

Data Privacy

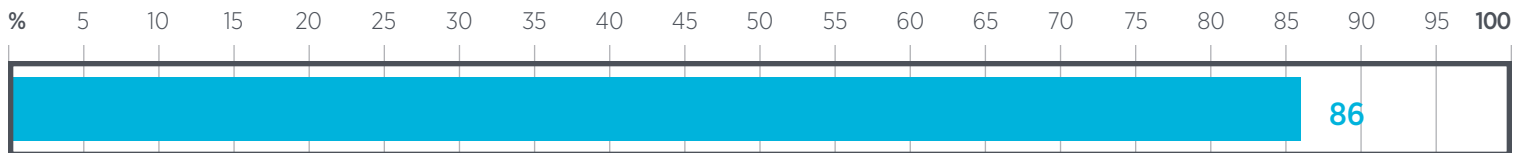
Cross - Industry Performance Overview Report



Jan 01, 2015 - Jun 01, 2017

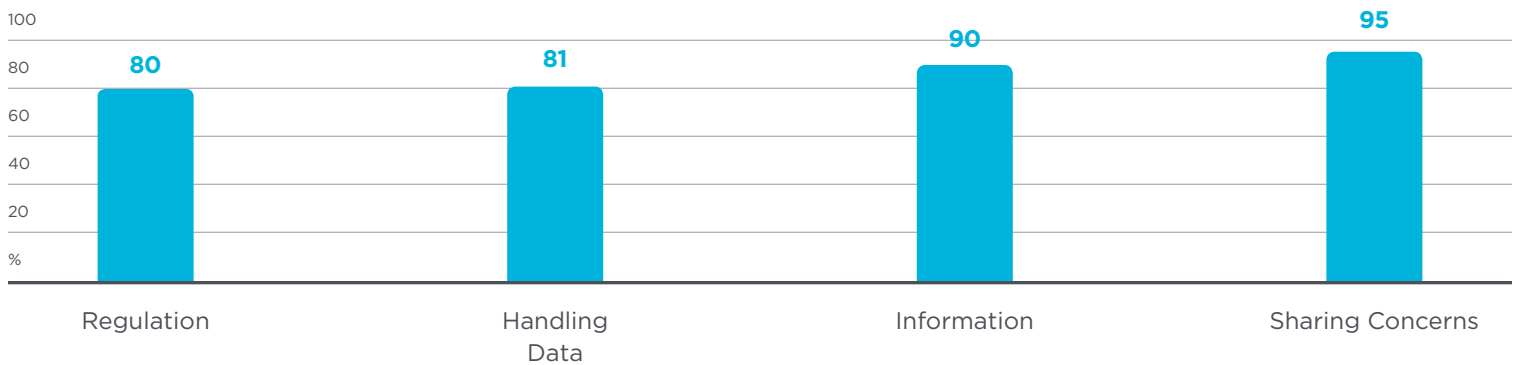
 The average cross-industry performance for Data Privacy is **86%**.

Company Performance is the average of Performance by Category.



Performance by category

Performance by Category is the average of activities passed by each user within a Category.



Time spent

The numbers below show the average time spent by 95% of the users, eliminating 5% outliers with the longest duration.



19 Minutes to complete the course



4 Minutes spent in the policy/ course material/ best practices sections



Top five most challenging activities

Activity performance is the average of users who passed the activity by choosing the correct answer option(s).

01

Category Regulation

Question

Rex wants to grow his insurance business. He sets up his website so that visitors can get an easy quote. After the quote appears on screen, a box pops up that says, "Please enter your name and address so I can mail the quote to you and we can get started!" Rex also makes sure to enter the addresses he collects into his business database so that he can mail out monthly promotional items.

Is Rex following best practices for data privacy?

