

Protection matters.
Linklaters

blueflag[®]

Data Protection e-learning



Introduction

Organisations are facing greater pressure to demonstrate compliance with data protection rules and regulations. Companies and individuals that do not comply can face criminal sanctions, fines and reputational risks. Linklaters have developed a data protection e-learning course which can play a vital role in delivering data protection training to all your employees, to help instil a culture of compliance within your organisation.

Our course

Our data protection e-learning course delivers commercial and practical risk management training through the following two modules:

- > **Data Protection rules and you** – applicable to all employees, this module identifies the importance of data protection, applies practical examples to key concepts and uses interactive scenarios to increase understanding of the information cycle – how to effectively collect, secure and destroy information. The final section of this module looks at how the law is enforced and the penalties involved.
- > **Additional information for managers** – this module provides staff in people management roles with the necessary information to ensure their teams are compliant with data protection legislation. Managers will learn how to recognise and deal appropriately with subject access requests and how to correctly handle complaints in respect of data protection. This module also covers best practices for sharing information with others and sending information overseas.

Key benefits of e-learning:

- > an economic way of training large/geographically diverse audiences;
- > highly effective at engaging learners and bringing the law to life;
- > quick to roll-out and easy to update centrally;
- > can be fitted around user needs and schedules and revisited as required;
- > results and take-up can be measured and used to evidence successful learning.

Why choose our course?

- > **Premium legal content** – our course combines the award winning expertise of our TMT practice, with the extensive experience of our Blue Flag e-learning team to deliver the highest quality training.
- > **Practical guidance** – training is provided within a commercial context, with supporting practical advice and case study examples to give learners the guidance they need to comply with data protection laws.
- > **Effective design and technology** – our course is very simple to navigate and combines the right mix of text, imagery, practical examples and assessments to deliver a highly interactive and effective learning experience.
- > **A tailored approach** – we tailor course content and design to fit with your industry sector, business and specific training requirements. We also encourage you to personalise key areas of the course to increase its effectiveness.
- > **A global offering** – we have the global reach to ensure that the legal content reflects local rules and regulations in specific jurisdictions and to support you in rolling out the course.
- > **Measurable results** – our course complies with market standard tracking software. It can be integrated with almost any Learning Management System to track usage/assessment scores and evidence successful learning.
- > **Excellent value for money** – we offer our course at competitive rates and on a global licence, which allows for an unlimited number of users.
- > **Dedicated support** – our TMT practice and specialist Blue Flag e-learning team will guide you through the process of customising and implementing your course.

Examples of the course

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Data Protection Rules and You

Welcome

This module outlines what you need to know about protecting information so that you can comply with the law and know your rights under it.

This module is designed for your benefit and you must make sure that you understand and are familiar with the content of it.

By the end of this module, you will understand:

- why data protection is important



Select **Next** to continue.

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Customisable design

Logo, colour palette and function buttons can be matched to your brand guidelines

Global appeal

Universal graphics used to give the course a global appeal

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Data Protection Rules and You > The key concepts

Personal Information

Personal information is any information that can identify a living person. Opinions as well as facts about people can be personal information. Let's see if you can identify personal information for yourself.

Reveal



Select the **nine** types of personal information displayed in the image. If stuck, select "Reveal".

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Useful resources

A range of useful tools (e.g. help menu, zoom etc.) and links to supporting materials

Varied learning experience

Interactive slides to maintain interest and encourage learning


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Additional Information for Managers > Subject Access Rights

How to recognise a Subject Access Request


Which of these are examples of a subject access request?



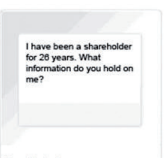
An email ☐



A hand written message ☐



A fax ☐



Typed telephone message ☐

SUBMIT

Select all the images you think may constitute a subject access request, then select **Submit**.

