

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Privacy by Design and Privacy Engineering

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

Privacy by design embeds data protection into systems, products and processes from the start. This course covers privacy principles, data protection impact assessments, data minimisation, privacy-enhancing technologies, consent and transparency design, data retention and secure data handling, bridging legal requirements and technical implementation.

Adding privacy controls after systems are built is costly and often ineffective. This course helps teams design privacy into solutions and meet regulatory expectations.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses design workshops, DPIA exercises, case studies and technical control reviews.

Course objectives

By the end of this course, participants will be able to:
- Explain privacy by design principles and legal basis
- Conduct data protection impact assessments
- Apply data minimisation and purpose limitation in design
- Use privacy-enhancing technologies appropriately
- Design transparent consent and user controls
- Implement retention, deletion and secure processing

Target audience

This course is suitable for:
- Data protection officers and privacy professionals
- Software architects and developers
- Product managers
- Information security professionals
- Data and analytics teams



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Target competencies

Participants will develop competencies in:

- Privacy principles
- DPIA
- Data minimisation
- Privacy-enhancing technologies
- Consent design
- Data life cycle management

Course outline

Day 1: Privacy Principles

09:00–09:54	Data protection principles
09:54–10:48	Privacy by design and default
10:48–11:00	Regulatory expectations
11:00–11:30	**Coffee break**
11:30–12:12	Regulatory expectations (continued)
12:12–13:06	Privacy risks
13:06–14:00	Exercise: Privacy risk review

Day 2: Impact Assessments

09:00–09:54	When DPIAs are required
09:54–10:48	DPIA process
10:48–11:00	Risk evaluation
11:00–11:30	**Coffee break**
11:30–12:12	Risk evaluation (continued)
12:12–13:06	Mitigations
13:06–14:00	Workshop: Conducting a DPIA



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Day 3: Designing for Privacy

09:00–09:54	Data mapping
09:54–10:48	Minimisation and pseudonymisation
10:48–11:00	Access controls
11:00–11:30	**Coffee break**
11:30–12:12	Access controls (continued)
12:12–13:06	Privacy-enhancing technologies
13:06–14:00	Exercise: Redesigning a data flow

Day 4: Transparency and Rights

09:00–09:54	Privacy notices
09:54–10:48	Consent mechanisms
10:48–11:00	Data subject rights handling
11:00–11:30	**Coffee break**
11:30–12:12	Data subject rights handling (continued)
12:12–13:06	Dark patterns to avoid
13:06–14:00	Case study: Consent design

Day 5: Operating Privacy

09:00–09:54	Retention and deletion
09:54–10:48	Vendor and transfer considerations
10:48–11:00	Monitoring and audits
11:00–11:30	**Coffee break**
11:30–12:12	Monitoring and audits (continued)
12:12–13:06	Privacy culture
13:06–14:00	Capstone: Privacy design checklist

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,450.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Paris Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,860.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Istanbul Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Amsterdam Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,540.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,820.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Rome Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**€3,150.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,890.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Paris Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,860.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,650.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	3 May 2027	7 May 2027	**€2,540.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Singapore Confirmed dates	17 May 2027	21 May 2027	**€2,820.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Rome Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
London Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Frankfurt Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,650.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Vienna Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,940.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Paris Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,860.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,540.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Singapore Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,820.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,890.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
London Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,650.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,450.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**
Barcelona Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,840.–**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,860.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Istanbul Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online