

HP PRIVACY ADVISOR (HPPA) TOOL

HP Privacy Office
2014



HPPA OVERVIEW

What does it do?

- The tool forms a critical basis of implementation
- Assesses activities that handle personal data
- Provides privacy design guidance
- Initiates a dialog between staff and the Privacy Office
- Maintains a record of activities
- Dynamic interface – to minimize unnecessary questions
- Output Reports



HPPA OVERVIEW

- Functional Overview



Questionnaire

- Project/activity profile
- Detailed compliance questions
- Transborder flows
- Indicators of potential harms



Knowledgebase

- Rules – HP Policies
- Rules – HP Privacy standards & Specifications
- Rules – Country requirements
- Rules – Guidance

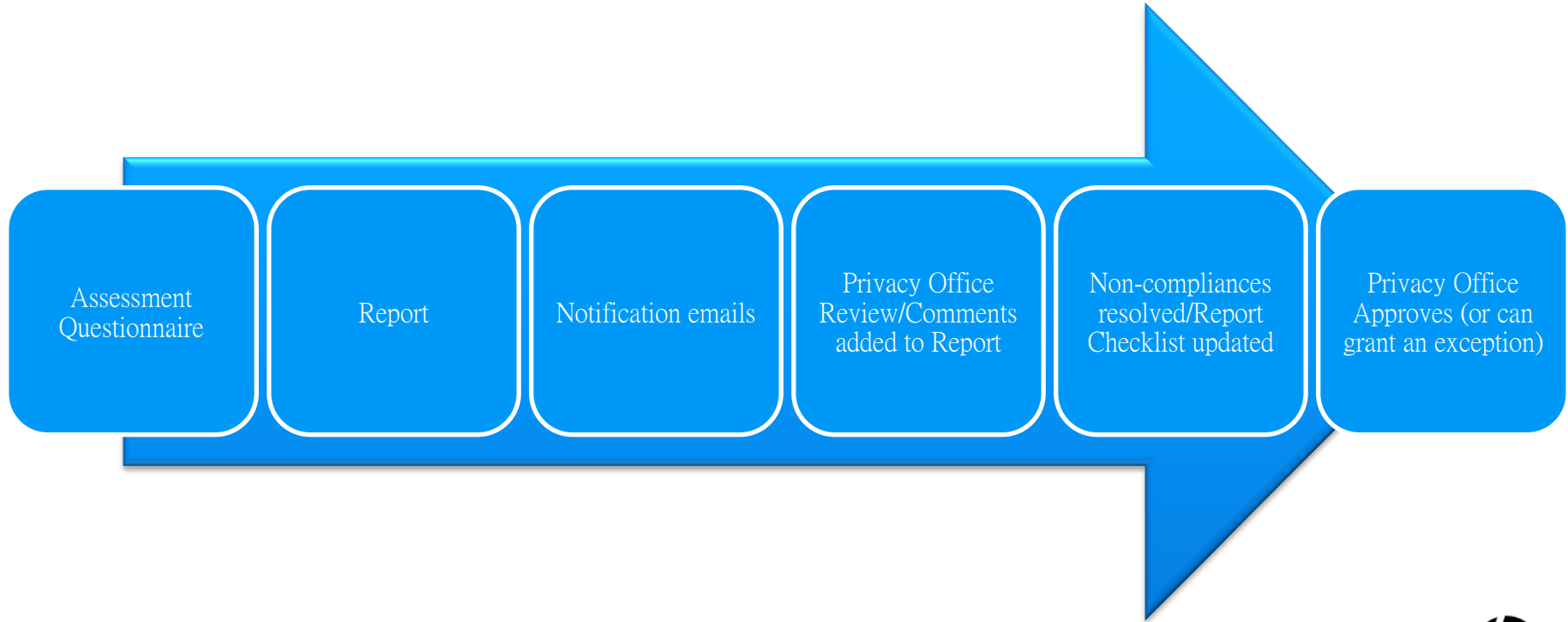


Feedback

- Assessment against; HP Policies, Standards, Specifications, country requirements, etc.
- Checklists
- Means to seek help

HPPA OVERVIEW

Privacy Assessment lifecycle



HPPA OVERVIEW

Privacy Guidance



Profile
Questionnaire

Report

ASSESSING A PROJECT



ASSESSING A PROJECT

HPPA home page

Privacy Staff may see the 2nd screen when logging in.

– The HPPA have several levels of access:

- Administrators – have full access to the HPPA.
- Privacy Officer – is able to assess and approve projects, may have access to add KB content (this is the option that you should select).
- Normal User – HP Employees. They only have access to “Project Assessment...”, “Further Information”, “Help”, & “Feedback” .

HP Privacy Advisor: Welcome Page Allan Paul Log Off | Add My Link

Legal Home Site Search Tools Site Navigator Legal Topics Legal Education Legal Organization Site Map SBC

Home

Project Assessment/Guidance
Begin Assessment/Guidance
List projects

Knowledgebase Management

Administration

Further Information

Help
Feedback
Logout

HP Privacy Advisor

The HP Privacy Advisor (HPPA) has been designed as a means to identify privacy risks and compliance issues, permitting HP's businesses to build and deploy products, services, projects or other activities that handle customer or employee information, are able to meet HP's privacy policies, standards and specifications. In addition it also ensures that HP's ethics and values are considered in their design.

It is primarily designed to help projects and activities that are complex or may be a potential risk to HP; however, it can be used for any project or activity that involves the handling of customer or employee information as a means to determine compliance.

Next Steps

- To begin an assessment or to seek guidance for your project or activity click "Begin Assessment/Guidance" on the left menu.
- To see a list of your projects or activities click "List Projects" on the left menu.

For more information, click on the 'Help' link on the left.

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Home

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It is primarily designed to help projects and activities that are complex or may be a potential risk to HP; however, it can be used for any project or activity that involves the handling of customer or employee information as a means to determine compliance.

Next Steps

- To begin an assessment or to seek guidance for your project or activity click "Begin Assessment/Guidance" on the left menu.
- To see a list of your projects or activities click "List Projects" on the left menu.

For more information, click on the 'Help' link on the left.

Your login has multiple roles as Administrator, Privacy Officer and normal User. Please click on the buttons below to activate a role. The default role is Privacy Officer. You can perform this action only once. To change roles again please logout and log back in

Administrator Privacy Officer Normal User Cancel



USING THE HPPA

Project Information

- *Project/campaign name.*
- *Region* and *Business Unit* that will be developing/delivering the project.
- The *Lead Organization* field is pre-populated - Change this if necessary.
- *Same as below* checkbox if the Project Lead and Contact are the same.

Help
The Project Information form is used by the HP Privacy Advisor to collect details about your project or activity, which region, business unit, and organizations are developing the project or activity, contact information of the project lead or project manager and contact... [More info.](#)

Project Information | Project Profile | Data sources/Data Flows | Transparency | Project Specifics | Harm Indicators

Project/Campaign

* Project/Campaign Name: Test Project
* Project/Campaign Region: Asia Pacific
* Lead Business Group: WW Legal
* Lead Organization: Legal E and C

Additional Information:
This is a test

Project Description:
This is a test

* Project Lead: Allan Paull
* Project Lead Email: allan.paull@hp.com Same as below

Contact

Contact Name: Allan Paull
Contact Title: APJ Region Privacy Officer
* Organization: Legal E and C
* Business Unit: Legal
* Business Group: WW Legal
Region: Worldwide
* Contact Phone: +81 411 232 249
* Contact Email: allan.paull@hp.com

Continue

NOTE: On this screen general information about the nature of your project is collected. It should give a privacy expert a high level idea who is doing the project and what it is about.

