Creating Privacy Training that Sticks: Techniques & Tools to Improve Learner Retention

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Threats are real and the potential costs are high...

Employees are on the front lines, and their actions matter...

But not all training is effective...

...and defensibility won’t help you.
What we’ll cover:

- Focus on what the law MEANS, not what the law SAYS
- Think like a lawyer, talk like a human
- Aim for persuasion, not just information
- Measure and manage your impact

Who is your audience and what do they need?
1. Start with what the law MEANS, not what the law SAYS....

- Awareness = “designed to change behavior or reinforce good practices”

- Frequent, engaging communications are ideal

- Evaluation and feedback aimed at ongoing improvement
For basic literacy & awareness:

1. Lead with key behaviors
2. Use core concepts and supporting detail for context
3. Screen out distracting details

Key Behaviors

Specific behaviors and actions you want from learners:

1. Involves concrete actions and common situations an individual employee could reasonably encounter
2. Can be written as a “we/you” or “do/do not” statement
Core Concepts

Provide important context for what you’re asking employees to know and do:

1. Why does this law exist? Why should anyone care?
2. If you could tell employees only three things...?
3. What’s the worst that could happen if someone gets this wrong?
4. What constitutes basic literacy?

<table>
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<tr>
<th>Why does this law exist? Why does it matter to do the right thing?</th>
<th>Technology developments have made it possible for companies to collect and store massive amounts of information about individuals. Governments have responded by placing restraints on how people and companies keep and use that data.</th>
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<td>Why should anyone care?</td>
<td>Anyone who handles personal data – which may be all of us – is potentially at risk of mishandling it or wrongfully disclosing it. As a result, we all need to know and follow the policies and procedures we’ve put in place to protect personal information inside our company.</td>
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<td>If you could tell employees only three things about this topic, what would you tell them?</td>
<td>• Data privacy is about making sure that personal data is treated with respect. • It’s important to be able to recognize when you are working with personal information about individuals, so you can protect it. • Our company has put policies and procedures in place to protect the personal information in our control, and you need to know and follow these rules. If you don’t know what to do with a certain type of information, stop and ask.</td>
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<td>What’s the worst that can happen if someone gets this wrong?</td>
<td>Violations of GDPR can carry serious penalties, including massive fines.</td>
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<td>What constitutes basic literacy in this area?</td>
<td>• Know how to recognize/define personal data. • See examples of personal data our company might handle. • Know what protection procedures we’ve put in place, and/or where to find them. • Know where to go if you have questions. • Know what to do if you suspect there has been a data breach.</td>
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Distracting Details

Things only experts or lawyers need to know:

1. Technical terms; certain legal concepts and definitions

2. History of the law

3. Subtle nuances
2. Think like a LAWYER, talk like a HUMAN...

CODE OF ETHICS
[YOUR COMPANY NAME]

YOUR COMPANY NAME will conduct its business honestly and ethically wherever we operate in the world. We must constantly improve the quality of our service, products and operations and will create a reputation for honesty and integrity. Business decisions must be made with the client’s best interests in mind. The ethical performance of this company in the run of the ethics of the man and woman who work here.

OFFICERS, directors, and employees of the company must never permit their personal interests to conflict, or appear to conflict, with the interests of the company, its clients or affiliates. Officers, directors and employees must be accountable to all representing YOUR COMPANY NAME. They must always put the best interests of the company first. Any personal or professional interest that may create a conflict of interest will be avoided, or if unavoidable, must be disclosed.

No bribes, kickbacks, or other similar remuneration or consideration shall be given to any person or organization in order to attract or influence business activity. Officers, directors and employees shall not accept gifts, gratuities, fees, bonuses or excessive entertainment, in order to attract or influence business activity.

Officers, directors and employees of [YOUR COMPANY NAME] will often come in contact with, or have possession of, proprietary, confidential or business-sensitive information and must take appropriate steps to ensure that such information is strictly safeguarded. This information — whether it is on behalf of our company or any other clients or matters — should not be kept on personal devices, computers, or other media. This includes e-mails, text messages, instant messages, and other methods of communication. In the event that such information must be stored on personal devices or computers, it must be encrypted and deleted as soon as possible.

The internal and external auditor shall be responsible for auditing the company and its security services, and shall review and report on the compliance of the security services with the requirements of this code. The auditor shall not be a member of the security services.

The company shall cooperate with the auditor in the performance of its duties, and shall, upon request, provide such information as may be necessary for the auditor to carry out its duties.

Code of Ethics
Page 1 of 2
HERE’S WHAT SOCIAL TRIGGERS IS ALL ABOUT

Hey, what’s up? I’m Derek Halpern, the founder of Social Triggers, and if you ever asked yourself:

- “How can I get more customers?”
- “How can I persuade someone to work with (or help) me?”
- “How can I negotiate lower prices, higher salaries, and better rates?”
- “How can I price my products profitably (and entice people to buy them)?”
- “How can I convince people to listen to me?”

Or if you’ve ever just needed someone else to do something (whether it’s talk about you, buy from you, refer people to you),…

...You’re in the RIGHT place!

Copywriting Tactics Can Help

People online skim rather than read:

1. Write like you’re explaining to a smart 12 year old

2. Use “you” – be a person talking to a person

3. Style text – headers, bullets, line breaks, etc.
DATA PRIVACY

When we are entrusted with personal information about individuals, we safeguard it and take appropriate steps to protect it from misuse. We observe all applicable privacy laws when we collect, use, and share personal information about individuals.

For You, This Means:

- Follow company guidelines when collecting, storing, using, or sharing personal information about individuals.
- Do not access personal information stored on our systems, except for business purposes that reflect the scope for which the information was collected.
- Let your manager know if you have access to personal information about individuals that you don’t need.

PROTECTION PROCEDURES

Politely challenge strangers who do not have appropriate identification and notify building security.

Protect company laptops and other mobile devices from theft or loss.

Use strong passwords and do not share your individual passwords.

Securely store any removable media, including flash drives, CDs, or external drives.

When working with information, use only approved Company equipment and services.

Use your company email account for all work communications—do not use personal email accounts to conduct company business.

3. Think PERSUASION, not INFORMATION....
Often lack of information is not the problem

Impact comes from audience insights

You can do a lot in 90 seconds

Persuasion is about Emotion (Not Information)
4. Measure and manage your IMPACT...
“People generally are going about learning the wrong way.

Research into how we learn and remember shows that much of what we take for gospel...turns out to be largely wasted effort.

But there’s a catch: the most effective learning strategies are not intuitive.”

“Make it Stick: The Science of Successful Learning

To learn, retrieve.

- Since 1885, psychiatry has recognized a “forgetting curve”

- We lose 70% of what we learned quickly; the last 30% falls away more slowly

- To improve learning, we must interrupt the forgetting curve
Key fact: Fast learning leads to fast forgetting.

- Retrieval is like exercise for a memory – it makes it stronger
- To be most effective, retrieval must be repeated, in spaced out sessions
- Repeated retrieval can make skills a reflex – the brain acts before the mind has time to think

Cybersecurity: A 3-month campaign

Sept: Survey + Video
1. Short survey – risks and knowledge
2. Short video + test: Hackers, Phishing, and Social Engineering

Oct: Infographic + Video + Challenge
1. Infographic to communicate back
2. Short video + test: Malware and Keeping a Clean Machine

Nov: Challenge Feedback + Video
1. Short video + Test: Protecting Our Information

“We needed to reinvent what [training] could be like for our employees and get them interested again. We are thrilled.”

“Senior managers went out of their way to tell me how much they enjoyed the quick hits of information.”
Questions?