Mobile Apps Privacy by Design

Creating a Trusted Mobile App Ecosystem

Program starts September 2022

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OVERVIEW

There are about 5.31B unique mobile phone users today – which translates to 67% of the world's population. Users are also using mobile phones to search the web more than laptops, with around 54% of global web traffic going to mobile phones. With user behavior shifting towards mobile, organizations big and small are scrambling to develop their own mobile apps with the hope of staying relevant with their customers.

However, consumers globally are also becoming more aware of their right to privacy. With the growing number of data breaches and cyber-attacks in recent years, we can foresee how consumers will be more wary of how intrusive the apps they download can be. It is becoming imperative for organizations big and small to integrate transparency, compliance, and accountability in their mobile apps to develop their reputation as being trustworthy and reliable. In the long run, organizations must also work towards promoting a rule based, open, non-discriminatory, and inclusive Mobile Apps marketplace, to ensure active customer participation and engagement.

In order for organizations to reduce the risk and increase the value they obtain from the personal data they collect through Mobile Apps, an understanding of the principles and requirements in the Philippine Data Privacy Act of 2012 (DPA) is crucial. Privacy cannot be an afterthought and must be integrated in mobile apps utilizing personal information even in the early stages of development.

In line with these trends, this program thus provides an overview on how to embed Privacy by Design in Mobile Apps development and personal data processing. The program will also tackle the protection of personal data in the Mobile App Ecosystem and provide the "WHY" of the Privacy by Design and other data privacy principles in Mobile Apps software development lifecycle.

The program is suitable for business leaders, mobile app developers, marketing practitioners and individuals in cross-functional teams who are involved in the mobile app ecosystem. By joining the program, both leaders and teams can learn to maximize the utility of personal data and mobile app technology, while also reducing the risk of privacy breaches. Students will expand their capabilities and understanding of their organization's mobile app business model and functional linkages in relation to processing of personal information. They will also be able to make strategic actions and operational decisions equipped with a holistic perspective, linking operations plans to customer experience, marketing, financial results, and business trust.

With effective cross-functional leaders, the company can more efficiently deploy mobile apps solutions and mobile-app based go-to-market strategies, as well as foster more collaboration in addressing organizational related to Mobile App development and deployment.

PROGRAM SCHEDULE

September 15. 20, 22, 27, 29, 2022

Tuesdays & Thursdays
8:30 AM to 12:00 PM (GMT+08) on all dates

PROGRAM FORMAT
Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE
PHP 25,000.00 or USD 455.00*
*USD 1 = PHP 55.00

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

Edwin Concepcion
Program Facilitator
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit https://go.aim.edu/seellinquiries

Download our latest program calendar at https://go.aim.edu/seellprogramcalendar

PROGRAM OBJECTIVES

The course provides a comprehensive framework to understand data protection concepts, principles, and requirements in the mobile apps and digital landscape. It aims to provide a framework for operationalizing privacy in the context of Mobile App development and deployment.

This interactive online program also aims to expand the business perspective of cross-functional leaders, managers, and supervisors. It will teach the principles and framework of personal data governance within key functional areas like Sales, Marketing, Customer Service, Human Resources, and Operations to develop their cross-functional skills, knowledge, decision-making, and collaboration capabilities.

By joining the program, participants will also develop their understanding of cross-functional linkages in their organization and the different personal data processes and data processing tools for planning and executing cross-functional efforts. The program will enable them to explore innovative approaches to personal data governance to tasks and responsibilities and drive business growth with a cross-functional mindset

KEY BENEFITS

Well-Structured Program and World-Class Faculty

The online program offers a venue for high-impact learning with real-time, experiential, and interactive online sessions. The participants will learn from AIM's world-class faculty and its industry leaders and practitioners network.

Gain a Holistic Business Perspective and Deeper Understanding of Privacy and Data Protection

The program helps leaders, managers, supervisors, and individual contributors develop a broader business perspective and a deeper understanding of privacy and data protection linkages between key teams in an organization, such as Finance, Sales, Marketing, Customer Service, Human Resources, and Operations.

Enhanced Privacy and Data Protection Leadership and Personal Data Governance Skills

