

# ONLINE COURSES: DATA MANAGEMENT AND PROTECTION SERVICES

## TRAINING AND LEARNING YOU CAN TRUST IN A DATA-ENABLED WORLD

With the introduction of the General Data Protection Regulations (GDPR) in the EU and along with other data privacy regulations in the US, Asia and beyond, data protection and privacy laws are being strengthened globally. At Keywords Studios, we understand that GDPR alignment is an imperative in the video games industry and to help ensure that you are fully aligned, we can provide you with the right solutions.

Keywords has teamed up with [The Trust Bridge™](#) to offer exclusive online learning courses for the video games industry. These courses have been written by a multi-skilled team with global experience and are designed to be practical as well as supporting specific functions and processes. They will help you to fully understand the rules and requirements to help ensure that your organisation and games are aligned with the new regulations. Each course not only provides a detailed understanding of the legislation as it applies to video games but they are also tailored to help functional experts and business owners know how to apply it in their specific areas of expertise.

All courses are accredited by the global independent certification bodies, Cepas Bureau Veritas and APMG. APMG is the independent certification body for GCHQ, the UK government's intelligence, cyber and security agency. Candidates completing the courses and exams will be independently assessed and certified by one or more of these bodies.



**CEPAS**

Our collaboration with [The Trust Bridge™](#) offers a unique combination of expertise that ensures that we deliver trusted and accredited training with the new GDPR, PECR and e-privacy laws for game developers and business owners. Visit our online learning portal, [The Trust Bridge™](#), for further details and to book your course today. More information on Keywords Data Protection and Management Services, including ASAnalyzer, our cloud-based technology tool, and our consultancy services is available [here](#).

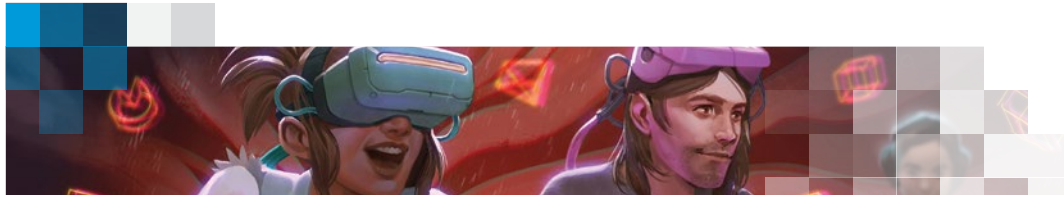
## COURSE DESCRIPTIONS

### 1. MARKETING IN THE DATA PRIVACY ERA

This course targets all marketing and communication personnel, sales and business development managers, as well as membership teams, advertising and promotional agencies and personnel, business owners and anyone contemplating a marketing/sales and communications strategy.

On completion of the course, the candidate will have an understanding of:

- The 7 principles of GDPR and how they apply to marketing and promotional/sales environments.
- The concept of personal data and the data subject rights.
- Consent and how this is requested and managed for marketing and communication purposes.
- Accountability for compliance purposes and how to develop marketing and sales communications within a data privacy framework.
- The steps that are required to undertake a data privacy impact assessment.
- How to identify a data breach and recognise a notifiable breach.
- The implications for GDPR in international markets.
- The concept of legitimate interest and its key elements and appropriate use.
- GDPR limitations for data capture and purchase.
- How to draft and use privacy notices.



## 2. DATA BREACHES AND HOW TO MANAGE THEM

This is an APMG International GCHQ Certified Training Course. It has been designed for IT and IS managers, Data Protection Officers or those responsible for data protection in an organisation, CISOs (Chief Information Security Officers) and team, business leaders, business owners and board of directors.

Following successful completion, the candidate will have a broad understanding of:

- The 7 principles of GDPR and how they apply to marketing and promotional/sales environments.
- The concept of personal data and the data subject rights.
- The steps that are required to undertake a data privacy impact assessment.
- How to identify a data breach and recognise the different types of data breach.
- Development of a Breach Policy.
- How to recognise that a breach has occurred and how to respond as a data controller and/or a data processor.
- How to recognise when notification of a breach is required.

## 3. INTRODUCTION TO THE PRINCIPLES OF GDPR FOR GAMES DEVELOPERS, QA MANAGERS, PRODUCT OWNERS, GAMES MARKETEERS AND GAMING LEGAL TEAMS

This series of courses has been designed to cover key issues for various personnel in the video games industry including senior management and marketeers. These courses are suitable for all employees who have access to the personal data of employees, customers and gamers.

On completion, candidates will have an understanding of:

- The 7 principles of GDPR and how they apply to the specific studio and product.
- The concept of personal data and the data subject rights as they apply under GDPR.
- Consent and how this is requested and managed.
- The accountability for compliance purposes for all organisations.
- The implications for GDPR in international markets.
- The steps that are required to undertake a data privacy impact assessment.
- How to adopt a design for data privacy framework for any game/product.
- How to identify a data breach and recognise a notifiable breach.



Visit [The Trust Bridge™](#) for further details and to book your course online today.

## ABOUT KEYWORDS STUDIOS

Keywords Studios is a leading technical services provider for global video games and beyond. With locations in Asia, the Americas and Europe, Keywords Studios has a breadth and depth in multiple industry-leading service lines including Art, Engineering, Audio, Functionality QA, Localization, Localization QA and Player Support. Working across all major platforms, in over 50 different languages, Keywords Studios delivers support for its clients across the globe.

Visit [Keywords Studios](#) to learn more.

