



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Postgraduate Certificate in Data Privacy, Protection and
Operational Excellence:

Data Breach Response Management

Plan and Be Ready

Program starts in April 2024



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING



Postgraduate Certificate in Data Privacy and Protection Operational Excellence:

Data Breach Response Management Plan and Be Ready

OVERVIEW

The number of data breaches and cyberthreats in the post-pandemic era is growing. A review of global and ASEAN enforcement cases will show that no business is being spared – both large enterprises and SMEs are falling victim to malicious actors.

Establishing a Data Protection Management Program (DPMP) is the first step to reduce the risk profile of companies who collect, process, or store personal data. With a DPMP in place, the next practical step would be to formulate a Data Breach Response Plan. While a DPMP reduces the likelihood of a breach, a Data Breach Response Plan enables organizations to respond correctly to security incidents and personal data breaches amidst the pressure of the crisis at hand.

Efficient implementation of a response plan helps organizations maintain trust with their customers and stakeholders. With news spreading quickly in this social media powered world, the need to respond swiftly and correctly to a crisis has never been more crucial.

The program is for Business Leaders, Data Protection Officers, Information Security Officers, Compliance and Audit Practitioners, and Heads of Departments who handle personal data. This program is also essential for those who are part of their organization's Crisis Management Team.

PROGRAM OBJECTIVES

The course provides a comprehensive framework for Crisis Management in relation to personal Data Breaches. Participants will learn how to formulate their own Data Breach Response Plan, so that they can swiftly respond when a data breach occurs.

By joining the program, participants will gain a better understanding of personal data breach response procedures as recommended by regulators, to minimize the potential financial and reputational losses an organization may suffer in the aftermath of a Data Breach.

Postgraduate Certificate in Data Protection, Privacy and Operational Excellence:

Data Protection Officer
Privacy Impact Assessment
Personal Information Processor Management
Information Security and Privacy
Data Breach Response Management

PROGRAM SCHEDULE

April 20 & 27, 2024
8:30 AM to 5:00 PM (GMT+08) on all dates

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

PROGRAM FORMAT

Delivered online via live virtual interactive sessions
In Zoom

PROGRAM FEES

PHP 25,990.00 or USD 473.00*

*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.



Edwin Concepcion
Adjunct Faculty
Asian Institute of Management

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

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



FOR INQUIRIES:
School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING



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

This program is suitable for Data Protection Officers, Compliance Managers, Risk Managers, Information Security Officers, and Individual Contributors who want to learn personal Data Breach Response Management in compliance with the NOTIFICATION obligation of organizations as mandated by the Data Privacy Act.

We also invite Entrepreneurs and Business Owners who want to formulate a RESPONSE PLAN in the event of a Data Breach, comply with the NOTIFICATION obligation, respond swiftly, and minimize the adverse effects of a breach.

WHAT YOU WILL LEARN

MODULE 1:

Understand the elements of Crisis Management that relate to personal Data Breaches. Appreciate the business impact of data breaches and regulatory enforcement on the organization.

MODULE 2:

Be able to create a data breach response plan to minimize business disruptions. Ensure readiness to respond to Data Breaches to protect the organization and various stakeholders.



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu

PROGRAM LEARNING CONTENT

Module 1

Module 2

Day 1

Crisis
Management

Day 2

Data
Breaches &
Enforcement

Day 3

Creating a
Data Breach
Response
Plan

Day 4

Responding
to Data
Breaches

Day 5

Responding
to Data
Breaches



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING



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.



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu



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

**Postgraduate 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 or visit our website at <https://executiveeducation.aim.edu>



FOR INQUIRIES:
School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu