



Rebecca Herold, FIP, CDPSE, CIPM, CIPP/US, CIPT, CISSP, CISM, CISA, FLMI, Ponemon Distinguished Fellow  
"The Privacy Professor"<sup>®</sup>

Information Privacy, Security, Technology and Compliance

September 2023

625 42<sup>nd</sup> Street, Des Moines, Iowa 50312 Phone: +1 515 491 1564 Email: [rebeccaherold@rebeccaherold.com](mailto:rebeccaherold@rebeccaherold.com)

[www.privacysecuritybrainiacs.com](http://www.privacysecuritybrainiacs.com) [www.privacyguidance.com](http://www.privacyguidance.com) [www.linkedin.com/in/rebeccaherold/](https://www.linkedin.com/in/rebeccaherold/) [www.voiceamerica.com/show/2733](http://www.voiceamerica.com/show/2733)

## Synopsis

Rebecca has over 30 years of systems engineering, information security, privacy, and compliance experience. Rebecca is an entrepreneur; she is CEO and Founder of The Privacy Professor<sup>®</sup> consultancy she established in 2004, co-founder of Privacy & Security Brainiacs established in 2021, and co-founder of two other SaaS businesses, she is no longer actively supporting, in 2009 (Compliance Helper) and 2014 (SIMBUS, LLC). Rebecca also serves as an expert witness, and was an Adjunct Professor for 9 ½ years for the Norwich University Master of Science in Information Security and Assurance (MSISA) program, where she also created curriculum for some of the classes, while also building and managing her businesses.

During traditional business hours, Rebecca's Privacy & Security Brainiacs team provides support and works to expand the SaaS business, while Rebecca works on consulting projects for clients to stay up-to-date with emerging business practices, as well as associated security, privacy, and compliance challenges. Rebecca manages the SaaS business when she is not consulting, and after traditional business hours.

A high-level overview of the timeline of her work includes:

- Since 2004 when she founded her consulting business, Rebecca has been providing help to clients in all industries through email, phone, online consulting sessions, and in person by answering their IT, security, privacy and compliance questions, performing research, teaching classes, writing policies, procedures and reports, performing audits and risk assessments, and more.
- Since April 2023, Rebecca has been working after traditional working hours on an additional case providing expert witness support for privacy violations involving Meta Pixels, and other types of online activities tracking using web beacons, cookies and Conversion APIs, via a mobile app.
- Since March 2023, Rebecca has been working after traditional working hours on a case providing expert witness support involving targeted social engineering via spoofed emails that resulted in a large amount of personal data being released to cybercriminals.
- Since February 2023, Rebecca has been working after traditional working hours on a case providing expert witness support for privacy violations involving Meta Pixels, and other types of online activities tracking using web beacons, cookies and Conversion APIs, via online websites.
- Since 2021 Rebecca has been leading her team to build out her Privacy & Security Brainiacs SaaS services business, while also managing it.
- From 2020 through 2021, Rebecca provided a Native American tribal-owned construction engineering company a roadmap for, and oversaw the implementation of, compliance requirements for FedRAMP and CMMC to support success with her client's large number of Federal contracts.
- From 2009 through 2022, Rebecca worked for the US National Institute of Standards and Technology (NIST) on a wide variety of projects. From January 2020 to November 2022, Rebecca was a member of the NIST Cybersecurity for the Internet of Things (IoT) program development team, supporting the development, application of, and co-authoring the standards, guidelines, and related tools to improve the cybersecurity of connected devices and the environments in which they are deployed. From August 2018 to January 2020 Rebecca was a member of the NIST Privacy Framework team. From November 2017 to July 2018 Rebecca performed proof of concept (PoC)



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security and privacy assessment and hands-on work for the OpenFMB NAESB standard. Rebecca led, at the request of NIST, the NIST SGIP Smart Grid Privacy subgroup, and was a member of the associated Cybersecurity groups, from 2009 to 2017.

