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# PRIVACY BY DESIGN TRAINING

**What are your customers looking for when using technology in this competitive market?**

## **Trust**



**Customers trust technology when they believe their information is used fairly, responsibly, and securely.**

**A privacy-first approach meets today's customer's expectations, protects you from regulatory fines, and reduces privacy breaches.**

**Taught by two certified privacy experts, you learn to implement the strategic and practical Privacy by Design methodologies, setting you up for success.**

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**Start on your path to privacy today! Contact Robin or Cat to get started.**

Robin Gould-Soil  
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&

Cat Coode  
Binary Tattoo  
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# PRIVACY BY DESIGN TRAINING: MADE SIMPLE



## WHAT'S INCLUDED

### Key Learning Objectives:

Your privacy training will focus on privacy principles that cover multi-jurisdictions and regulations. You will develop an understanding of how privacy considerations are built into the development life cycle of application from both a product design and a coding perspective. Add new skills that are transferable and repeatable to other products and services.

### Training Delivery:

Three 60 min live sessions with your teams. Includes customized content with your product and time for questions.

### Manual:

A comprehensive manual for on-boarding and continued education for all of your design teams. Includes an overview of the training, strategic concepts, and practical guidance with checklists.

### Training Module Content:

#### Privacy Fundamentals

An overview of general privacy principles, the privacy regulatory landscape, and privacy by design principles and concepts necessary to support a digital environment.

#### Advanced Training for Product Designers & Managers

In-depth discussion of process oriented PbD strategies for designing privacy-first features and user experiences that help foster innovation when building core customer products.

#### Advanced Training for Technologists

Discussion of data oriented methodologies for preserving privacy at the foundation of your technology designs and architecture.

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## WHO WE ARE



### **Robin Gould-Soil, CIPP/C, CDPSE**

Robin Gould-Soil is a recognized authority on privacy and data protection. She has been at the forefront of this burgeoning field for two decades, and has unique expertise resulting from her multi-sector experience across the corporate and public spheres, including executive roles at HSBC Canada, the Office of the Privacy Commissioner of Canada (OPC) and the University Health Network (UHN).

Robin has spearheaded award-winning privacy initiatives and built effective data protection and governance frameworks for large, global organizations. Drawing on her rich cross-sector experience and strong blend of strategic and operational skills, she provides proactive solutions that organizations need to create best-in-class privacy programs..



### **Cat Coode, CIPP/C**

Cat Coode is the founder of Binary Tattoo, with a mission to help protect your data. Backed by two decades of experience in mobile development and software architecture (BlackBerry), as well as a certification in data privacy law, Cat helps individuals and corporations better understand cybersecurity and data privacy.

She specializes in global privacy regulation compliance and delivering privacy education seminars. She is a member of the Canadian Standards Council for GDPR.

Cat leverages her aptitude for teaching and engineering background in both her speaking and consulting engagements to break down technical concepts in ways everyone can understand. Putting privacy at the foundation of everything you do..