



Data Privacy  
& Security  
Advisors LLC

# CASE STUDY

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Generating Excitement:  
Designing Privacy Training  
People Actually Wanted to Attend



# The Challenge



A private research university with campuses in the United States and the EU contacted Data Privacy & Security Advisors to provide data protection training programs for faculty and staff, as well as current students and alumni.

The University's Privacy & Compliance Team **struggled with providing an effective training program that would address the varying needs of that dramatic a range of Data Subjects.** Several attempts were made at creating documentation and conducting presentations, but attendance was low, and feedback was lackluster. Despite standing up a privacy program and multiple attempts at spreading awareness, the Privacy & Compliance Team was frustrated and needed assistance.

# The Solution



Working together, DPSA and the Privacy & Compliance Team imagined the idea of a traveling **“Privacy Roadshow”** that would **“tour” departments across the international campuses**. This unique training and awareness program centered around a team of University staff, deputized as **“Data Protection Leads”** for their respective departments, who were trained on critical privacy and data protection concepts and participated in delivering a more robust and relevant training program.

To increase involvement and help spread awareness, **DPSA promoted the idea of “Celebrity Privacy Champions”** – University athletes, popular professors, prominent researchers on staff, and famous alumni – who were featured in a series of awareness videos and print material to advertise the Roadshow.

Designed to bolster data protection awareness and increase focus on existing and emerging global privacy legislation, **Roadshow sessions provided real examples, usable instructions, and common sense practices** for becoming good stewards of personal data – both the individual’s own and that of others.

# The Outcome



The first Roadshow event was held in front of a standing room-only crowd in one of the University's largest halls – **over 375 students, staff and faculty** attended the inaugural half-day event.

After several additional Roadshow presentations, feedback was collected and the results were astounding. **Attendees not only actively participated during the event, but they also reported they had gained a new respect for data protection and a heightened awareness of the range of risks the University is exposed to if individuals do not use data management best practices.**

Additionally, attendees began volunteering to become Data Protection Leads for the various University Clubs. **The goal of spreading awareness was not only met, it was exceeded.** Today, the University conducts these Roadshows quarterly, and many are attended multiple times.

**1,883**

**Students,  
Faculty & Staff  
Trained**

**25**

**Privacy  
Roadshows**

**132**

**Data  
Protection  
Leads**

## About Data Privacy & Security Advisors LLC

With demonstrated expertise building actionable privacy and data security strategies to lead our clients through the changing regulatory landscape, Data Privacy & Security Advisors' ("DPSA") diverse group of experts bring more than 25 years' experience in delivering tailored programs and providing pragmatic strategies to help our clients protect the trust of their customers and mitigate financial and legal risks to their organization.

Unique in a boutique firm, the DPSA team is exclusively senior practitioners and includes former Corporate Privacy Officers, Corporate Information Security Officers, and Partners from the "Big 4" Consulting Firms – bringing a diversity of perspective from both in-house and external roles.

Our mission: to mitigate the pervasive feeling among our clients of "death by a thousand cuts" as new, always slightly different, privacy regulations are enacted.

Active thought-leaders in the Privacy Community, the DPSA leadership team has seats on the International Association of Privacy Professionals' ("IAPP") Advisory Boards and is frequently asked to speak at both IAPP and other industry events.

Our clients range from start-ups to multinationals, and include B2B businesses, higher education institutions, traditional and online media, mobile application developers, technology, and financial services companies.

## CONTACT

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