The program enhances the participants' capability to lead and manage in a cross-functional setting, improving performance, planning, collaboration, and execution of cross-functional efforts while embedding privacy and data protection in business processes.
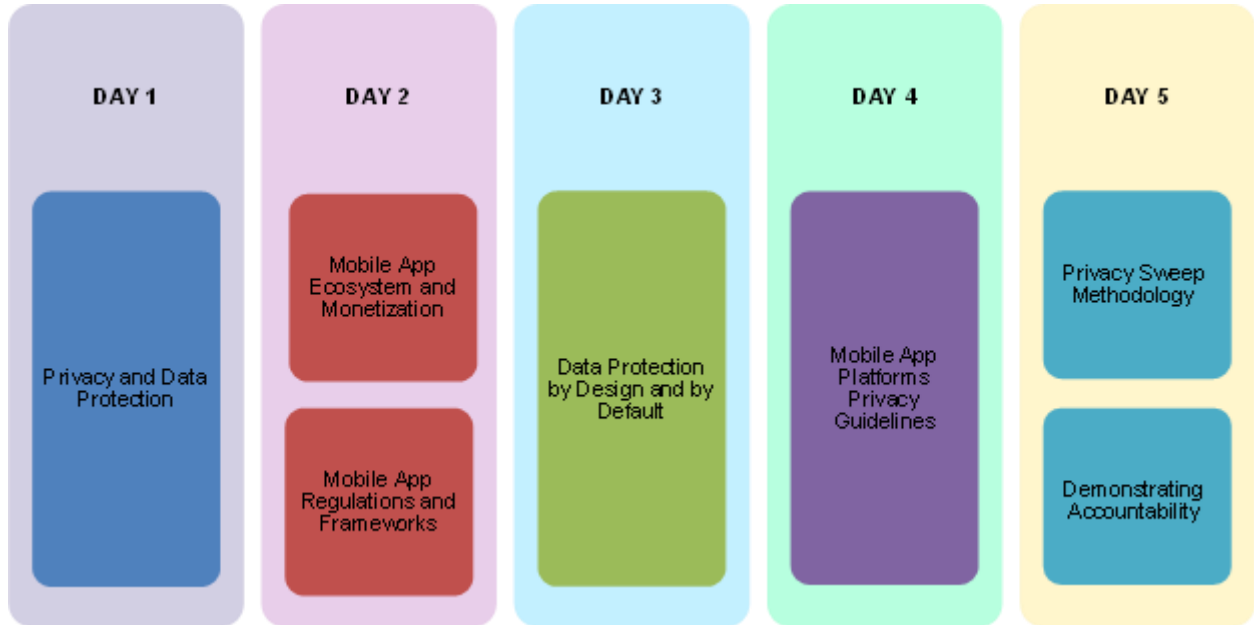
WHO SHOULD ATTEND

Data Protection Officers, Information Security Officers, Software Developers, Mobile App Developers, and Individual Contributors who want to gain a broader understanding of Data Protection by Design, the principles and DPA regulatory requirements in digital business, and understand the linkages of personal data processing between key functional teams and improve personal data governance skills in a cross-functional and collaborative setting.

FOR INQUIRIES:
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PROGRAM LEARNING CONTENT

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Privacy and Data Protection	Mobile App Ecosystem and Monetization Mobile App Regulations and Frameworks	Data Protection by Design and by Default	Mobile App Platforms Privacy Guidelines	Privacy Sweep Methodology Demonstrating Accountability

MODULE 1:

Understanding Privacy and Data Protection in Mobile Apps. Gaining knowledge of the Mobile App Ecosystem, regulations, and frameworks.

MODULE 2:

Embedding Data Protection by Design and by Default in Mobile App development. Understanding the requirements of mobile app platforms' privacy guidelines. Privacy sweep of mobile apps permissions. Demonstrating accountability in Mobile Apps.

Note: The course is co-delivered with Straits Interactive. Straits Interactive is an accredited Institutional Privacy Trainer by the

National Privacy Commission (NPC) under the NPC T3P program

Your Program Faculty

Edwin Concepcion
Country Manager
Straits Interactive Pte Ltd

Edwin Concepcion is the Country Manager of Straits Interactive Pte Ltd in the Philippines. Edwin is a Fellow of Information Privacy from the International Association of Privacy Professionals. He is a Certified Information Privacy Manager (CIPM), Certified Information Privacy Technologies (CIPT), and Certified Information Privacy Professional / Europe / US (CIPP/E/U).

Edwin is a Certified PECB Trainer for ISO/IEC 27701 (PIMS), ISO/IEC 27001 (ISMS), and ISO 37301 (CMS). Before delving into the privacy and data protection field, Edwin spent over 20 years in IT.

Kevin Shepherdson
Chief Executive Officer
Straits Interactive Pte Ltd

Kevin is the CEO and Founder of Straits Interactive Pte Ltd, a specialist in data privacy platform solutions and professional services in the ASEAN region.

Kevin is also the international author of "99 Privacy Breaches to Beware of" and a Fellow in Information Privacy (FIP), the highest certification awarded by the International Association of Privacy Professionals (IAPP). Besides consulting for more than 50 listed and multi-national companies in data privacy, he is also the authorized regional trainer of privacy certification and corporate governance-related courses for IAPP, Singapore Management University (SMU), and Open Compliance Ethics Group (OCEG).

Having held Asia Pacific leadership and management positions in his 20+ years in the IT industry with Creative Technology, Sun Microsystems, and Oracle Corporation, Kevin brings his experience in business development, consulting, innovation, marketing, operations, and strategy to his current role.

Kevin was a multiple award winner of worldwide and Asia Pacific employee excellence awards throughout his corporate career, including marketing excellence, market intelligence, and technology innovation. Kevin holds an MSc degree (Internet & Media) from Nanyang Technology University and a Bachelor of Arts & Social Sciences from the National University of Singapore.

Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and, ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants One (1) unit, which can be credited to the following:

- Post-Graduate Certificate in Operations Management
- Post-Graduate Certificate in Information Technology
- Post-Graduate Certificate in Data Protection Operational Excellence

*Post-Graduate Certificates require five (5) units earned within two (2) years.

Participants will also earn One (1) unit, which can be credited to the Post-Graduate Diploma in Management.

*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and on designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at https://executiveeducation.aim.edu