

# GLOSSARY



## Creating a Culture of Privacy

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Use these terms and definitions below to understand concepts taught in the course.

**Transcript Search:** note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

| Term                 | Definition  |
|----------------------|---|
| C-suite              | The top senior executives in an organization whose titles start with the letter "C"; for example, chief operations officer  |
| GDPR                 | The General Data Protection Regulation (GDPR) expands European Union citizens' rights to control their data   |
| personal information | Anything that could be used to identify a unique individual, such as a name, email address, phone number, or even the person's exact location   |
| privacy champion     | A person who represents a dedication and passion for privacy, and empowers others to respect privacy  |
| privacy by design    | A key component of operationalizing a culture of privacy is building privacy into the product development cycle, and carefully thinking through choices a company wants to provide its customers around their data                        |
| Privacy Shield       | An agreement between the European Union and the United States that sets out standards for handling European citizens' data in Europe or using another transfer mechanism, such as standard contractual clauses or binding corporate rules |