



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

Postgraduate Certificate in Data Privacy, Protection and  
Operational Excellence:

# Privacy Impact Assessment Course (PIA)

Embedding Data Protection by Design

Program starts in July 2023



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## Embedding Data Protection by Design

### OVERVIEW

The number of countries developing and enforcing their own data privacy laws is growing. However, Data privacy and protection are more than just a law – Data Protection is a comprehensive set of techniques and frameworks that must be integrated with the company's day-to-day operations.

Although regulators have provided some guidance on how to implement privacy laws, many organizations still struggle with how to operationalize privacy principles. Many think of privacy as an afterthought. Thus, though many companies think they are compliant, they are still at high risk of suffering a breach. Thus, a good knowledge of Data Protection Techniques is necessary to cope with the large amount of data being handled by businesses today.

Respect for data privacy and protection will be essential to support the development of new products, solutions, and services addressing existing market needs and reaching consumers. Hence, operationalizing privacy must be proactively managed. Understanding the principles and requirements of Data Protection Impact Assessment / Privacy Impact Assessment is vital to embedding Data Protection by Design in processing personal data. The program will provide an overview of how to embed Data Protection by Design personal data processing in applications and systems.

The program is for Business leaders, Data Protection Officers, Information Security Officers, Compliance and Audit practitioners, Marketing professionals, and individuals in cross-functional teams who handle personal data. By joining the program, leaders and teams can learn data protection techniques that will enable them to maximize personal data's utility while reducing the risk of privacy breaches.

With effective cross-functional leaders, the company can more efficiently deploy solutions and foster more collaboration in addressing the growing issues related to protecting personal data.

### PROGRAM OBJECTIVES

The course will enable students to gain a comprehensive understanding of several data protection techniques, including:

- Conducting a Data Protection Impact Assessment (DPIA) / Privacy Impact Assessment (PIA)
- Data Protection by Design
- Overview of selected privacy certifications, such as ISO and the Philippine Privacy Trustmark (PPTM)

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.

Postgraduate Certificate in Data Protection, Privacy and Operational Excellence Courses:

Data Protection Officer Course (DPO ACE)  
Privacy Impact Assessment Course (PIA)  
Policy and Third Party Management Course  
Information Security and Privacy Course  
Data Breach Response Management Course

### PROGRAM SCHEDULE

July 17, 18, 19, 20, 21, 2023  
1:30 PM to 5:00 PM (GMT+08) on all dates

### PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

### PROGRAM FEE

PHP 25,990.00 or USD 520.00\*

\*The prevailing exchange rate at the date of payment may apply

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

### PROGRAM FACULTY



Edwin Concepcion  
Adjunct Faculty  
Asian Institute of Management

To find out how you can participate, contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit <https://go.aim.edu/seellinquiries>

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





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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, 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, Compliance Managers, Risk Managers, Information Security Officers, and Individual Contributors who want to gain a broader understanding of privacy impact assessment, data protection impact assessment methodologies, principles, and DPA regulatory requirements in business, understand the linkages of personal data processing between key functional teams and improve their leadership and personal data governance skills in a cross-functional and collaborative setting.

## WHAT YOU WILL LEARN

### MODULE 1:

Understanding privacy in applications and systems. Embedding Data Protection by Design.

### MODULE 2:

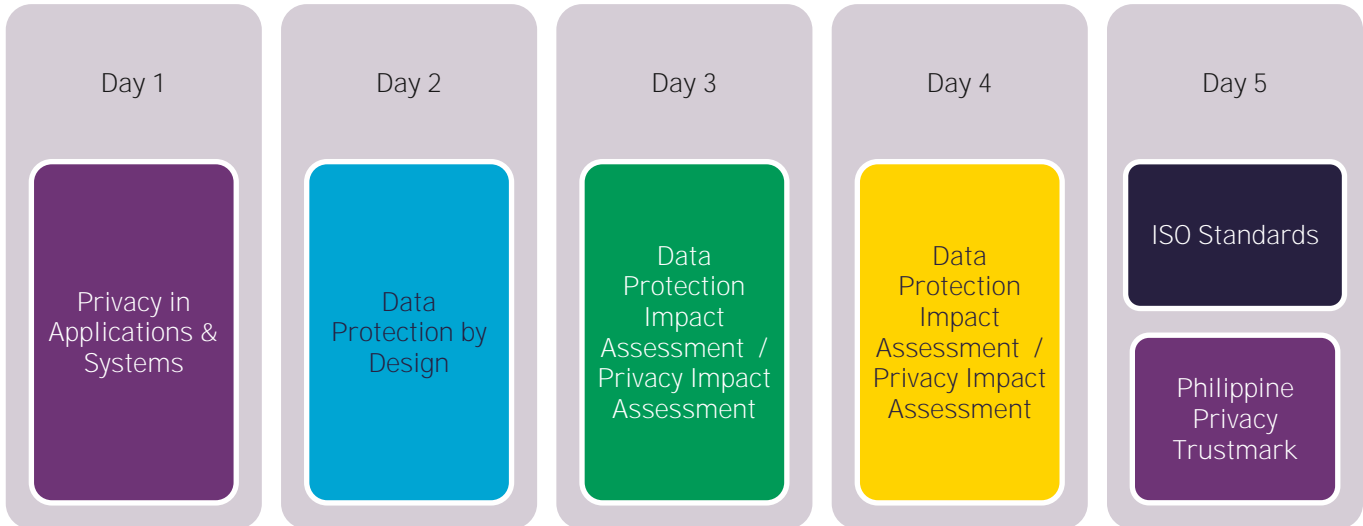
Conduct data protection impact assessments/privacy impact assessments. Understand universal principles and ISO standards, including the Philippine Privacy Trustmark.

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



FOR INQUIRIES:  
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## PROGRAM LEARNING CONTENT



## 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.



Ricardo Lacson  
Trusted Advisor  
Straits Interactive Pte Ltd

Before his retirement in 2020, Mr. Ricardo Lacson, Jr., was the Data Protection Officer for Aboitiz Equity Ventures, Inc. (AEV). He was also responsible for the Group's Information Security Management Systems (ISO 27001), Quality Management Systems (ISO 9001), and Compliance Risk Management. Before that, he served as Vice President for Strategy of AEV from June 2014 to January 2019. He was the Vice President of Customer Services at the Visayan Electric Company from August 2009 to May 2014.

Before joining the Aboitiz Group, Mr. Lacson held several senior management positions, including Director at ZMG Ward Howell, Country Manager of SuccessFactors, President of Motorola Communications Philippines, Inc., Vice President of Software Ventures International, Corp., and General Manager of STSI (now Metrobank Technology, Inc.). He began his career in IT, handling large corporate accounts and being the airline specialist for IBM Philippines, Inc. He taught operations Research at the Ateneo de Manila University from 1984 to 1994.

Ricky is a Certified Information Security Manager (ISACA), certified Data Protection Officer (TÜV Rheinland), certified Risk Manager (PARIMA), and certified ISO 27001 Lead Implementer (BSI).

He earned his Bachelor's Degree in Management Engineering from the Ateneo de Manila University, graduating Magna Cum Laude and receiving the Departmental Award. He also completed the "Advance Bank Management Program of the Asian Institute of Management" and the "Leading Innovative Change" program of UC Berkley.



## Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate 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 Postgraduate Certificate in an area of their choice, and, ultimately, a Postgraduate 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:

- Postgraduate Certificate in Data Privacy, Protection and Operational Excellence
- Postgraduate Certificate in Information Technology Management
- Postgraduate Certificate in Operations Management

\*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 Postgraduate Diploma in Management.

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

### ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and on designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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