✗ 33% ✓ 67%

Answer Option

% Chosen value will not add up to 100% because this activity type allows users to choose more than one option

Answer Option	Correct Answer	%Chosen
A. Yes; Rex's data collection provides efficient customer service	✗	11%
B. Yes; Rex needs to send out the insurance quotes	✗	6%
C. No; Rex should not collect personal information through a website	✗	16%
D. No; Rex should not use personal information for unapproved purposes	✓	68%
E. Maybe; it depends on whether or not a site visitor buys a policy after receiving the quote	✗	7%

02

Category Handling Data

Question

Marta receives a call from a benefits processing company. She doesn't recognize the caller's name or company from a list of approved contacts, but he tells Marta that he needs some information about one of her employees so that he can process an insurance claim. Marta has only been on the job a few weeks, and is not sure if she is allowed to provide the information. When she asks the man for the employee's name, he readily provides it, along with the employee's claim number. He tells her this needs to be taken care of soon, but Marta is still hesitant.

How would you advise Marta as this point?

✗ 31% ✓ 69%

Answer Option

% Chosen value will not add up to 100% because this activity type allows users to choose more than one option

Answer Option	Correct Answer	%Chosen
A. Provide the information immediately	✗	1%
B. Tell the caller that she is not permitted to provide the information	✗	40%
C. Postpone the disclosure until she can verify she is allowed to share the information	✓	84%
D. Attempt to verify the organization and the man's identity through other means	✓	70%
E. Immediately hang up and have no further contact, as this is likely a fraudster	✗	3%



Top five most challenging activities

Activity performance is the average of users who passed the activity by choosing the correct answer option(s).

03

Category

Handling Data

Question

Tyra receives an email on her work account that says, "We are sending this email per your company's request for expedited processing. Please enter the requested client credit information where specified below and return promptly to avoid a delay. Once we have processed this information, we will notify you via email so that you may proceed to fill the client's order. Thank you for your cooperation, XZProcessing." Tyra believes the email is from a credit processing vendor, but she's never seen a request sent this way before. She asks some colleagues for help.

What actions may cause a conflict in this situation?

✗ 31% ✓ 69%



Answer Option

% Chosen value will not add up to 100% because this activity type allows users to choose more than one option

	Correct Answer	%Chosen
A. DeSean: "Customer service is our top priority; go ahead and send the information so there's no delay"	✗	1%
B. Ron: "If you're unsure, reply without the credit information and see if it's a legitimate vendor"	✗	9%
C. Winnie: "We change those vendors all the time; I'd go ahead and send it off"	✗	0%
D. Ian: "If you aren't sure, I'd ask someone; we need to use care with credit information"	✓	69%
E. Svetlana: "Never give out client information under any circumstances"	✗	31%

04

Category

Regulation

Question

Emil is very careful with private information. He obtains client consent before sharing information with marketing affiliates and he always gives clients a chance to review and correct their personal information. When he discusses confidential client information with his boss, he makes sure it's only where other employees around them can hear and never in public places.

Which of Emil's actions does NOT respect private information?

✗ 29% ✓ 71%



Answer Option

% Chosen value will not add up to 100% because this activity type allows users to choose more than one option

	Correct Answer	%Chosen
A. Obtaining client consent before sharing their information	✗	4%
B. Presenting clients an opportunity to review and correct personal information	✗	3%
C. All of Emil's actions respect private information	✗	25%
D. Discussing client information where only the organization's employees can hear	✓	71%
E. All of Emil's actions fail to respect private information	✗	5%



Top five most challenging activities

Activity performance is the average of users who passed the activity by choosing the correct answer option(s).

05

Category
Handling Data

Question

Ty started his morning on a crowded train, calling clients to confirm their product orders. He repeated billing information loudly to confirm it. At the office, he was locked out of his computer, so he asked for another employee's credential to log in. Later, he cleaned out his desk, tossing outdated client information into a recycling bin in his office. At lunch, he caught up with a colleague about their favorite sports team. On his way back to the office, he sent a text to his boss from a packed elevator, confirming lunch for the following day.

Which of Ty's actions were appropriate?

✗ 25% ✓ 75% 

Answer Option

% Chosen value will not add up to 100% because this activity type allows users to choose more than one option

Answer Option	Correct Answer	%Chosen
A. Confirming client billing information on the train	✗	10%
B. Using another employee's login information	✗	10%
C. Discarding client records in his office recycling bin	✗	13%
D. Talking sports with a colleague over lunch	✓	78%
E. Texting his boss about lunch plans in a crowded elevator	✓	76%