- From 2000 through 2003, Rebecca worked as a security, privacy and compliance consultant in a variety of consulting shops.
- Rebecca started her corporate career as a Systems Engineer at Principal Financial Group (PFG) in 1988, where she engineered, built and then managed the corporate software change control system through 1990. From 1990 to mid-1991, she was an IT Auditor, and performed the corporation's first information security audit. She recommended within the audit report for PFG to create a department dedicated to managing information security throughout the organization and was subsequently asked to create the team that was formed. She was assigned the additional responsibility for building out the privacy program in 1994.
- Rebecca has also provided advice to various ISO/IEC security and privacy standards groups throughout the years, and was a founding member and officer for the IEEE P1912 Privacy and Security Architecture for Consumer Wireless Devices Working Group.

Throughout her career, Rebecca has received numerous compliments from her employers and clients for her deep technical knowledge, ability to identify security and privacy risks that might have gone unnoticed, and her extensive understanding of legacy technology as well as existing and emerging legal requirements for security and privacy. Rebecca created the first information security and privacy programs early in her corporate career for her Fortune 200 financial and health insurance services employer, including the corporate information security and privacy policies, and procedures, created the awareness and training program, and performed the first risk assessments. She created the corporation's first anti-malware program and remote access solution in the early-to-mid-1990s, which were each documented in security journals as being the first such corporate solutions to be implemented. She and her team led the first vendor security risk assessment onsite at BBN Planet in the early 1990s when the corporation was planning one of the first online banks, for which she also established and implemented the security and privacy technical requirements.

Rebecca created the first identity verification procedure for a Fortune 100 corporation in 2003, and performed the first internet of things (IoT) risk assessment for a business considering use of the early smart refrigerators in 2004. In 2009 she led for NIST the first-ever privacy impact assessment (PIA) for the US smart grid. She co-authored the NISTIR 7628 Smart Grid Guidelines for Cybersecurity and Privacy, the NIST Privacy Framework and many supporting resources, and co-authored most of the NIST IoT Cybersecurity SP 800-213 and NISTIR 8259 documents, along with NISTIR 8425 Profile of the IoT Core Baseline for Consumer Products.

Rebecca has helped organizations in all industries, with extensive experience in healthcare, financial, government, technology, critical infrastructure, agriculture, consumer and education industries. Rebecca has received many compliments from both her employers and clients throughout her career, and is highly regarded, for her profound technical knowledge, her exceptional ability to identify security and privacy risks that might have otherwise gone unnoticed, and her comprehensive understanding of both legacy and emerging technologies, as well as understanding existing legal requirements for



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security and privacy. Rebecca has helped numerous organizations achieve their security and privacy goals.

Rebecca has authored 22 books, dozens of book chapters, and hundreds of published articles covering security, privacy, compliance, IT and related business topics. Rebecca’s book, The Practical Guide to HIPAA Privacy and Security Compliance (two editions), has been used by thousands of healthcare organizations and as the textbook in hundreds of universities, where Rebecca has also provided guest lectures about HIPAA compliance. Rebecca also has provided healthcare security and privacy help to over a thousand organizations through her businesses, and provides online courses through her Privacy & Security Brainiacs business.

Rebecca hosts the VoiceAmerica radio/podcast show, “Data Security and Privacy with the Privacy Professor.” Rebecca also serves as an expert witness for information security, privacy, and compliance issues. Rebecca was interviewed monthly between 2014 – 2019 on the Iowa Live morning television show, and is quoted in diverse broadcasts and publications. Rebecca has received numerous awards and recognitions throughout her career, and has clients and done keynotes on five continents so far. Rebecca has served on the Advisory Boards of numerous organizations.

### **Expert Witness and Court Experience:**

To date Rebecca has served as an expert witness for topics covering internet of things (IoT) security and privacy, stalking, surveillance, digital analysis, healthcare, HIPAA compliance, personal data misuse, insider threat exploitation, professional negligence for technology practices, privacy breaches, gross negligence for vendor oversight, online tracking technologies, targeted social engineering (spear phishing), and more. Rebecca has also testified in court at a jury trial for the Department of Justice and FBI in a criminal mortgage fraud case involving an organized crime group.