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Interactive assessments

Mini-assessments throughout the course reinforce key learning points

Clear learner instructions

Learners guided through the course at every stage


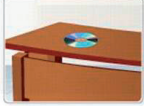
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Data Protection Rules and You

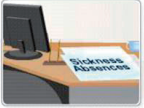

How Data Protection Affects You

Let's see how data protection infringements could affect you in your day to day working life.

In the office

"I sent my boss an email about a really personal problem. Now the whole office is talking about me."

Reception

As you can see, the protection of personal information has all sorts of implications that might affect you as an individual as well as our business. This course outlines what you need to know about protecting information about people so that you can comply with the law and know your rights under it. This course is designed for your benefit and you must make sure that you understand and are familiar with the content of it.

Select **Next** to continue.

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Visually interesting
Graphics used to enhance the learning experience

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Data Protection Rules and You > The key concepts

Sensitive Information Question

We must take special care when we collect and use sensitive information.

Which of the following are examples of sensitive information?

A	Your name and address.	X
B	Details about your colleague's wrist injury stored in her HR file.	✓
C	A picture of your car recorded on CCTV in the car park.	X
D	Details of your customer's food preferences for dinner, including that he has a nut allergy and only eats Halal food.	✓

Select **Next** to continue. SUBMIT

That's correct.

Answer options 'B' and 'D' are examples of sensitive information. 'B' is information about your colleague's health and option 'D' is information about both the customer's health and his religious beliefs.

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Constructive feedback
Feedback supports the learning process rather than simply stating "right" or "wrong"

Intuitive navigation
Clear menus and navigation buttons help learners complete the course

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Data Protection Rules and You > The information lifecycle

Consequences of Sending Secure Data

Lots of places where we post information about ourselves or our work are not as private as you might think. They can easily result in a loss of personal information by mistake.

Imagine you've had a bad day at work and send the following message:

"Rough day, looks like we have lost the crucial contract with Massivetechco. All because of what brainless Brown wrote in the pitch document"

What are the consequences?

Select each bar to reveal the possible consequences of sending the message.

Emailing the message to your closest friend who works at another company

You have disclosed confidential information about us to a third party. You have also disclosed personal information about 'Brown' which is potentially libellous. Even if you later delete the message a copy will still exist and 'Brown' can ask to see it.

Sending an Instant Message to two close friends within the Company

Posting the message on Facebook, in a personal (not work) capacity

Posting the message on 'Twitter'

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Case study examples
Bringing the law to life using case study examples to engage learners

Our tailored approach

We offer you the opportunity to tailor our course to meet your exact requirements. Our aim is to ensure that the course is an integral part of your compliance programme and that it is relevant to your learners.

How can you tailor the course?

1. Select course modules

Our course is made up of two modules: Data Protection and You and Additional Information for Managers. Depending on your requirements, you can decide to roll out just the first module or both modules.

2. Decide on language/jurisdictional requirements

Our course is available off-the-shelf in English language and has been adapted to both UK and Swedish law. The course can be translated into almost any other language. We can also tailor the legal content of the course so it reflects the local rules and regulations in specific jurisdictions around the world.

3. Adapt the course to your sector

Using our understanding of your industry sector, we can work with you to ensure that the content of the course is as relevant as possible and accurately reflects industry scenarios. Typically, this will involve adding new sector specific examples, imagery and Q&As.

4. Customise the course for your business

We encourage you to create your own course welcome/closing pages to highlight your company's commitment to regulatory compliance, the importance of training and to integrate the course with your wider compliance programme. It is also possible to re-brand the course to achieve your internal 'look and feel', include actual company experiences and link to your internal policies, procedures and key contacts.

5. Integrate the course with your learning environment

Our course is designed to comply with market standard tracking software (SCORM/AICC) and can be integrated with almost any Learning Management System. Alternatively, we can provide the course with a tracking system or build in a self-completion certificate.

Contact us

If you would like more information about our data protection e-learning course or to request a demonstration or free trial, please speak to your usual Linklaters contact or alternatively please contact:



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