Society of Internet Professionals
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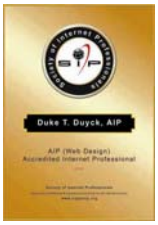
Enhancing professional & educational standards for the Internet industry




# AIP (Internet Privacy) Competencies (A110)

This document define role and Competencies for Internet Privacy professionals established under designation Accredited Internet Professional (AIP) by the Society of Internet Professionals (SIP). Competencies normally deal with technical aspect of the stream/job.

Competencies are prepared by conducting task analysis of the job and seniority or length of experience was not a factor in compiling the list. Acquired competency assumes that the task will be performed independently without supervision. The work was initiated by SIP in 1999 as part of their certification program called Certified Member of Society of Internet Professionals (CMSIP) and was combined with work done by Association of Web Professionals (AWP) in 2001 and was revised in 2004 by the Accreditation & Certification Committee (ACC) of SIP.

This document is produced in conjunction with Mario Morel of Privacy.info, a member of Accreditation & Certification Committee (ACC) and privacy officer of SIP. Privacy. Info (www.privacy.info) a privacy specialist firm in Toronto, who also offers Group Privacy Compliance Plan for SIP members.

## A. Description of AIP

Competencies which are common to all streams are outlined in a separate document (Doc A105: Common Competencies of AIP), available from our web site:
http://sipgroup.org/resources/docs.html

Competencies described in the above document together with technical Competencies described in this document form overall Competencies for this stream.

## B. Description of AIP (Privacy Professional)

SIP certified AIP (Internet Privacy) is a practicing Internet professional who has a broad foundation in the full range of privacy topics that compose the field of privacy compliance and data protection in the Internet connected world. AIP (Internet Privacy) Professionals are privacy advocates who champion trust on the Internet through accountability, openness, and respect of individuals rights to privacy.

## C. The AIP (Privacy Professional) Core Body Knowledge (CBK)

There are fundamental privacy concepts that establish a foundation for training and education. They are the internationally recognized 'Fair Information Practices' that have been incorporated into the federal PIPEDA. The Fair Information Practices are the foundation to identify the content that is required for privacy training and education. The Office of the Privacy Commissioner of Canada (PCC) presents a series of documented guides for privacy compliance. The Office of the Information and Privacy Commissioner of Ontario (IPC) has published a number of documents that identify the minimum knowledge for privacy professionals. In combining the content specified in these documents, we have defined a core body of knowledge (CBK) that is key to role- and performance-based privacy training and education.

The CBK from these sources is comprised of the following topics:

- Laws and regulations
- Life Cycle Controls

- Privacy Compliance Programs
- Information Security
- System Environment
- System Interconnection
- Information Sharing
- Risk Management
- Management Controls
- Operational Controls
- Technical Controls
- Awareness, Training, and Education
- Handling Sensitive Information

These topics are the building blocks that establish the foundation for the AIP (Internet Privacy).

## D. Competencies

Key Competencies and skills for the AIP (Internet Privacy) are as follows:

### Strategic

1. Determine accountability of personal information privacy protection and the boundaries of responsibilities.
2. Establish the strategic expectations of a privacy framework.
3. Provide management direction and support for personal information privacy protection.

### Risks and Legislation

4. Understand privacy legislation at all levels: local, provincial, national, international, and industry-specific.
5. Understand privacy risks and determine how to manage these risks.
6. Maintain current his or her knowledge of applicable federal and provincial privacy laws and standards.

### Privacy Framework Development and Management

7. Identify and set the boundaries of a privacy framework with regard to organizational operations and applicable privacy legislation.
8. Specify an organization's specific privacy requirements.
9. Ensure that an organization recognizes what the appropriate level of protection is for each personal information cluster.
10. Give complete description of the flow of personal information within an organization.
11. Reviews an organization's security and business continuity plans to ensure alignment between security and privacy practices.
12. Ensure proper management of changes affecting the privacy framework.
13. Provide measurable success criteria of a privacy framework.

### Privacy Incident Management

14. Determine in advance the appropriate responses to potential privacy protection compliance challenges.
15. Respond appropriately to privacy protection compliance challenges.
16. Conduct privacy breach investigations.
17. Determine the cause of privacy incidents.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### Compliance and Support

18. Ensure managerial coordination and oversight of privacy policy development, implementation and enforcement.
19. Ensure that each staff has implemented appropriate privacy protection measures commensurate to his or her roles and responsibilities.
20. Audit an organization's compliance with its privacy policy and legislation.
21. Provide ad-hoc privacy expertise to an organization's departments.
22. Monitor advancements in information privacy technologies to ensure organizational adaptation and compliance.
23. Cooperate with the Office of the Privacy Commissioner, and other legal entities, in any compliance reviews or investigations.

## E. Related AIP Documents and Resources

SIP has been working to restructure Certified Member of SIP (CMSIP) program and AWP Web Programs to the Accredited Internet Professional (AIP) program. As of January 2005, 13 streams are identified and 23 documents are produced. Most of the documents are posted on SIP's web site: http://sipgroup.org/resources/docs.html

## F. Details & Application Package:

Take the Self-Assessment, review competencies & download the application from our web site: http://www.sipgroup.org/certification.html

## G. Inquiries

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