The field marked with the symbol * are mandatory and you need to fill them before continuing.

The "Project Lead" is the employee responsible for or managing the project/activity. If the project lead is the same as the contact person for the project then please check the "Same as below" checkbox.

The field marked with "" are mandatory and need to be completed.

If you need to provide access to other team members, you can share this project or the report from the List Projects page after it is created. By Sharing a Project you can have one project lead and multiple contributors to the same Project.

The resulting questionnaire is dynamically built from the project or activity profile determined by the "Project Profile" section and from the answers to other questions in other sections. So the length of the assessment or the amount of questions that you will have to answer depends on the nature and complexity of the project. A simple project may not take long to assess however a complex project will take longer.

It will take 30 minutes or more to enter a project/activity into this tool depending on the complexity of the project/activity.

USING THE HPPA

Project Profile

The Project Profile section is used to gather a “profile” of the project. It is used by the HPPA to “build” the remainder of the questionnaire.

- The 1st question is a gating question used to determine if the questionnaire needs to be answered.
- The questionnaire will continually be built as you answer each question.
- **Tool-Tips:** Move the mouse over underlined text to display a definition of that term.
- The 2nd question determines whether a privacy assessment or privacy guidance is being sought.
- **Privacy Guidance** if developing a project and need information on how to ensure it will meet privacy requirements.
- **Privacy Assessment** if about to deploy (or have already deployed) the project and need to determine if it complies with privacy requirements.

The screenshot shows the HPPA Project Profile section. The navigation tabs at the top are: Project Information, Project Profile (active), Data sources/Data Flows, Transparency, Project Specifics, and Harm Indicators. The left sidebar contains: Home, Project Assessment/Guidance (Begin, Assessment/Guidance, List projects), Knowledgebase Management, Administration, Further Information, Help, Feedback, and Logout. The main content area has a note: "NOTE: This section presents questions that the tool uses to build up a basic profile of your project and to tailor follow-up questions in upcoming sections accordingly." The question is: "Does your project or activity (product, application, service, campaign, etc.) handle customer or employee information?" with radio buttons for Yes, No, and Not Sure. A "Help with question" link is present. At the bottom are buttons for Back, Save and Continue, and Save and Exit.

The screenshot shows the HPPA Project Profile section, Question 2. The navigation tabs and sidebar are the same as in the previous screenshot. The note is the same. The question is: "Does your project or activity (product, application, service, campaign, etc.) handle customer or employee information?" with radio buttons for Yes, No, and Not Sure. A "Help with question" link is present. Below the question is another question: "Would you like the tool to provide privacy guidance or provide a privacy assessment of your project or activity? Please select either Guidance or Assessment mode." with radio buttons for Privacy Guidance and Privacy Assessment. A "Help with question" link is present. Below that is a question: "Which information categories does your project or activity handle? (check all that apply)" with checkboxes for Customer information, Employee information, and Other, and a text input field. A "Help with question" link is present. At the bottom are buttons for Back, Save and Continue, and Save and Exit.

USING THE HPPA

Help on any question

- *Help with question* to display the purpose or meaning of any question.

The screenshot displays the HP Privacy Advisor interface. A modal dialog box is open, titled "Select the contact preferences of the intended recipients of the e-mail marketing message (eDM). (check all that apply)". The dialog contains the following text: "This question is used to identify the contact permissions or preferences that your project or activity is using in the e-mail marketing campaign. 'Opt-ins' is an indication of explicit consent for the use or disclosure of information." Below the text is a "Close" button.

The background interface shows a navigation menu with "Project Profile", "Data sources/Data Flows", "Transparency", "Project Specifics", and "Harm Indicators". The "Project Specifics" tab is active. Below the navigation, there is a list of questions with radio button options and "Help with question" links. The first question is highlighted with an orange box:

- Is the intended recipients of the e-mail marketing message (eDM) (check all that apply)?
 - Unknown
 - Not Sure[Help with question](#)
- Is the intended recipients of the e-mail marketing message (eDM) for contacts with a 'yes' email permission? (check all that apply)
 - Not Sure
 - Not Applicable[Help with question](#)
- Is the e-mail marketing message (eDM) sent from an hp.com e-mail address (e.g. xyz@hp.com)?
 - Yes
 - Planned
 - No
 - Not Sure[Help with question](#)
- Is the Subject line of the message factual and truthful?
 - Yes
 - Planned
 - No
 - Not Sure[Help with question](#)
- Does the e-mail marketing message (eDM) include text to remind the recipients why they are receiving the message?
 - Yes
 - Planned
 - No
 - Not Sure[Help with question](#)
- Does the e-mail marketing message (eDM) include a clearly visible and functioning unsubscribe or opt-out feature?
 - Yes
 - Planned
 - No
 - Not Sure[Help with question](#)
- Are unsubscribe requests processed within 10 working days (5 working days in Australia and New Zealand)?
 - Yes
 - Planned
 - No
 - Not Sure[Help with question](#)

At the bottom of the page, there are three buttons: "Back", "Save and Continue", and "Save and Exit".



USING THE HPPA

Unanswered questions

- Unanswered questions are highlighted.

- Home
- Project Assessment/Guidance
 - Begin Assessment/Guidance
 - List projects
- Knowledgebase Management
- Administration
- Further Information
- Help
- Feedback
- Logout

Project Information | Project Profile | Data sources/Data Flows | Transparency | **Project Specifics** | Harm Indicators

NOTE: This screen presents customized, detailed questions about your project.

Select the contact preferences of the intended recipients of the e-mail marketing message (eDM). (check all that apply)

Yes Unknown
 No Not Sure

Do you have valid email addresses for contacts with a 'yes' email permission?

Yes Not Sure
 Planned Not Applicable
 No

Is the e-mail marketing message (eDM) sent from an hp.com e-mail address (e.g. xyz@hp.com)?

Yes No
 Planned Not Sure

Is the Subject line of the message factual and truthful?

Yes No
 Planned Not Sure

Does the e-mail marketing message (eDM) include text to remind the recipients why they are receiving the message?

Yes No
 Planned Not Sure

Does the e-mail marketing message (eDM) include a clearly visible and functioning **unsubscribe** or opt-out feature?

Yes No
 Planned Not Sure

Are **unsubscribe** requests processed within 10 working days (5 working days in Australia and New Zealand)?

Yes No
 Planned Not Sure

You have some un-answered questions in this section. You will have to provide atleast one answer to each question in all the sections to generate a compliance report. If you want to visit the next section press 'Save and Continue' button again.

Back | Save and Continue | Save and Exit



USING THE HPPA

Finishing the questionnaire

- *Section Tabs* allow the user to navigate to any part of the questionnaire.

The screenshot displays the HPPA questionnaire interface. At the top, a navigation bar contains several tabs: 'Project Information', 'Project Profile', 'Data sources/Data Flows', 'Transparency', 'Project Specifics', and 'Harm Indicators'. The 'Harm Indicators' tab is highlighted with an orange border. On the left side, a sidebar menu lists various sections: 'Home', 'Project Assessment/Guidance', 'Knowledgebase Management', 'Administration', 'Further Information', and 'Help'. The main content area contains a series of questions with radio button options. A note at the top of the main area states: 'NOTE: This section is used to determine and identify any aspects of your project that indicate the possibility for privacy related harm. The previous answers suggest that your project or activity may require legal and HP Privacy review. Have you consulted and reviewed your project or activity with your legal counsel or with the HP Privacy?' Each question is followed by a 'Help with question' link. At the bottom of the page, there are three buttons: 'Back', 'Finish', and 'Save and Exit'.

