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Battlecard

Elevator Pitch

There is a gap in the industry today for in-depth knowledge and skills in implementing technical privacy requirements. CDPSE is the first, technical experience-based certification of its kind that validates the certification holder's expertise in implementing privacy controls into their existing and future systems, networks and applications. CDPSE provides a valid and reliable means for enterprises to identify technologists who are competent in incorporating privacy by design into technology platforms, products and processes, communicating with legal professionals, and keeping the organization compliant efficiently and cost effectively.

Features

- CDPSE addresses three main domains: Privacy Governance, Privacy Architecture, and Data Lifecycle.
- Validates certification holders' experience and ability to work cross-functionally with legal, policy, database administrators, engineers, software developers, and back-end and front-end experts.
- Affirms IT professionals' skills in understanding compliance requirements and their ability to implement the right privacy controls.
- Focused on technical implementation and privacy best practices.

Benefits (Enterprise)

- Assurance that CDPSE holders have the necessary skills and experience to assess and implement comprehensive technical privacy solutions.
- Helps organizations stay ahead of new regulations and address compliance in a cost-effective and efficient manner.
- Mitigate risk of non-compliance, avoid penalties, enhance customer trust and profitability.

Description

The CDPSE certification validates privacy technologists' ability to implement privacy by design solutions into new and existing networks, platforms and products, building customer and stakeholder trust and mitigating risks of noncompliance.

Target Audience

IT Professionals who implement first line defense in data breaches and provide technical privacy solutions. These roles include:

- Lead Software Engineer (Data and System Privacy)
- Domain Architect (Legal Care Compliance, Privacy)
- Security and Privacy Engineer
- Privacy Solutions Architect
- IT Project Manager
- Privacy Data Scientist
- Privacy Analyst
- Lead Privacy Manager

Differentiators

Enterprises need competent privacy technologists who can communicate cross-functionally to build and implement privacy solutions and mitigate risks. Existing certifications/training are geared toward legal/compliance professionals and those setting policies in organizations—leaving a gap where there is no training or certifications for the IT professionals who build and implement the privacy solutions. CDPSE is a unique certification for privacy engineers and practitioners engaged in technical implementation and business skills and experience just right. CDPSE holders in North America have an average salary of \$144K.

Industry Trends

- 54% of CDPSE holders say they use the skills learned through certification several times a day in their current position and 42% agree that becoming certified has increased their workplace productivity. (Source: Cert Mag Salary Survey, 2022)
- A Q3 2020 survey conducted by ISACA on the biggest challenges to a successful privacy program reported:
 - 45% of respondents cite lack of clarity on the privacy mandate, roles and responsibilities
 - 41% cite lack of executive or business support for initiatives
 - 41% lack of competent resources

Competitive Landscape

- IAPP: Key privacy training competitor. However, their focus is more on the legal audience: CIPT (updated 1/20), CIPP, CIPM. These certifications do not offer the in-depth, technical implementation focus that CDPSE does and do not validate experience on the job
- (ISC)2: HCISPP (HIPPA focus, not technically-focused)
- Smaller Competitors (not ANSI accredited): – Privacy tools and resources; Trustarc, HCCA, IT Governance USA, EUGDPR Institute, IBITGQ.

CPEs

- CDPSE has annual renewal and CPE requirements to maintain certification status. Some CDPSE training offers CPEs such as the **Online Review Course (20 CPEs)** and the **VILT (14 CPEs)**.
- See isaca.org/credentialing/how-to-earn-cpe for additional information.

Pain Points

- Differing regulations and standards across the globe for enterprises.
- Regulations and issues vary by industry especially in healthcare, higher education, manufacturing.
- Loss of customer trust and reputation due to poor privacy practices hits enterprises big and small equally hard and once lost, are hard to restore.

Objection Handling

Q: Why would I want CDSPE certification??

A: CDPSE is a unique, technical, experience-based certification designed specifically for privacy engineers. CDPSE holders can assess compliance needs and implement the right privacy controls.

Q: Why would my current or prospective employer care?

A: Enterprises worry they don't have the right resources to implement technical privacy by design solutions that will mitigate risk, penalties associated with non-compliance, and increase customer trust and retention. This certification demonstrates that specialized and in-demand expertise.

Q: Why wouldn't I choose another type of certification?

A: CDPSE is the only certification that focuses on technical implementation of privacy solutions based on organization type and need. Other certifications mainly focus on the legal aspect.

Awards and Recognitions

- 2021 Winner of the Golden Globe for "New Product-Service of the Year" at the IT World Awards

“...Designations such as the new

privacy certification from ISACA (CDSPE), can complement existing flagship ISACA certifications and offer privacy engineers a qualification they can leverage to stand out from their peers and demonstrate their technical privacy know-how.”

– Adj. Professor Jason Lau FIP, CIPP/E, CIPM, CDPSE, CGEIT, CRISC, CISM, CISA, Chief Information Security Officer Crypto.com



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