- Rebecca has served as an eyewitness testifying in Federal court for the Department of Justice and FBI in a national mortgage criminal fraud case against two members of an organized crime group. Rebecca participated in a deposition that lasted over two hours, and was in court on the stand answering questions for over an hour. Two defendants and their respective legal counsels cross-examined Rebecca on the stand in a jury case. Both defendants were found guilty based on the strength of Rebecca’s testimony, and the convicted are currently serving at least 20 years in prison.
- Rebecca has served as an expert witness for:
  - A class action case against an online entertainment media group that provides livestream and video recordings of a specific genre of sports activities. Rebecca has been doing research and discovering the ways in which privacy violations involving Meta Pixels, and other types of online activities tracking using web beacons, cookies and Conversion APIs, are being used via a mobile app. Rebecca was hired by the plaintiff to provide facts about online tracking technologies, how they work, and what is possible with regard to tracking activities.
  - A case involving a privately owned US-based global customized industrial products manufacturing organization for a case involving targeted social engineering that resulted in a



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large amount of personal data being released to cyber criminals. The work on this case started in March, 2023, and is still being litigated. Rebecca was hired by the defense.

- A group filing a class action against online entertainment business that provides livestream and video recordings of a wide range of athletic events. Users of the group discovered their online activities and locations were being tracked using web beacons and cookies. Their data and associated videos and livestream events information were then shared with many other third parties. The online entertainment business had indicated, though, that such activities (sharing their personal data with third parties) would never be done. Rebecca provided a technical analysis of the website and app code where tracking tech including Meta Pixels and other web beacons and associated cookies were utilized. The case claim is for violations of the Video Privacy Protection Act (VPPA). The preliminary work on this case started in February, 2023. Rebecca wrote the Declaration and will be sitting for a Deposition before the end of the year. Rebecca was hired by the plaintiff to provide facts about online tracking technologies, how they work, and what is possible with regard to tracking activities.
- A group filing a class action against online entertainment business that provides livestream and video recordings of a very specific type of athletic event. Users of the group discovered their online activities and locations were being tracked using web beacons and cookies. Their personal data and viewing information were then shared with third parties. The online entertainment business had indicated, though, that such activities (sharing their personal data and viewing information with third parties) would never be done. Rebecca provided a technical analysis of the website and app code where tracking tech including Meta Pixels and other web beacons and associated cookies were utilized. The case claim is for violations of the Video Privacy Protection Act (VPPA). The preliminary work on this case started in March, 2023. Rebecca wrote the Declaration which was submitted to the court in June, 2023. Rebecca will provide a Deposition before the end of 2023. Rebecca was hired by the plaintiff.
- The victim of a near-fatal assault by an ex-spouse who tracked her down through her IoT device. Rebecca performed a detailed review and analysis for the associated IoT product logs, the logs of the associated app and cloud service, logs and phone recordings of the contracted third-party call center that took the victim’s many calls, as well as taking many calls from her assaulter, who successfully social-engineered access into his victim’s account. This case was settled prior to going to court, reportedly based in part on Rebecca’s analysis of the situation. Rebecca was hired by the plaintiff. The details for which are covered by an NDA.
- A case of gross negligence for a victim/plaintiff in a case against a hotel corporation. The hotel front desk staff provided a known stalker the room key to his victim’s room following successful in-person social engineering tactics. The victim subsequently was assaulted almost to death in front of her preschool child whom she shared with the assaulter. Rebecca determined no policies existed for allowing non-paying guests into rooms, and no social engineering training was provided to the staff. Rebecca was hired by the plaintiff. The case was settled out of court reportedly based in part on Rebecca’s analysis of the situation. The details for which are covered by an NDA.
- A large hospital system was sued for negligence and a HIPAA non-compliance claim. Rebecca performed extensive documentation, systems, and applications log and email communications reviews; networks and systems analysis; and provided HIPAA requirements explanations. The





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case was settled out of court reportedly based in part on Rebecca's analysis. Rebecca was hired by the defense. The details for which are covered by an NDA.