Project Information | Project Profile | Data sources/Data Flows | Transparency | Project Specifics | Harm Indicators

NOTE: This section is used to determine and identify any aspects of your project that indicate the possibility for privacy related harm. The previous answers suggest that your project or activity may require legal and HP Privacy review. Have you consulted and reviewed your project or activity with your legal counsel or with the HP Privacy? [Help with question](#)

Yes No
 Planned Not Sure

Has the project or activity already begun handling the individual's information prior to privacy approval of the project? [Help with question](#)

Yes Not Sure
 No

Is what you are doing something that might surprise the individual, or something they may not expect, or outside typical industry practices or norms? [Help with question](#)

Yes No
 Planned Not Sure

Are proper access controls to information clearly defined, implemented and verified that they will work as defined? [Help with question](#)

Yes No
 Planned Not Sure

Does your project or activity, or your vendor, implement controls to prevent the loss or corruption of data that could cause harm? [Help with question](#)

Yes No
 Planned Not Sure

How long do you plan to keep the information? [Help with question](#)

Only for this purpose Longer than 12 months
 6 months Not Sure
 12 months

Is your implementation or program something that may be a new use of information? [Help with question](#)

Yes No
 Planned Not Sure

Does your project or activity have processes to honored opt-outs to marketing contact? [Help with question](#)

Yes No
 Planned Not Sure

Do you have sound business reasons to collect the information you are asking for, when considering the purpose/s of what you are actually attempting to achieve? [Help with question](#)

Yes No
 Planned Not Sure

[Back](#) [Finish](#) [Save and Exit](#)

USING THE HPPA

Assessment Report

The Report contains several sections that:

- **Document Approvals:** Displays the status of your report.
- **Introduction:** Displays instructions on how to use the report.
- **Project Information:** Displays the Project Information.
- **Summary of Findings:** Provides an assessment summary.

The screenshot shows a web application interface for the HP Privacy Advisor Assessment Report. On the left is a navigation menu with categories: Home, Project Assessment/Guidance, Knowledgebase Management, Administration, and Further Information. The main content area is titled 'Help' and contains the following sections:

- Document Approvals:** A table showing the status of document approvals. The 'Document Status' is 'Draft', 'Approved' is 'Not Yet', 'Draft Date' is 'Wed, 31-Mar-2010 1:36 GMT', and 'HP Privacy Review' is 'Not Yet'.
- Introduction:** A section providing detailed information and findings from the analysis of the HP Privacy Advisor Questionnaire submitted for the project 'Test Project'. It states the report's purpose is to highlight compliance with HP's Privacy Policies, Ethics and Values, and to help project managers make decisions that minimize risk to HP.
- How to use this report:** A list of three steps: 1. Read through the report to see if your project is compliant with all HP Privacy Policies or if there are areas of non-compliance. 2. Go to the next steps section at the bottom of the page. Write a short note to the privacy manager/officer who will review your report. Your note can either ask for approval or request assistance to resolve the non-compliant items. 3. Press "Submit" to send your project along with the comments to the HP Privacy Office. You will be contacted by the privacy manager/officer within 5 days to discuss the project/activity.
- Note:** Please go to the Contacts page under Further Information in the left menu if you wish to speak with someone in the HP Privacy Office.
- Project Information:** A section providing details of the project. The information is as follows:

Lead Organization:	Legal E and C
Lead Business Group:	WW Legal
Project/Campaign Region:	ASIAPACIFIC
Project Lead:	Allan Paull
Lead Email:	allan.paull@hp.com
Owner Name:	Allan Paull
Owner Title:	APJ Region Privacy Officer
Owner's Phone:	+61 411 232 249
Owner's E-mail:	allan.paull@hp.com
- Summary Of Findings:** A section indicating that the 'Test Project' has been found to be **compliant** by the HP Privacy Advisor. A green checkmark icon is shown next to the text. Below this, it says: 'Please contact the Privacy Office if you would like to discuss any related issues.'



USING THE HPPA

Assessment Report

– Compliance & risk indicators graph:

Displays a graphical representation of the assessment:

- No's of compliant or low risk (green) responses;
- No's of “Not Sure” answers or moderate risk responses;
- No's of non-compliant or high risk responses.

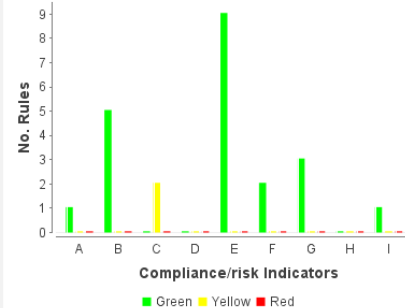
Compliance & Risk Indicators

Compliance & risk indicators graph

This graph provides you a summary of your overall privacy compliance and/or risk. It indicates the number of “rules” that the rules engine has flagged according to your answers to the questionnaire.

- The Green bar shows number of compliant or low risk rules.
- The Yellow bar shows “not sure answers”, or moderate risk non-compliance or
- The Red bar shows high risk non-compliance.

The “Y” axis identifies the number of rules while the “X” axis is broken into its various “compliance & risk indicator” categories (listed in the legend). As the graph identifies the number of green, yellow and/or red rules, per compliance & risk indicator can have up to 3 colored bars being displayed.













USING THE HPPA

Assessment Report

Detailed information per compliance/risk indicator:

- **Business controls;** related to “out-of-the-box” business processes and sharing data with third parties.
- **Compliance;** related to compliance with either HP or external standards, policies, laws, etc.
- **Data control;** related to control of the data lifecycle (i.e., collection, usage, quality, and/or retention).
- **Sensitivity;** related to a sensitive market (i.e., elderly, children, etc.) and/or sensitive data (i.e., health or medical conditions, finances, sexual behavior).
- **Security;** related to the security of data and data flows.
- **Transborder data flows;** related to transfer of information across national borders.
- **Transparency;** related to transparency in the areas of notice/user messaging and choice/consent.
- **Other;** related to risk indicators not specified.
- **Missing information;** unable to determine risk because of missing or inadequate answers. May also be flagged because of free-text answers.

Detailed information per compliance/risk indicator	
This section provides detailed information on your project or activities assessment. It displays this information by Compliance/risk indicator providing a visual indicator of status with detailed reasons behind each assessment.	
 A. Transborder data flows	Return to graph
Related to transfer of information across national borders.	
 B. Compliance	Return to graph
Related to compliance with either HP or external standards, policies, laws, and other requirements.	
 C. Other	Return to graph
Related to risk indicators not specified. The project or activity has been found to have unanswered questions, questions where the answer "Not sure" or "Do not know" has been provided or your answers indicate there may be a moderate privacy risk. A moderate privacy risk may indicate that there are areas of your project or activity where improvements can be implemented to lessen the risk.	
 The target market tends to be privacy sensitive. Why this result?	
 You have indicated that you are conducting email marketing in New Zealand. New Zealand has implemented Anti-Spam laws that HP will need to comply with. Why this result?	
 D. Business controls	Return to graph
Related to "out-of-the-box" business processes and sharing data with third parties (logical HP, vendors, outside third parties). The project or activity has been found to be in compliance or have a low privacy risk in this section.	
 You have indicated that the contact preferences of the intended recipients of the e-mail marketing message is "Yes". This is in accordance with HP Policy. Why this result?	
 E. Sensitivity	Return to graph
Related to a sensitive market (i.e., elderly, children, etc.) and/or sensitive data (data related to an individual granted some measure of special treatment, i.e., health or medical conditions, finances, sexual behavior).	
 F. Transparency	Return to graph
Related to transparency in the areas of notice/user messaging and choice/consent.	
 G. Data control	Return to graph
Related to control of the data lifecycle (i.e., collection, usage, quality, and/or retention).	











