


*#EADPPCertification  
WebinarSeries*

# **BOKS Domain E** Privacy Culture

- EADPP Certification
- BOKS Domain E
- Q&A

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European association  
of data protection  
professionals

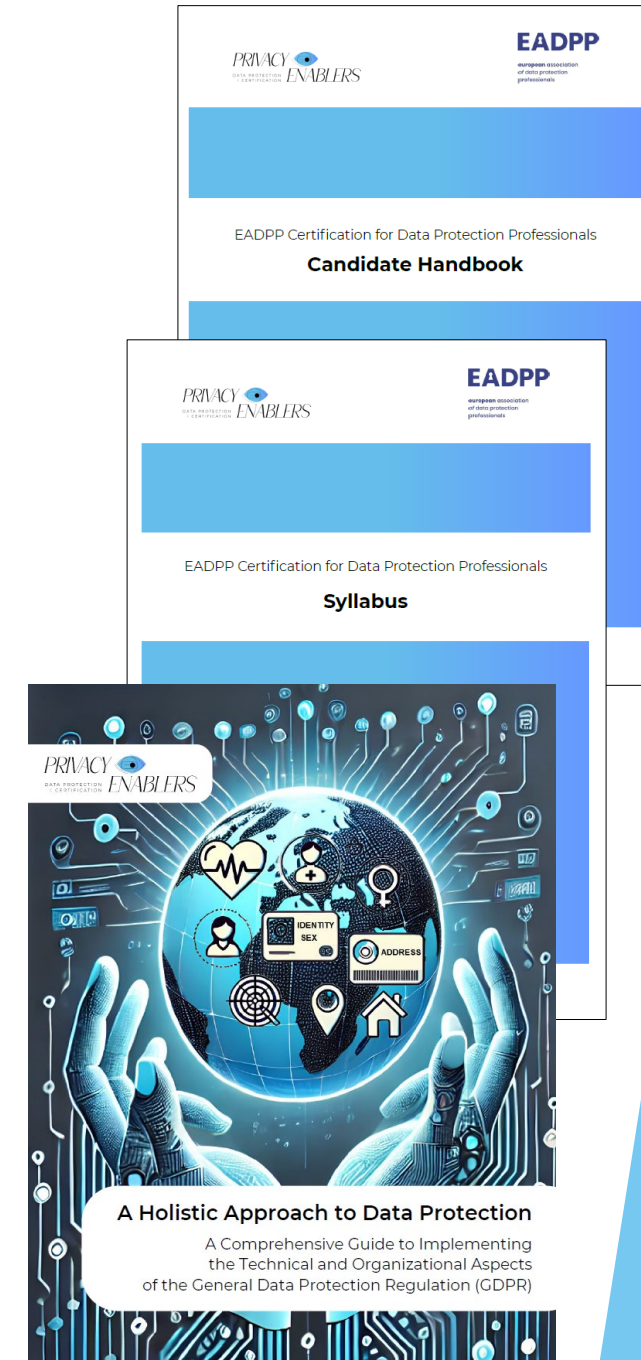
PRIVACY   
DATA PROTECTION  
X CERTIFICATION **ENABLERS**



# **EADPP Certification for Data Protection Professionals**

# Aim, Content & Exam

- ▶ Providing a certification that focuses on **how data protection principles can be implemented**, beyond the legal aspects
  - ▶ Structured by a Body of Knowledge and Skills (BOKS) reflecting a holistic approach on data protection and privacy
- ▶ Becoming certified requires **passing the exam**
  - ▶ 40 multiple-choice questions
  - ▶ **Exam package** includes (a.o.)
    - ▶ One online exam
    - ▶ Study book “A Holistic Approach to Data Protection”
- ▶ **Detailed information** can be found in the Syllabus and Candidate Handbook



## **BOKS Domain E:**

Privacy Culture – Human Perspective

# Dietger Koopmans

## EADPP Vice Chair



Back in 2006, Dietger was the first to develop certification schemes to certify people's psychological skills in the field of *Safety Awareness and Culture* in nuclear power plants.

As board member he was 10 years personally accountable for protecting the data of patients in the mental healthcare industry as well as pseudonymization of patient data for clinical studies.

That responsibility sparked his motivation to shift his primary goal, and he became a privacy and information security professional in 2017.

From the inception of EADPP in 2018, Dietger was involved in certification as a member of the EADPP Certification Committee, leading to the current EADPP certification of Data Protection Professionals.

