concerned Meddlers
Vignette about appropriate access to PHI
~ 4 mins

The Celebrity’s Hand
Vignette about confidentiality of PHI
~ 3.5 mins

The Snooper
Vignette about access to PHI and snooping
~ 2 mins

The Forsaken Workstation
Vignette about PHI and locking computer terminals
~ 3 mins
We have created a series of 3 HIPAA courses for AHIMA. Unlike the basic enterprise-wide level training, these courses focus more on the overall structure of HIPAA for those involved with administering HIPAA compliance programs.

The courses are designed to provide a foundational understanding of HIPAA – a roadmap to the regulation for professionals who want a good introduction to the HIPAA Privacy and Security Rules.

These courses are available through AHIMA, though you can preview them on the TeachPrivacy site.

Each course takes about 1 hour and provides 1 CEU. Each one can be taken independently of the others.

There are 3 courses in the series:

(1) HIPAA Privacy: The Pillars of a Privacy Program
(2) HIPAA Privacy: Rights and Responsibilities
(3) HIPAA Security: Safeguarding PHI

AHIMA site for the courses:  
http://www.ahima.org/education/onlineed/Programs/hipaa

Preview the courses:  
FINANCIAL PRIVACY
Financial Privacy Overview
~ 3.5 mins

Gramm-Leach-Bliley Act
~ 6.5 mins

Red Flags
~ 9 mins
Payment Card Data – PCI
8 quiz questions
~ 16 mins

COURSE OUTLINE

1. INTRODUCTION
2. PCI OVERVIEW
   • Identifying Payment Card Data
   • Threats
   • Costs and Penalties
3. COLLECTION AND STORAGE OF PAYMENT CARD DATA
   • Minimizing Collection
   • Data Storage
   • Physical Security
   • Data Disposal
4. PROTECTING PAYMENT CARD DATA
   • Passwords
   • Protecting the Network
   • Checking for Tampering
5. CONCLUSION
SOCIAL MEDIA
Online Social Media
~15 or ~ 10 min version available

Covers social media website privacy settings, the myth of total anonymity, the importance of expressly distinguishing personal versus employer views, and the danger of revealing details about a person even if that person isn’t identified

General version and healthcare version available
EDUCATION PRIVACY
FERPA for Higher Education
Overview of FERPA to train faculty, administrators, and staff.
~ 15 mins

Cloud Computing in Education
~ 6 mins
This video discusses the benefits and risks of educational institutions using cloud computing providers. Provides advice for how educational institutions should choose cloud providers, establish a relationship with them, and maintain that relationship with the appropriate protections for privacy and data security.

COURSE OUTLINE

1. FERPA’S SCOPE
   • Introduction
   • What Does It Cover?
   • What Isn’t Covered?

2. FERPA RIGHTS AND ENFORCEMENT
   • Who Has FERPA Rights?
   • What Rights Does FERPA Provide?
   • How Is FERPA Enforced?

3. CONFIDENTIALITY AND DISCLOSURE
   • Confidentiality
   • Directory Information
   • Emergency
   • Parents
   • Other Instances

4. EXAMPLES
   • Harassment
   • Police
   • Student in Distress
   • Grades

5. CONCLUSION
Please contact us for an evaluation of our programs

(215) 886-1943

inquiry@teachprivacy.com

www.teachprivacy.com
The best way to protect data security is to get rid of all the humans.
Plan B is to train them.