USING THE HPPA

Assessment Report

- The report will further break down the assessment into:
 - **Green** tick indicates whether the project complies with the requirements or is a low privacy risk. No further information will be provided.
 - **Yellow** exclamation indicates that either there may be moderate risk or there may be missing information or the employee has answered “Not Sure” to questions. A reason will be provided as to why the HPPA returned this result.
 - **Red** cross indicates non-compliance or high risk. A reason will also be provided here as to why the HPPA returned this result.

Detailed information per compliance/risk indicator

This section provides detailed information on your project or activities assessment. It displays this information by Compliance/risk indicator providing a visual indicator of status with detailed reasons behind each assessment.

-  **A. Transborder data flows** [Return to graph](#)
Related to transfer of information across national borders.
-  **B. Compliance** [Return to graph](#)
Related to compliance with either HP or external standards, policies, laws, and other requirements.
-  **C. Other** [Return to graph](#)
Related to risk indicators not specified.
The project or activity has been found to have unanswered questions, questions where the answer “Not sure” or “Do not know” has been provided or your answers indicate there may be a moderate privacy risk. A moderate privacy risk may indicate that there are areas of your project or activity where improvements can be implemented to lessen the risk.
 -  The target market tends to be privacy sensitive. [Why this result?](#)
 -  You have indicated that you are conducting email marketing in New Zealand. New Zealand has implemented Anti-Spam laws that HP will need to comply with. [Why this result?](#)
-  **D. Business controls** [Return to graph](#)
Related to “out-of-the-box” business processes and sharing data with third parties (logical HP, vendors, outside third parties).
The project or activity has been found to be in compliance or have a low privacy risk in this section.
 -  You have indicated that the contact preferences of the intended recipients of the e-mail marketing message is “Yes”. This is in accordance with HP Policy. [Why this result?](#)
-  **E. Sensitivity** [Return to graph](#)
Related to a sensitive market (i.e., elderly, children, etc.) and/or sensitive data (data related to an individual granted some measure of special treatment, i.e., health or medical conditions, finances, sexual behavior).
-  **F. Transparency** [Return to graph](#)
Related to transparency in the areas of notice/user messaging and choice/consent.
-  **G. Data control** [Return to graph](#)
Related to control of the data lifecycle (i.e., collection, usage, quality, and/or retention).



USING THE HPPA

Assessment Report – Why this result?

- *Why this result?* to display details or the reason for the assessment.

The screenshot displays a web browser window with the URL <https://hpprivacyadvisor.atlanta.hp.com/Accountability/ManageProjects?actiontype=showruledetail>. The main content area shows a detailed assessment report for a 'High' risk level. The report includes the following information:

- The selected reason was triggered by the following condition(s):**
- Trigger Condition:** The trigger condition for this result is complex and cannot currently be displayed here. Please see the additional information below for context and contact the Privacy Office with any questions.
- Risk Indicator:** Other
- Risk Level:** High (indicated by a yellow warning icon)
- Link:**
- Origin:** [HP Policy_Australian "SPAM Act"](#)
- Reason:** You have indicated that you are conducting email marketing in New Zealand. New Zealand has implemented Anti-Spam laws that HP will need to comply with.
- The condition(s) described above also generated the following checklist entry:**
- Email to customers must comply with the NZ "Unsolicited Electronic Messages Act 2007". Contact the Region Privacy Manager to best understand how to apply these requirements.**
- Close** button

Below the report, there is a green checkmark icon and the text: **F. Transparency** Related to transparency in the areas of notice/user messaging and choice/consent. [Return to graph](#)

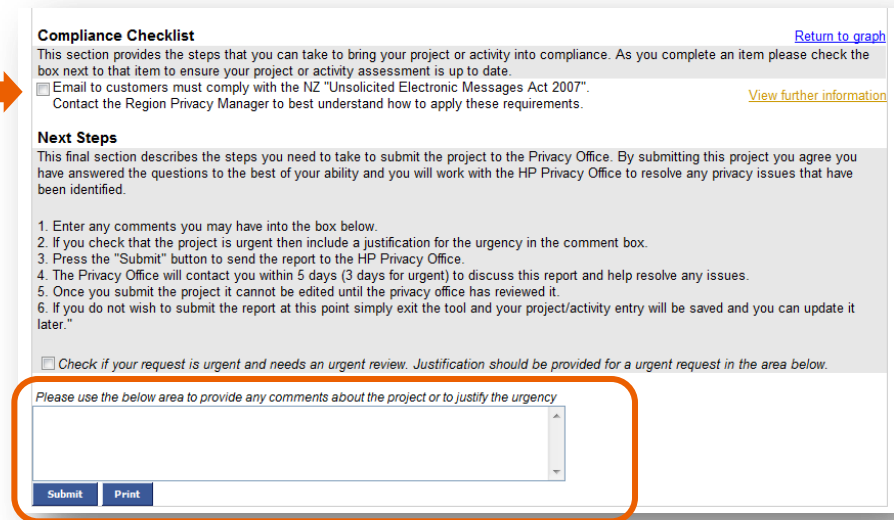
The background of the screenshot shows a list of assessment items with 'Return to graph' links. One item has a 'Why this result?' link highlighted in orange.



USING THE HPPA

Assessment Report

- **Compliance Checklist;** actions the user can take to bring their project into compliance.
- **Next Steps;** A user can enter a message for the Privacy Office Approver and can indicate if their project is urgent or not.



Compliance Checklist [Return to graph](#)

This section provides the steps that you can take to bring your project or activity into compliance. As you complete an item please check the box next to that item to ensure your project or activity assessment is up to date.

Email to customers must comply with the NZ "Unsolicited Electronic Messages Act 2007". [View further information](#)
Contact the Region Privacy Manager to best understand how to apply these requirements.

Next Steps

This final section describes the steps you need to take to submit the project to the Privacy Office. By submitting this project you agree you have answered the questions to the best of your ability and you will work with the HP Privacy Office to resolve any privacy issues that have been identified.

1. Enter any comments you may have into the box below.
2. If you check that the project is urgent then include a justification for the urgency in the comment box.
3. Press the "Submit" button to send the report to the HP Privacy Office.
4. The Privacy Office will contact you within 5 days (3 days for urgent) to discuss this report and help resolve any issues.
5. Once you submit the project it cannot be edited until the privacy office has reviewed it.
6. If you do not wish to submit the report at this point simply exit the tool and your project/activity entry will be saved and you can update it later."

Check if your request is urgent and needs an urgent review. Justification should be provided for a urgent request in the area below.

Please use the below area to provide any comments about the project or to justify the urgency

LIST PROJECTS & THE CONTROL PANEL



LIST PROJECT

Accessing your project

- Projects will be listed under List Projects.
- Provides a summary of project information.
- *Project name* link to go to the Project Control Panel.

Help
Projects created in the HPPA by project development teams are stored and listed in the *List Projects* section. HPPA users access this section by selecting *List Projects* from the Projects area of the left menu.