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# Introduction

- ▶ Privacy vs Privacy
- ▶ Global Privacy Culture differences
- ▶ European Privacy Certification
- ▶ Culture – Human Perspective

# Overview

## Building a Privacy & Security Culture

1. Why Culture Matters
2. Why Awareness is Non-Negotiable
3. Building a Privacy Culture
4. Creative activities
5. Human Firewall
6. Code of Conduct
7. Certification
8. Conclusion & Action

# Why Culture matters



People are central to privacy protection  
– yet the greatest risk

# Why Culture matters

- ▶ “Tick-the-Box” Mentality: The Silent Killer
  - ▶ Pleasing Paradigm
  - ▶ Silencing Concerns
  - ▶ Knowledge-Decision Gap
  - ▶ Lack of Awareness, Cost Focus, Short-term Mindsets
- ▶ It’s not about checking boxes
- ▶ Prioritize **ethics**, not just **rules**
- ▶ It is about changing **behaviours, beliefs, and habits**

# Why Awareness is Non-Negotiable

- ▶ People are the first line of defence
- ▶ Threats are evolving – we must too
- ▶ **Awareness = Risk Reduction**
- ▶ Corporate policies, information security basics and training are essential
- ▶ Awareness build a **proactive, risk-conscious workforce**
- ▶ Strategic, leadership-drive planning is **key**

# Building a Privacy Culture

- ▶ Information security and Privacy: two sides of the same coin
  - ▶ Information security protects systems and data
  - ▶ Privacy protects individuals
  - ▶ Both are distinct and complementary to data protection
- ▶ Foster a culture that values data protection
- ▶ Leadership must champion awareness
- ▶ Continuous improvement is crucial

# Building a Privacy Culture

- ▶ Design an Effective Privacy Training Program
  - ▶ Detailed plan and budget
  - ▶ Tailor by roles and responsibilities
  - ▶ Explain policies and procedures
- ▶ Creative Awareness Activities
  - ▶ Pop-ups
  - ▶ Incentives
  - ▶ Simulations
  - ▶ Toolbox sessions

# Creative activities

▶ Games



▶ Toolbox meetings

▶ Etcetera

# Code of Conduct

- ▶ Organisations need a robust Code of Conduct
- ▶ Key elements are
  - ▶ Commitment to data protection
  - ▶ Principles of data protection
  - ▶ Roles and responsibilities
  - ▶ Data subject rights
  - ▶ Data processing activities
  - ▶ Data security
  - ▶ Third-party management
  - ▶ Training and awareness
  - ▶ Reporting and compliance



# European Certification

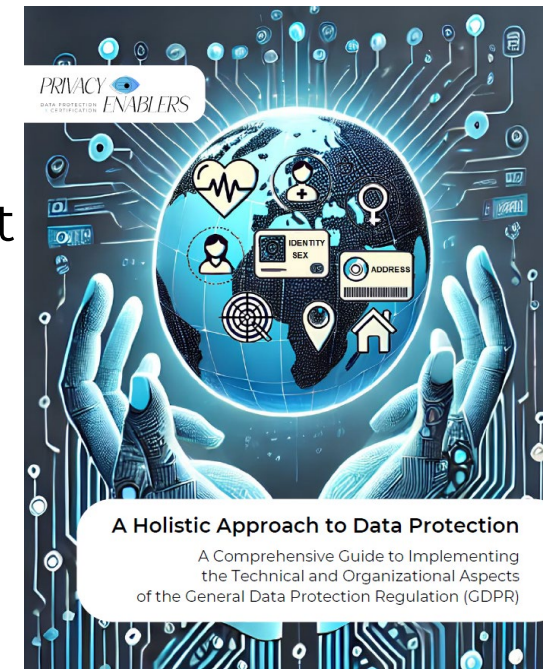
- ▶ Provides a structured and comprehensive understanding of data protection laws, information security threats and best practices
- ▶ A signal for commitment to ongoing professional development
- ▶ Enhance credibility and trustworthiness
- ▶ Ability to significantly mitigate the risk of data breaches and non-compliance penalties

# Conclusion

- ▶ Organisations that prioritise **education, culture** and **continuous improvement** will not just survive – they will lead.  
They will earn trust, build loyalty, and create brand synonymous with security.
- ▶ Privacy is everyone's job – from the boardroom to the break room
- ▶ Policies and technology matter – but **culture** matters more
- ▶ Empower your people – they will protect your organization
- ▶ Remember:
  - ▶ Technology guards the gates
  - ▶ People decide when they open them

# Action

- ▶ Many organisations in your country support the implementation of the needed privacy **culture**. Get in contact and make your plan work!
- ▶ Our **Study Book** outlines several hints and handles for effective implementation. Not only Privacy Culture, which is one of the domains, but also the other domains which are important for you as **guardians of privacy** in Europe
- ▶ You can start strong: this comprehensive **Study Book** is part of your certification package



# Q&A

- ▶ Questions?
- ▶ Comments?



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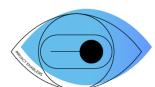
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# **BOKS Domain E** Privacy Culture

Thank you  
for your attention!

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