- A large telecommunications corporation for a claim against one of their contracted vendors for information security and privacy practices negligence related to a privacy breach. Rebecca performed extensive documentation, systems and applications log and email communications reviews; networks and systems analysis; policies, procedures and supporting documentation review; and provided HIPAA, GLBA and other regulatory personal information requirements explanations. The case was settled out of court reportedly based in part on Rebecca's analysis. Rebecca was hired by the plaintiff. The details for which are covered by an NDA.
- A class action case for a group of consumers representing a large, wealthy, gated community suing a corporation, that was also a Board member, trying to sell the residents' personal data. Rebecca performed extensive documentation review and analysis. Rebecca provided a written deposition for the case, which included describing research and real-life examples of privacy risks and harms that have occurred through the misuse and impermissible use of personal information. The case was settled out of court in part reportedly based in part on Rebecca's analysis and written deposition report. Rebecca was hired by the plaintiff. The details for which are covered by an NDA.
- Rebecca has provided consultation to law firms for their cases involving IT, security, privacy and compliance issues that involved a wide range of issues, a few of which included IoT, residential community data, hospital systems, criminal activities, social engineering, policies and procedures, online tracking/surveillance, and more.

### **Achievements, Awards and Recognitions**

Some of Rebecca's achievements, awards and recognitions include the following:

- Rebecca's "Data Security & Privacy with the Privacy Professor" VoiceAmerica podcast/radio show was named one of the Best Privacy Podcasts for 2023 by RadarFirst.
- Rebecca was named a "Top 40 Privacy Pioneers to Follow in 2023" by engatica.
- Rebecca's business, Privacy & Security Brainiacs was named Best IoT Training Services Provider 2022 by Corporate Vision.
- Rebecca was recognized by Top Cyber News Magazine as a Who's Who in Cybersecurity 2021, Onalytica Named Rebecca Herold among the 2021 "Who's Who in Risk Management" in two categories: Key Opinion Leaders discussing Risk Management Finance, ERM & Cybersecurity, Rebecca was named a Top 3 Finalist for the Cyber Security Woman of the Year 2020 award.
- Rebecca is the creator/owner of all the engineering and design specifications and content for the services, methodologies, content and services features for SIMBUS, LLC., which includes automated risk management; automated policies, procedures & forms; automated vendor management; automated training modules and awareness messaging; automated employee oversight; automated breach and audit management; and automated security and privacy management portals.
- Rebecca has provided training, given keynotes and written numerous articles on third party / vendor management practices, regulatory compliance (including HIPAA, GDPR, CCPA and many



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others), privacy, information security, risk management, and a variety of other specific topics in these areas.

- Rebecca was been a member of the NIST IoT Development Team as a Subject Matter Expert from January 2020 through the end of 2022.
- From 2020 through 2021, Rebecca provided a Native American tribally-owned construction engineering company a roadmap for, and oversaw the implementation of, compliance requirements for FedRAMP and CMMC to support success with her client's large number of Federal contracts.
- Rebecca was a member of the NIST Privacy Framework development team from September, 2018 through January, 2020.
- Rebecca was named as one of the top 100 women in the world fighting cybercrime, as listed in the 2019 book, Women Know Cyber.
- Rebecca led the NIST SGIP Smart Grid Privacy Subgroup from 2009 through its completion in November 2016.
- Rebecca was a founding officer for the IEEE P1912 Privacy and Security Architecture for Consumer Wireless Devices Working Group, which was formed in mid-2015.
- Rebecca has been a member of the IEEE P2733 Clinical IoT DDI with TIPPSS group, and the IEEE P2418.6 Blockchain in Healthcare and Life Sciences Cybersecurity group since August, 2019.
- Rebecca has been an IANS Research Faculty member since 2015.
- Rebecca has served as a 3M privacy advisor and consultant since July, 2017.
- Rebecca has been an Advisory Board Member for the Westchester Biotech Project since Jun 2017.
- Rebecca was the Co-Chair of the Internet of Medical Things conference committees in 2015, 2016 and 2017.
- Rebecca currently serves on numerous other Advisory Boards, including for DFLabs and Anonos.
- In 2015 Rebecca was named author the ISACA Privacy Program Management Guide, the 1<sup>st</sup> book for which was published in January 2017, and the 2<sup>nd</sup> was published in August 2017.
- CIODive named Rebecca the #7 top cybersecurity expert to follow on Twitter in 2017.
- InformationSecurityBuzz named Rebecca Top 2 Female Infosec Leaders to Follow on Twitter in 2014
- Peerlyst named Rebecca Top 5 female Infosec leaders to follow on Twitter in 2014
- Tripwire name me a Top InfoSec Rising Star in 2013
- Rebecca was named to the Medical Devices Group Advisory Board in 2013
- Rebecca named to the ISACA International Privacy Task Force in 2013
- Rebecca was named on Tripwire's list of InfoSec's Rising Stars and Hidden Gems: The Top 15 Educators in July, 2013
- Rebecca was ranked at #2 in July, 2013 on Information Security Buzz's list of Top 25 Female Infosec Leaders to Follow on Twitter
- Rebecca was named a Privacy by Design (PbD) Ambassador by Ontario Privacy Commissioner Dr. Anne Cavoukian in 2012