All the existing projects created by the project development team will be displayed in tabular format and display project details such as Project Name, Organization, Last Modified Date, Modified By, Stage, Overall... [More info.](#)

[Begin Assessment](#)

Project	Organisation	Last Modified Date	Modified By	Stage	Overall Flag	Project Mode	Status
Test Project	Legal E and C	Wed Mar 31 01:36:24 GMT 2010	allan.paul@hp.com	Submitted	✓	Assessment	Open
Bob Test Repeat	ES Applications Global Deliver	Tue Mar 30 10:32:53 GMT 2010	dandamudi@hp.com	Report Not Generated	N/A	Assessment	Open
Test Project 1	ES Applications Global Deliver	Mon Mar 29 20:50:53 GMT 2010	pranavs@hp.com	Draft	✗	Assessment	Open
Failover Test By Bob Dey	Global Customer Support Operat	Mon Mar 29 15:42:52 GMT 2010	bob.dey@hp.com	Draft	✗	Assessment	Open
AP Test - Please ignore	Legal E and C	Fri Mar 26 05:24:51 GMT 2010	allan.paul@hp.com	Draft	✗	Assessment	Open
Test-Nat	IPG IT Organization	Thu Mar 25 17:56:52 GMT 2010	nmokry@hp.com	Report Not Generated	N/A	Assessment	Open



CONTROL PANEL

Introduction

- **Edit Project** - Available to the Project user if the project has yet to be submitted or re-opened.
- **Share Project/Report** - Available to the Project user and permits them to give other employees access to the project.
- **View Project History** - Allows employees with access to the project to view each version of the project.
- **Close Project** - Is used to close a project.
- **Delete Project** - Available only to Privacy Office Staff.
- **View Checklist** - Permits employees to view the checklist.
- **Open Report** - Permits employees to view the report.
- If a selection is not available, the button text is blurred.

The screenshot shows a web interface titled "Control Panel (Project Details)". It includes a help section, project details, and a list of actions. The project details section shows the following information:

Project Name:	Test Project
Project Mode:	AssessmentMode
Owner:	Allan Paull
Last modified date:	Wed, 31-Mar-2010 1:36 GMT
Modified by:	Allan Paull
Stage:	Submitted
Overall Flag:	

The actions section includes the following buttons:

- Edit Project
- Share Project/Report
- View Project History
- Close Project
- Delete Project
- View Checklist
- Open Report

The Project/Report Access section shows the following information:

Project & Report:	allan.paul@hp.com
Report only:	

The bottom section lists various expandable items:

- Questionnaire Answers
- Project Information
- Project Profile
- Data sources/Data Flows
- Project Specifics
- Harm Indicators
- Notifications

A "Back to Projects List" button is located at the bottom left.



CONTROL PANEL

Viewing the Questionnaire

- Displays the completed questionnaire.

[Project/Report Access](#)

Project & Report:
allan.paul@hp.com

Report only:

Questionnaire Answers [Collapse](#)

Project Information [Expand](#)

Project Profile [Collapse](#)

Question	Answer
Does your project or activity (product, application, service, campaign, etc.) handle customer or employee information?	Yes
Would you like the tool to provide privacy guidance or provide a privacy assessment of your project or activity? Please select either Guidance or Assessment mode.	Privacy Assessment
Which information categories does your project or activity handle? (check all that apply)	Customer information
What types of information does your project or activity handle? (check all that apply)	Names e-Mail Addresses
What types of sensitive information does your project or activity handle? (check all that apply)	N/A
Please indicate the category that best fits your project or activity?	Marketing
Does your project or activity include Administrative Contact?	No
Indicate the type of marketing activity.	eMail Marketing Message (eDM)
How would you describe your email program or activity?	General Marketing
Select the specific market segments and/or demographics to which your project or activity is targeted, either now or in the future. (check all that apply)	Consumers
Select the region(s) where your project or activity will be deployed or targeted. (check all that apply)	APJ
Select the target countries in Asia Pacific and Japan (APJ) region. (check all that apply)	Australia Japan
Select the purposes for which you are collecting, using, transferring or storing information. (check all that apply).	Communicate about products or services
From which sources does your project or activity obtain information? (check all that apply)	From existing HP databases
Does your project or activity involve the sharing, disclosure or transfer of information to a third party?	No

Data sources/Data Flows [Expand](#)

Project Specifics [Expand](#)

Harm Indicators [Expand](#)


Notifications

[Back to Projects List](#)



PO APPROVER

Granting Exceptions

 **F. Other** [Return to graph](#)

Related to risk indicators not specified

This section [Click here to view these details.](#)

2

Compliance Checklist [Return to graph](#)

This section provides the steps that you can take to bring your project or activity into compliance. As you complete an item please check the box next to that item to ensure your project or activity assessment is up to date.

- Please investigate the answer to this question: *Do you have sound business reasons to collect the information you are asking for, when considering the purpose/s of what you are actually attempting to achieve?* If necessary, contact the Privacy Office for further help. [View further information Grant Exception](#)
- Please ensure that no other legal or contractual requirements have been imposed for the particular Defense, Health, Financial market segments and that your project or activity meets HP's requirements relating to collecting personal information from Children. [View further information Grant Exception](#)

1

Compliance Checklist [Return to graph](#)

This section provides the steps that you can take to bring your project or activity into compliance. As you complete an item please check the box next to that item to ensure your project or activity assessment is up to date.

- Please investigate the answer to this question: *Do you have sound business reasons to collect the information you are asking for, when considering the purpose/s of what you are actually attempting to achieve?* If necessary, contact the Privacy Office for further help. [View further information](#)
Exception granted for this item: Because it's my project and I'm the approver [Click here to revoke exception](#)
- Please ensure that no other legal or contractual requirements have been imposed for the particular Defense, Health, Financial market segments and that your project or activity meets HP's requirements relating to collecting personal information from Children. [View further information Grant Exception](#)

3



REASSIGNING A PROJECT TO ANOTHER PRIVACY OFFICER APPROVER

Reassign a project to another Privacy Office staff member.

The screenshot displays a 'Project Details' section with the following information:

- Project Name:** Test - PO Approver Routing to APJ
- Project Mode:** AssessmentMode
- Owner:** Allan Paull
- Last modified date:** Thu, 20-May-2010 3:57 GMT
- Modified by:** Allan Paull
- Stage:** UserActionPending
- Overall Flag:**

To the right of the details is a vertical menu of actions:

- Edit Project
- Share Project/Report
- View Project History
- Close Project
- Delete Project
- View Checklist
- Open Report
- Assign to another Privacy Officer

Below the details is a section titled 'Assign Project/Report to another Privacy Officer' with the instruction: 'Select another Privacy Officer from the list and assign this report for review.' This section includes a dropdown menu labeled 'Privacy Officers' with the text '--Select Privacy Officer--' and an 'Assign' button.

Three orange callout boxes with numbers 1, 2, and 3 are overlaid on the interface:

