

all you need to know ABOUT THE **GDPR**

Intro

Through its GDPR Unfolded Series, **CRANIUM Campus** is setting a new standard in GDPR classroom trainings. As the name states itself, our trainers will **unfold the General Data Protection Regulation** towards anyone who should or wants to know how to deal with personal data once the new legislation goes into effect.

As we offer courses at different levels and tailored to different domains or industries, **you will always find the exact training you need**. If you still don't find what you are looking for, just let us know and maybe we can build a tailored course to suit your needs!

About GDPR

The **General Data Protection Regulation** is a new European regulation that is in place since May 25, 2018. Its aim is to both strengthen and unify data protection rights for all individuals in Europe. Many organizations see the GDPR as a real hurdle to doing business. **CRANIUM Campus** helps people, governments and businesses to better understand the GDPR and explore its **opportunities** from a positive angle.

In a nutshell

On the back of this flyer you can find a short overview of courses part of our **GDPR Unfolded Series**.

Much more information on course content, pricing and planned training dates can be found on our website:

WWW.CRANIUMCAMPUS.EU

Get in touch via
INFO@CRANIUMCAMPUS.EU



Don't find what you need?

Fully customized training offers possible as of 10 participants

FOUNDATION

THE BASICS

Our entry-level course providing a sound introduction to GDPR newbies. We explain what the legislation entails and how it impacts your business. You will find out the top 5 items to do asap to get in line with the GDPR. No prior knowledge or experience needed.

ADVANCED

MASTERING PRIVACY MANAGEMENT

Many organizations are assessing the impact of the GDPR on their activities or have started GDPR implementation projects. Still, they are having a hard time integrating privacy into their business processes. In this advanced course we explain how to do just that by setting up a privacy office, moving from GDPR implementation projects to privacy integrated in day-to-day operations and explaining how to meet the accountability principle through appropriate technical and organizational measures.

BANKING & FINANCE

Banks already faced major regulatory changes recently with MiFID II and PSD2 going into effect. Since May 2018, the GDPR imposes additional rules on the use of personal data by banks, insurance companies and other financial institutions. For which activities do they require prospects' or customers' consent? What to do if a customer invokes his right to be forgotten? How long and based on what legal ground can personal data be kept? Our advanced banking & finance course provides answers to these questions.

MARKETING & COMMUNICATION

Can we still target (potential) customers with personalized marketing? What should we do with our legacy CRM data? Can we continue using data gathered via online channels? This advanced course gives an in-depth view on how the GDPR affects marketing processes and communication. We go even further than GDPR and highlight potential impact of the new e-Privacy Regulation (EPR) which is still being drafted today (June 2018).

PROJECTS & PROGRAMS

Regardless of your project management methodology (PMI PMBOK, Prince2, Agile, Six Sigma...) or the structure of your PMO, you will have to take into account different aspects of the GDPR during a project lifecycle. This course explains how to do so. We provide best practices on how to implement data protection by design & by default, when and how to perform a data protection impact assessment (DPIA), how to update your SDLC for software projects etc.

EXPERT

EXPERT UPDATE

You already know about the GDPR or have prior experience with other privacy legislation and implementation (e.g. dir. 95/46/EC)? Our half-yearly expert update is the most efficient way to stay informed on the latest novelties and interpretations by WP 29. It covers recent insights on personal data breach management, data pseudonymization, the new role of Supervisory Authorities and further elaborates on the risk-based approach to data protection.