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- Rebecca has been named one of the “Best Privacy Advisers in the World” multiple times in recent years by Computerworld magazine, most recently ranking #3 in the world in the last rankings provided.
- In 2012 Rebecca was named one of the most influential people and groups in online privacy by Techopedia.com
- In 2011 Rebecca’s blog was named in the “Top 50 HIPAA Blogs” by Medicine E-Learning
- In 2008 Rebecca’s blog was named one of the “Top 50 Internet Security Blogs” by the Daily Netizen.
- Rebecca was named one of the "Top 59 Influencers in IT Security" for 2007 by IT Security magazine.
- The information security program Rebecca created for Principal Financial Group, where she worked for 12 years, received the 1998 CSI Information Security Program of the Year Award.
- Rebecca created the verified first corporate anti-malware program in the world in 1992-1993 while at Principal Financial Group. The program was described in multiple publications and Rebecca presented her work at professional conferences to discuss the work and give advice from lessons learned between 1993 -1995.
- Rebecca is a member of several Advisory Boards, including the prestigious Editorial Advisory Board for Elsevier’s “Computers & Security” journal

Rebecca was one of the first practitioners to be responsible for both information security and privacy starting in 1996 in a multi-national insurance and financial organization. Rebecca is a co-owner for the SIMBUS Information Security and Privacy Services and Tools. In 2008 Rebecca helped the European ENISA to create their well-received “Obtaining support and funding from senior management,” which used much of her “Managing and Information Security and Privacy Awareness and Training Program” information. Rebecca has led the NIST CSWG Smart Grid Privacy subgroup since June, 2009, where she also led the Privacy Impact Assessment (PIA) for the home to utility activity in July and August, 2009, the very first performed in the electric utilities industry. In September 2010 Rebecca provided a 1-day Smart Grid privacy briefing to the California Public Utilities Commission. The 2<sup>nd</sup> edition of her group’s NISTIR 7628 Volume 2 “Guidelines for Smart Grid Cyber Security: Vol. 2, Privacy and the Smart Grid” ([http://csrc.nist.gov/publications/nistir/ir7628/nistir-7628\\_vol2.pdf](http://csrc.nist.gov/publications/nistir/ir7628/nistir-7628_vol2.pdf)) was published in 2013.

Rebecca is: 1) owner and CEO of The Privacy Professor® consultancy (2004) (<https://www.privacyprofessor.org>); 2) co-owner and CEO of Privacy & Security Brainiacs (<https://www.privacysecuritybrainiacs.com>), an online SaaS services IT, security, privacy and training, and risk assessment and management (2021) business; 3) co-owner and co-founder of SIMBUS, LLC, an IT, information security, privacy and compliance cloud services business; and 4) creator and owner of the content within the Compliance Helper services.

Rebecca assists organizations of all sizes and industries throughout the world with their information privacy, security and regulatory compliance programs, content development, and strategy development and implementation through a large variety of tools and services. She offers a range of standard and customized one and two-day workshops including one addressing how individuals across disciplines can work together to most effectively assure privacy and regulatory compliance



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while efficiently implementing security controls. Rebecca was also an Adjunct Professor for the Norwich University Master of Science in Information Security and Assurance (MSISA) program from 2005 through 2014.