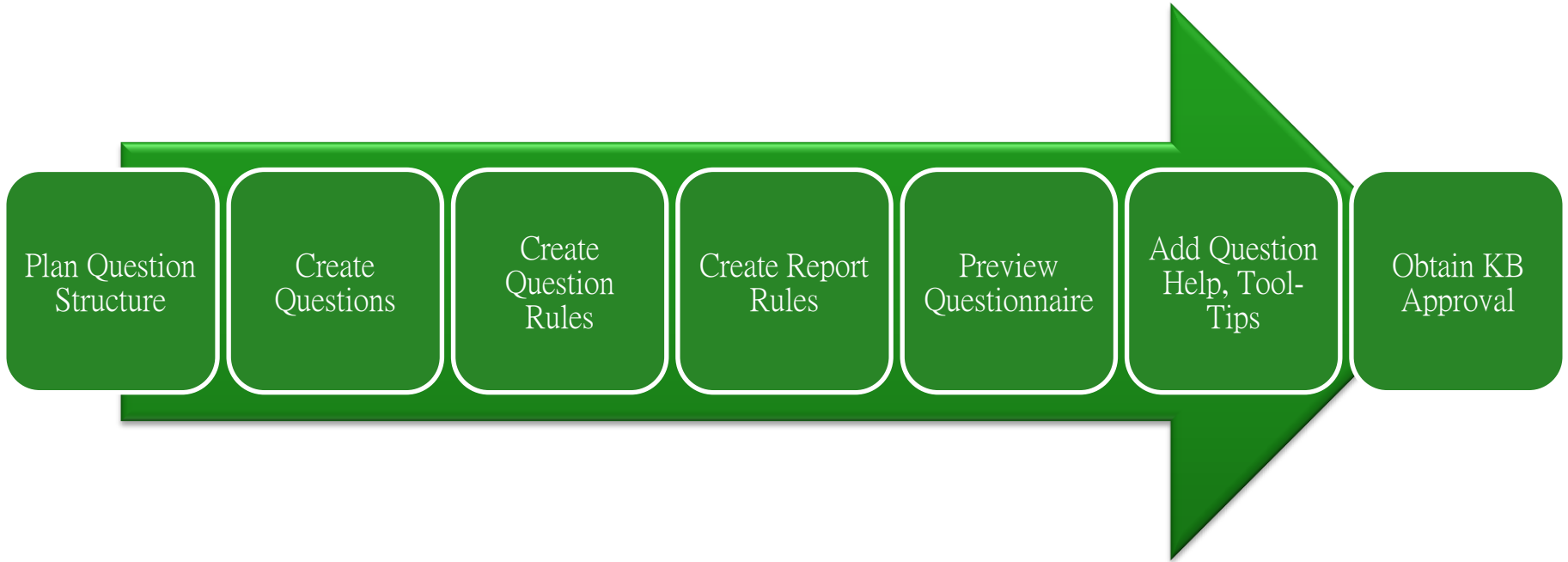
- Box 1 points to the 'Assign to another Privacy Officer' button in the right-hand menu.
- Box 2 points to the 'Assign Project/Report to another Privacy Officer' section header.
- Box 3 points to the 'Assign' button in the dropdown menu.

KNOWLEDGEBASE



KNOWLEDGEBASE

Development lifecycle



ADDING KB CONTENT

2 Modes: Expert Mode & Simple Mode

– Expert Mode:

- **Sections** – Add/edit/delete Section Tabs in the Questionnaire.
- **Questions** – Add/edit/delete Question text, Answers or Question Help.
- **Question Rules** – Add/edit/delete rules that determine when questions are displayed.
- **Report Rules** – Add/edit/delete rules that determine the information displayed in end-user assessment or guidance reports.
- **Question Help** – Add/edit/delete Question and rule-based question help.
- **Warnings** – Add/edit/delete warnings that can be displayed in the questionnaire if a user answers a question in a manner that may require a warning message to be displayed.
- **Tool-tips** – Add/edit/delete pop-up question definitions and keywords.
- **Rule-based Help** – Add/edit/delete question or warnings rule-based help.

– **Test Questionnaire** to test new “live” KB content.

– **Preview Questionnaire** to test new draft KB content.

– **Simple Mode** last menu item under the Knowledgebase Management.

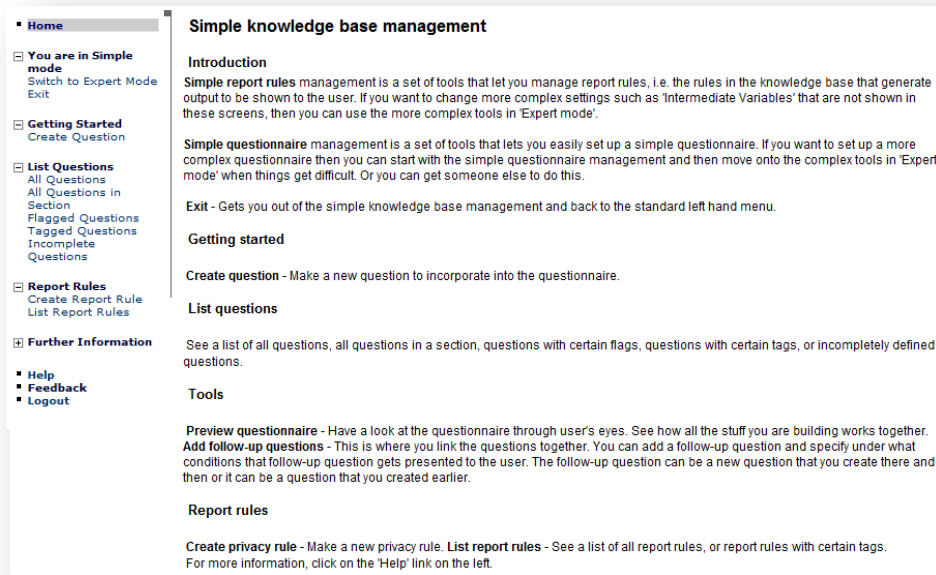
The screenshot shows the HP Privacy Advisor web application in a Microsoft Internet Explorer browser. The address bar displays the URL: https://hprivacyspinner.atlanta.hp.com/Accountability/index.jsp. The page title is "HP Privacy Advisor: Welcome Page". The user is logged in as "Allan Paul". The navigation menu includes: Home, Job Tools & Services, Careers, Policies & Total Rewards, Organizations & Locations, Business Performance, Indexes, and Help. The main content area is titled "HP Privacy Advisor" and contains the following text: "The HP Privacy Advisor (HPPA) has been designed as a means to identify privacy risks and compliance issues, permitting HP's businesses to build and deploy products, services, projects or other activities that handle customer or employee information, are able to meet HP's privacy policies, standards and specifications. In addition it also ensures that HP's ethics and values are considered in their design." Below this, it states: "It is primarily designed to help projects and activities that are complex or may be a potential risk to HP; however, it can be used for any project or activity that involves the handling of customer or employee information as a means to determine compliance." The "Next Steps" section includes: "To begin an assessment or to seek guidance for your project or activity click 'Begin Assessment/Guidance' on the left menu." and "To see a list of your projects or activities click 'List Projects' on the left menu." There is a link for "For more information, click on the 'Help' link on the left." The footer contains links for "Privacy Statement", "Terms of Use", "Feedback", and "Support", and notes "HP Restricted" and "© Copyright 2010 Hewlett-Packard Development Company, L.P." The browser status bar at the bottom shows the URL: http://athp.hp.com/portal/site/athp/menutem.0df84041fd0540d0d96c32238f82f0/ and indicates "Trusted sites | Protected Mode: Off" and "100%" zoom.



SIMPLE MODE

Simple Mode Home page

- Clicking *Simple Mode* opens this screen with options to:
 - Switch to Expert Mode
 - Getting Started
 - **Create Question** - Add questions.
 - List Questions
 - **All Questions** - List/edit/delete questions.
 - **All Questions in Section** - List/edit/delete questions by section.
 - **Flagged Questions** - List/edit/delete flagged questions.
 - **Tagged Questions** - List/edit/delete tagged questions.
 - **Incomplete Questions** - List/edit/delete incomplete questions.
 - Report Rules
 - **Create Report Rule** - Add Report Rules.
 - **List Report Rules** - List/edit/delete Report Rules.



The screenshot shows the Simple Mode Home page interface. On the left is a navigation menu with the following items: Home (selected), You are in Simple mode (with sub-links: Switch to Expert Mode, Exit), Getting Started (with sub-link: Create Question), List Questions (with sub-links: All Questions, All Questions in Section, Flagged Questions, Tagged Questions, Incomplete Questions), Report Rules (with sub-links: Create Report Rule, List Report Rules), and Further Information (with sub-links: Help, Feedback, Logout). The main content area is titled 'Simple knowledge base management' and contains sections for Introduction, Getting started, List questions, Tools, and Report rules. The Introduction section describes 'Simple report rules management' and 'Simple questionnaire management'. The Getting started section includes a 'Create question' instruction. The List questions section provides a list of filters for viewing questions. The Tools section includes a 'Preview questionnaire' instruction. The Report rules section includes instructions for 'Create privacy rule' and 'List report rules'.

