



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

**Postgraduate Certificate in Data Privacy,
Protection and Operational Excellence:**

Data Protection Officer

Protecting The Fundamental
Human Right of Privacy



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PROGRAM OVERVIEW

Organizations today operate in highly complex, competitive, and volatile environment and are required to build trust among its various stakeholders from its customers, partners, alliances, and regulators. Increasing uncertainties and ambiguity presses organizations to look into embracing digital transformation strategies integrating digital solutions and other technologies into business processes.

Organizations need to build a culture of trust and compliance with the obscurity and intrusiveness of technology in our daily lives. Digital technology will be omnipresent to support the formulation of new products, solutions, and services addressing existing markets needs and expansion to new territories. There is a need to enable widespread trust in business to ensure the full participation of the public in the digital economy. Organization's capacity building efforts must integrate transparency, compliance, and accountability in their digital innovation journey to enhance organizations' brand and reputation as well as promoting a rule based, open, non-discriminatory inclusive marketplace.

The rapid adoption of technology tools and the fast-track computerization of business processes has also brought with it VARIOUS RISKS specially to the processing of personal data. In order for organizations to fully optimize the value of data including personal data, a deep understanding of the principles and requirements in the Philippine Data Privacy Act of 2012 (DPA) is crucial to integrating privacy and data protection to business processes that uses personal information.

The program will provide an overview of the "WHAT" of the DPA while focusing on operationalizing a privacy management program.

The program will tackle the "HOW" of implementing a privacy management program and provide the "WHY" of the general data privacy principles in the DPA regulation. This DPO program will provide a hands-on approach to privacy and data protection.

The program is for business leaders and individuals in cross-functional teams who will bring their organization to the orbit of Industry 4.0 digital ecosystem maximizing the utility of personal data and technology. By joining the program, leaders and teams will expand their capabilities and develop a knowledge of their organization's business model and functional linkages in relation to processing of personal information. They will be able to make strategic actions and operational decisions equipped with a holistic perspective, linking operations plans to customer experience, human capital management, financial results, and business trust.

Postgraduate Certificate in Data Protection, Privacy and Operational Excellence Courses:

Data Protection Officer

Privacy Impact Assessment
Personal Information Processor Management
Information Security and Privacy
Data Breach Response Management

PROGRAM SCHEDULE

LIVE ONLINE

July 7, 8, 9, 10, 11 2025
(5:00 PM - 8:30 PM)
(GMT+08) On all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEES

PHP 25,990.00 or USD 473.00*

*The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested in availing of group discount or discuss payment terms.

PROGRAM FACULTY



Edwin Concepcion

Program Director
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>



FOR INQUIRIES:

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With effective cross-functional leaders, the company will reach new heights, achieve breakthrough business strategies and growth, and address an array of organizational challenges in a collaborative manner with a team-winning spirit.

PROGRAM OBJECTIVES

This interactive online program aims to expand the business perspective of cross-functional leaders, managers, and supervisors. It will teach the principles and framework of personal data governance within key functional areas like Sales, Marketing, Customer Service, Human Resources, and Operations to develop their cross-functional skills, knowledge, decision-making, and collaboration capabilities.

By joining the program, participants will develop their understanding of cross-functional linkages in their organization and the different personal data processes and data processing tools for planning and executing cross-functional efforts. The program will enable them to explore innovative approaches to personal data governance to tasks and responsibilities and drive business growth with a cross-functional mindset.

KEY BENEFITS

Well-Structured Program and World-Class Faculty

The online program offers a venue for high-impact learning with real-time, experiential, and interactive online sessions. The participants will learn from AIM's world-class faculty and its industry leaders and practitioners network.

Gain a Holistic Business Perspective and Deeper Understanding of Privacy and Data Protection

The program helps leaders, managers, supervisors, and individual contributors develop a broader business perspective and a deeper understanding of privacy and data protection linkages between key teams in an organization, such as Finance, Sales, Marketing, Customer Service, Human Resources, and Operations.

Enhanced Privacy and Data Protection Leadership and Personal Data Governance Skills

The program enhances the participants' capability to lead and manage in a cross-functional setting, improving performance, planning, collaboration, and execution of cross-functional efforts while embedding privacy and data protection in business processes.

WHO SHOULD ATTEND

Managers, Supervisors, and Individual Contributors who want to gain a broader understanding of privacy and data protection principles and DPA regulatory requirements in business to understand the linkages of personal data processing between key functional teams and improve their leadership and personal data governance skills in a cross-functional and collaborative setting.