Rebecca has created customized 1- and 2-day training for the specific needs of many different organizations. Rebecca is the creator and editor of the “Protecting Information” multi-media security and awareness quarterly publication ([http://www.privacyguidance.com/piqa\\_newsletter.html](http://www.privacyguidance.com/piqa_newsletter.html)), an effective training event ([http://www.privacyguidance.com/security\\_search.html](http://www.privacyguidance.com/security_search.html)) and provides online information security and privacy training modules tailored to fit the needs of small to medium sized businesses.

Rebecca has served on the advisory boards for CompTIA, 3M, DFLabs, Westchester Biotech Project, Anonos, and others, and was invited to be on the prestigious IEEE ISTAS10 Programme Committee, and was a longtime member of the Elsevier Computers and Security Journal Editorial Review Board.

Rebecca has served as a board and council member of various other organizations, such as MaxMD and I'D Check. Rebecca also is often invited to participate in unique activities, such as serving as a preliminary judge for the 2009 American Business Awards.

Rebecca has made appearances on the CW Iowa Live morning show in Des Moines, Iowa twice monthly starting in 2014 through early 2019 to provide explanations on a wide range of privacy and information security topics. Rebecca is frequently interviewed and quoted in diverse publications such as The Wall Street Journal, USA Today, Forbes Magazine, NBC News, Mashable, IAPP Privacy Advisor, Credit Union Times, Time Magazine, Report on Patient Privacy by AIS Health, BNA Privacy & Security Law Report, Wired, Popular Science, CUinfosecurity, Bankinfosecurity, SearchWinIT, Consumer Financial Services Law Report, Computerworld, hcPro Briefings on HIPAA, SC Magazine, SearchSecurity, Information Security, Business 2.0, Disaster Resource Guide, The Boston Herald, Pharmaceutical Formulation and Quality, IT Business Edge, Fortifying Network Security, IT Architect, CIO Strategy Center, Physicians Weekly, IEEE’s Intelligent Systems, IEEE’s Security and Privacy Journal; Cutter IT Journal, Health Information Compliance Insider, Baseline, Western Michigan Business Review, Compliance Week and others, including several radio interviews and broadcasts including on NPR, MyTechnologyLawyer.com, the “Privacy Piracy” California radio broadcast and the “Michigan Technology News” radio broadcast.

In addition to achieving CDPSE, CISSP, CISM, CISA, and FLMI certifications, Rebecca is CIPM, CIPP/US, CIPT and FIP certified, served on IAPP’s Certification Advisory Board for six years, and was an instructor for six years for the IAPP’s CIPT, CIPP/US, CIPM and CIPP Foundations classes. She is an active speaker on a variety of topics ranging from information security and privacy compliance to risk management at privacy and information security conferences. See more about Rebecca, her work, services and products at [www.privacyguidance.com](http://www.privacyguidance.com) and [www.privacysecuritybrainiacs.com](http://www.privacysecuritybrainiacs.com).





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## Projects and Work History

Since starting her Privacy Professor consulting company, some of Rebecca's projects have included the following:

- Actively served as a key member and subject matter expert for the NIST IoT Cybersecurity Development team, FACA team, and Consumer IoT Labeling teams from January 2020 through 2022.
- Served as a key member and subject matter expert for the NIST Privacy Framework development team from 2018 to 2020.
- Serving as an IoT device technical, cybersecurity and privacy expert witness for a lawsuit, representing the plaintiff/victim, in a case against a global vehicle manufacturer and their contracted call center in 2020.
- Serving as a privacy expert witness for a class action suit, representing the members of the US's largest gated community in 2019.
- Serving as a privacy, information security, and HIPAA expert witness for a large hospital system in 2017.
- Serving as a vendor security and privacy management expert for a large telecommunications corporation in 2016.
- Serving as an eyewitness testifying in court for the Department of Justice and FBI in a national mortgage criminal fraud case in 2015.
- Has led the NIST CSWG Smart Grid Privacy Subgroup (now called the NIST SGIP 2.0 SGCC Privacy Group) from June 2009 through October 2016.
- Performing assessment of authentication methods for financial solutions vendor, including for the use of their proposed voice and fingerprint authentication methods.
- Performing a privacy impact assessment (PIA) for a large transportation company in 2015.
- Serving as a HIPAA Security and Privacy expert for a large hospital system in 2015.
- Participating in the NIST Privacy Engineering initiative creating work products since March 2015.
- Performing records retention review and associated recommendations for a privately held multi-industry organization.
- Performing multiple risk assessments for large hospital systems in support of HIPAA requirements.
- Performing a risk assessment for the lifecycle of a mobile payments app process in 2012.
- Creating new curriculum for the Norwich MSIA Security Auditing class.
- Creating all the content and provide the expertise and support for the Compliance Helper online service (<http://www.compliancehelper.com>)
- Creating privacy standards recommendations to address the privacy risks identified within the U.S. Smart Grid.
- Performing a privacy impact assessment (PIA) for NIST to use or Smart Grid development.
- Perform PCI DSS gap analysis and remediation for organizations preparing for PCI DSS audits.
- Creating custom information security, privacy and compliance white papers for organizations to use for internal awareness communications, as well as vendors to use for their customers.
- Creating a Virtual CPO and Virtual CISO service for small- to medium-sized businesses (SMBs).
- Creating Rebecca's own branded business partner and vendor information security and privacy program assessment kit.