Simple knowledge base management

Introduction

Simple report rules management is a set of tools that let you manage report rules, i.e. the rules in the knowledge base that generate output to be shown to the user. If you want to change more complex settings' such as 'Intermediate Variables' that are not shown in these screens, then you can use the more complex tools in 'Expert mode'.

Simple questionnaire management is a set of tools that lets you easily set up a simple questionnaire. If you want to set up a more complex questionnaire then you can start with the simple questionnaire management and then move onto the complex tools in 'Expert mode' when things get difficult. Or you can get someone else to do this.

Exit - Gets you out of the simple knowledge base management and back to the standard left hand menu.

Getting started

Create question - Make a new question to incorporate into the questionnaire.

List questions

See a list of all questions, all questions in a section, questions with certain flags, questions with certain tags, or incompletely defined questions.

Tools

Preview questionnaire - Have a look at the questionnaire through user's eyes. See how all the stuff you are building works together.

Add follow-up questions - This is where you link the questions together. You can add a follow-up question and specify under what conditions that follow-up question gets presented to the user. The follow-up question can be a new question that you create there and then or it can be a question that you created earlier.

Report rules

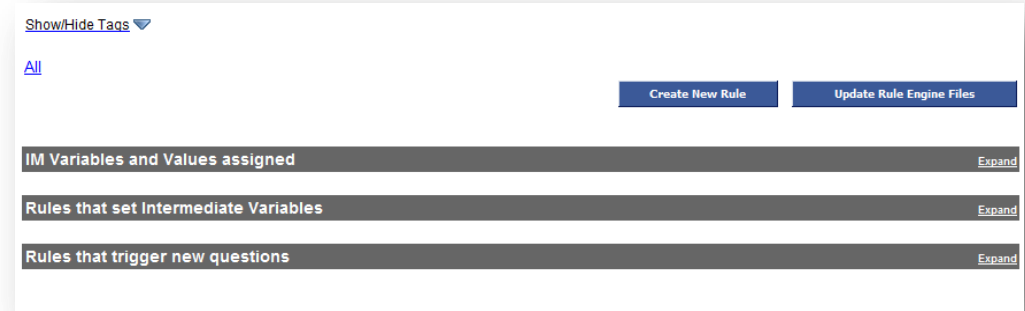
Create privacy rule - Make a new privacy rule. **List report rules** - See a list of all report rules, or report rules with certain tags. For more information, click on the 'Help' link on the left.



EXPERT MODE

Rules

- **IM Variables:** Are reusable variables for use in IM Rules.
- **IM Rules:** Are rules that cause a question or combination of questions to be displayed in the questionnaire.
- **Question Rules:** Are rules that determine how questions are displayed.
- **Report Rules:** Report Content is created using Report Rules.



EXPERT MODE

The Question table

– Questions table:

- New questions can be created, existing questions edited or deleted.
- Question Tool-tips can be edited.
- Tags can be added.
 - Clicking a Tag in the Tag Cloud will filter the table.
- Content also searched, filtered, and sorted.
- Search fields above column headings
- Clicking a column heading will sort the table.

HP Privacy Advisor: Questions - Microsoft Internet Explorer provided by Hewlett-Packard

File Edit View Favorites Tools Help

https://hpprivacyadvisor.atlanta.hp.com/Accountability/ManageQuestions

HP Privacy Advisor: Questions Allan Paul

Legal Home Site Search Tools Site Navigator Legal Topics Legal Education Legal Organization Site Map SBC

Home Project Assessment/Guidance Knowledgebase Management Questions Administration Further Information Help Feedback Logout

Help
Some User Level Help

Acquiring Data, Administrative, Call Center, Recording, Data Security, Data Sharing, e-mail Marketing, Marketing, Postal Marketing, PUF, Sensitive Information, Sharing, Subscriptions, SupMgmt, Surveys, Sweepstakes, Telemarketing, Tell-a-friend, Unknown Email Permission, Web Data

Tag management
Tag filtered questions to [dropdown] Tag Questions below

Add Question

Question Id	Text	Section	Possible Answers	Actions
483	What contact medium are you using to invite participants to your survey? (check all that apply)	Project Specifics	Link, Phone, Postal, Web, Other, None, Not sure	Edit, Delete, Edit Tool Tip
488	If your survey includes optional questions please indicate the purpose of those optional questions. (check all that apply)	Project Specifics	To improve the overall customer satisfaction of the program, To determine whether the customer uses the product or service for personal or business use, To determine if the customer is a consumer small or medium business or	Edit, Delete

Trusted sites | Protected Mode: Off | 100%



EXPERT MODE

KB Approver – Approving new content

- New, edited, or deleted content, has to be reviewed & approved before it “goes live” .
- Content that is deleted remains in the knowledgebase and is marked as “Deprecated” ,
 - So it can still be used by old projects. It can’ t be used by the KB team in new content.
- Content that has been approved is marked as “Confirmed” and is available for use by the KB team when developing content.

The screenshot displays a web interface for managing knowledge base content. At the top, there is a section titled "Pending Questions [2]" with a "Collapse" link. Below this, two question entries are listed:

- Question ID : 739**
Question Text : Is this a test question for testing the new KB change approval process?
Answers : Yes,Planned
Section : Project Profile
Action: Confirm this Question
Author :
Current Status : CREATE APPROVAL PENDING
- Question ID : 740**
Question Text : Is this a followup question so I can test the new KB change approval process?
Answers : Yes,Planned
Section : Project Profile
Action: Confirm this Question
Author :
Current Status : CREATE APPROVAL PENDING

Below the questions, there are several sections for pending rules, each with an "Expand" link:

- Pending IM Rules [0]
- Pending Question Rules [0]
- Pending Report Rules [0]
- Pending Help Rules [0]
- Pending Warning Rules [0]

At the bottom of the interface, there is a blue button labeled "Confirm Pending Rules".



EXPERT MODE

Messages User receives if content has changed


- If a user creates a project and doesn't submit it, and then knowledgebase content is changed they receive this message.

Help

Control Panel (Project Details) The Control Panel or Project Details section is used to display specific content related directly to the user's project such as the completed questionnaire, the Report, the Checklist entries, etc. This screen also permits users of a project team to provide access to the project to other users. To open a project a user selects their project from the List Projects Projects column. The following screen appears: Edit Project - Use this...

The Assessment of this Project/Campaign is in accordance with an old version of KnowledgeBase and Privacy Laws. There have been changes in the current knowledgebase and your Project/Campaign needs to be assessed against the current laws. On clicking the edit button you will be taken to the Questionnaire page, with the new rules applied to generate the questions and report. Though not all the questions have to be re-answered, You might observe some new questions or some earlier answered questions removed since your last access to the project. You can have a reference to the answers given and previous reports on the Project History page.

Project Details

Project Name: Complex Expression Test - AP
Project Mode: AssessmentMode
Owner: Allan Paull
Last modified date: Thu, 06-May-2010 4:1 GMT
Modified by: Allan Paull
Stage Draft
Overall Flag: 

Edit Project

Share Project/Report

View Project History

Close Project

Delete Project

View Checklist

Open Report

ADMIN SECTION



PRIVACY OFFICE APPROVER

Lead PO Approver

- When the user enters one of these Business Units for their project these Privacy Staff will be set as the **“Lead approver”** for the project.