Entrepreneurs and Business Owners who want to manage their business better by strengthening their understanding of the privacy and data protection linkages between critical functional areas in any organization



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WHAT YOU WILL LEARN

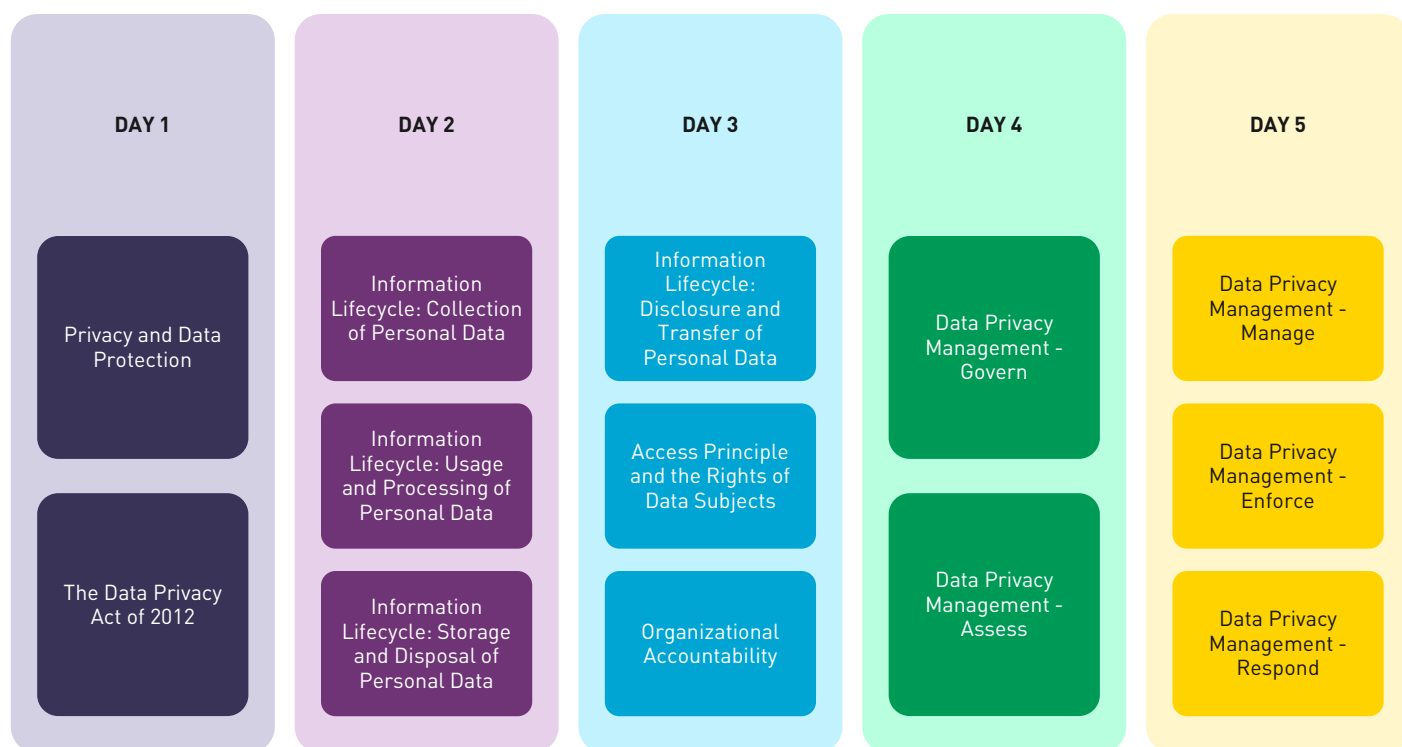
MODULE A: Privacy and Data Protection

Understanding privacy and data protection. Gain knowledge on the Philippine Data Privacy Act of 2012 and how its principles and requirements are embedded into the Information Lifecycle Governance.

MODULE B: Data Privacy Management

Implementing a Data Privacy Management Program allows organizations to demonstrate accountability and compliance with the Data Privacy Act.

PROGRAM LEARNING CONTENT



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Your Program Faculty

**Edwin Concepcion**

Country Manager
Straits Interactive Pte Ltd

Edwin Concepcion is the Country Manager of Straits Interactive Pte Ltd in the Philippines. Edwin is a Fellow of Information Privacy from the International Association of Privacy Professionals. He is a Certified Information Privacy Manager (CIPM), Certified Information Privacy Technologies (CIPT), and Certified Information Privacy Professional / Europe / US (CIPP/E/U).

Edwin is a Certified PECB Trainer for ISO/IEC 27701 (PIMS), ISO/IEC 27001 (ISMS), and ISO 37301 (CMS). Before delving into the privacy and data protection field, Edwin spent over 20 years in the IT industry.

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Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and, ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants **one (1) unit**, which can be credited to the following:

- Postgraduate Certificate in Data Privacy, Protection and Operational Excellence
- Postgraduate Certificate in Information Technology Management
- Postgraduate Certificate in Operations Management

**Post-Graduate Certificates require five (5) units earned within two (2) years.*

Participants will also earn **one (1) unit**, which can be credited to the Postgraduate Diploma in Management.

**The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.*

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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