Region Privacy Officers			Expand
Business Group Privacy Officers			Collapse
BusinessGroup	BusinessGroup PO Email	Actions	
Corp Admin and Shared Services	cherri.gillmore@hp.com	Edit Delete	
EDS Business	peter.j.reid@hp.com	Edit Delete	
Executive Office	cherri.gillmore@hp.com	Edit Delete	
Global IT	bob.dey@hp.com	Edit Delete	
Human Resources	koert.dubois@hp.com	Edit Delete	
Imaging & Printing Group	bob.dey@hp.com	Edit Delete	
Office of Corp Strategy & Tech	debbie.morey@hp.com	Edit Delete	
Personal Systems Group-PSG	debbie.morey@hp.com	Edit Delete	
Technology Solutions Group	peter.j.reid@hp.com	Edit Delete	
WW Finance	cherri.gillmore@hp.com	Edit Delete	
WW Legal	cherri.gillmore@hp.com	Edit Delete	
Test BG	nandeesh.c@hp.com	Edit Delete	
Routing Rules			Collapse



PRIVACY OFFICE APPROVER

Who gets copied

- When the user enters one of these Regions for their project these Privacy Staff will be copied on the project.

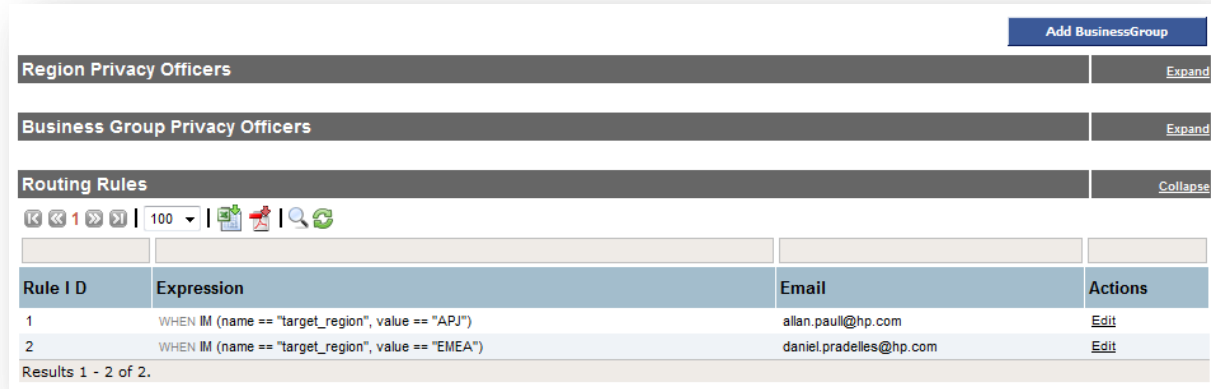
Region Privacy Officers			Collapse
Region	Region PO Email	Actions	
AMERICAS	ssmith@hp.com	Edit	
ASIAPACIFIC	allan.pauill@hp.com	Edit	
EMEA	daniel.pradelles@hp.com	Edit	
WORLDWIDE	ssmith@hp.com;allan.pauill@hp.com;daniel.pradelles@hp.com	Edit	
Business Group Privacy Officers			Expand
Routing Rules			Expand



PRIVACY OFFICE APPROVER

Routing Rules – will take precedence

- We can create a “Routing Rule” that will override this setting.
- E.g. we can set Susan, Allan, Daniel as the Lead Approvers for projects targeted to their regions.



The screenshot shows a web interface for managing privacy officers. It features three main sections: 'Region Privacy Officers', 'Business Group Privacy Officers', and 'Routing Rules'. The 'Routing Rules' section is expanded, showing a table with two rules. The table has columns for 'Rule I D', 'Expression', 'Email', and 'Actions'. The first rule has an ID of 1 and an expression 'WHEN IM (name == "target_region", value == "APJ")' with the email 'allan.paul@hp.com'. The second rule has an ID of 2 and an expression 'WHEN IM (name == "target_region", value == "EMEA")' with the email 'daniel.pradelles@hp.com'. The interface also includes a search bar, a pagination control showing '100' items, and an 'Add BusinessGroup' button.

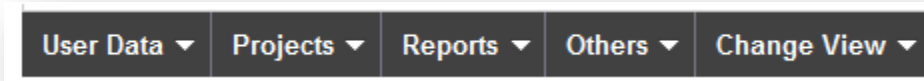
Rule I D	Expression	Email	Actions
1	WHEN IM (name == "target_region", value == "APJ")	allan.paul@hp.com	Edit
2	WHEN IM (name == "target_region", value == "EMEA")	daniel.pradelles@hp.com	Edit

Results 1 - 2 of 2.



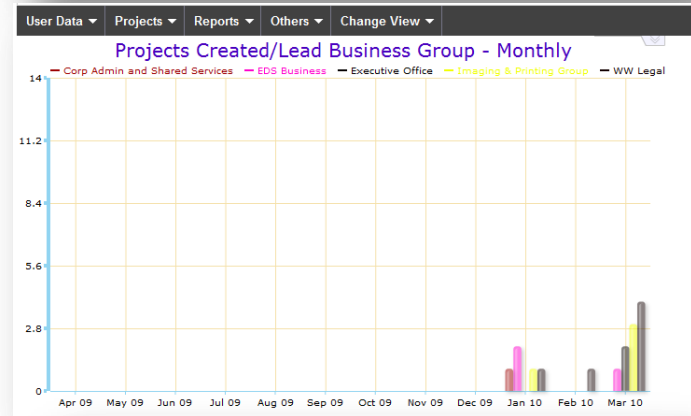
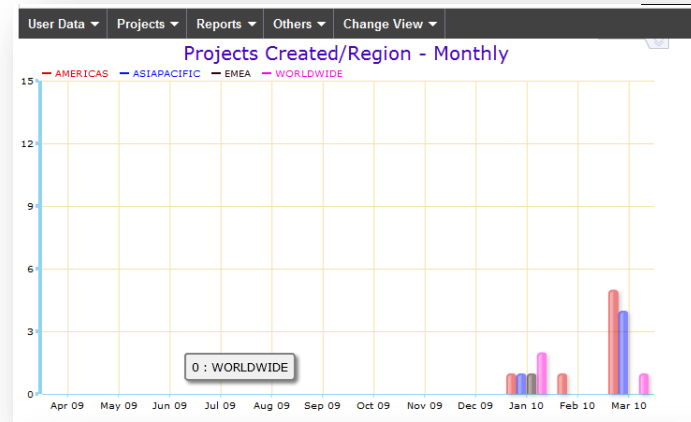
DASHBOARD

- The Dashboard is available to only PO Staff and Administrators and can be accessed under the Administration section of the left menu.
- It is used to provide both graphical and tabular metrics on the HPPA, on numbers of users, on projects submitted, reports, etc.
- This is the Dashboard menu. Each topic includes subheadings listed on the next page.



DASHBOARD

- Information available from the Dashboard includes:
 - Number of users accessing the HPPA
 - Monthly, Quarterly and Yearly
 - Number of Projects created by Region or BU
 - Number of Projects in Progress by Region or BU
 - Number of Projects Submitted by Region or BU
 - All Monthly, Quarterly and Yearly
 - Number of Reports by Region or BU :
 - Not yet submitted
 - Submitted
 - Approved
 - Not Approved
 - Green
 - Yellow
 - Red
 - All by Month, Quarter and Year
 - A snapshot of the Knowledgebase to display numbers of questions and Rules.
 - And the ability to switch between Graph and Tabular views (Change View).
 - Moving your mouse over the columns in the graphs will display the column value.



Unique Users/Region - Monthly

	May 09	Jun 09	Jul 09	Aug 09	Sep 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10	Apr 10
AMERICAS	0	0	7	0	4	0	0	8	2	0	2	0
ASIAPACIFIC	0	0	3	0	1	0	0	2	2	0	5	0
EMEA	0	0	2	0	1	0	1	1	0	0	1	2

END