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625 42<sup>nd</sup> Street, Des Moines, Iowa 50312 Phone: +1 515 491 1564 Email: [rebeccaherold@rebeccaherold.com](mailto:rebeccaherold@rebeccaherold.com)

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- Creating Rebecca's own branded online information security and privacy social engineering online learning modules.
- Creating Rebecca's own branded information security and privacy online practitioner tool to evaluate privacy breach response readiness assessment.
- Creating Rebecca's own branded interactive information security and privacy awareness poster and activity product proven to be effective at raising personnel awareness as well as identifying enterprise risks.
- Providing information security and privacy consulting and programs plans to an online health information management company.
- Performing an ISO 27002 and OECD privacy principles gap analysis with all the published policies (across 10 different corporate departments), updating the existing policies and creating new policies to fill the gaps and address the organization's unique risks.
- Creating and delivering highly rated and widely recommended online webinars covering information security, privacy and compliance.
- Performing 150+ vendor information security and privacy program reviews for multi-national financial organizations with multi-national vendors.
- Creating an Information Protection Assessment Kit security, privacy and regulatory spreadsheet for a large multinational security vendor.
- Creating a next-generation, leading edge information security and privacy awareness subscription resources for organizations throughout the world.
- Performing a customer data privacy impact analysis for a large multinational publishing company.
- Performing a cross border privacy impact analysis for a large multinational services organization.
- Creating an identity verification plan and process for a large multinational financial company.
- Reviewing and providing recommendations for improving the proposed internationally applicable fraud training and awareness content for a large multi-national online learning solutions vendor.
- Creating a regulatory data dictionary for a multi-national software vendor for them to incorporate into their product, in addition to documenting the potential locations for where to find the data.
- Creating international privacy training content for a large multi-national online training software vendor.
- Evaluating existing privacy training curriculum and providing guidance and content for new internationally applicable online privacy training content and curriculum for a training vendor.
- Delivering a two-day executive privacy review to a multinational retail organization
- Creating detailed technology, organizational and operational disaster recovery and business continuity standards.
- Performing security reviews for offshore data processing vendors for a multinational healthcare and financial company
- Creating procedures to support information security policies and standards for a 150,000+ employee multinational Fortune 50 manufacturing organization.
- Creating customized information security online training content for a 150,000+ employee multinational Fortune 50 manufacturing organization.
- Creating customized information privacy online training content for a large multinational technology organization.



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- Creating privacy standards for a multinational technology organization.
- Creating a HIPAA applications security risk analysis methodology for a compliance software company.
- Creating and delivering classroom privacy training for a multinational technology organization.
- Writing The Practical Guide to Compliance and Security Risks book series for NetIQ.
- Creating an online privacy governance resource for Information Shield.

Prior to owning her own business, Rebecca was the Vice President – Privacy Services and internal Chief Privacy Officer at DelCreo, Inc. for two years. Some of Rebecca’s responsibilities and experiences there included the following:

- Developed the organization’s corporate-wide privacy policy and created the roll-out strategy and plan to ensure all management were aware of their responsibilities and that personnel knew, understood and followed the privacy policies and procedures. Included training and awareness covering applicable laws and regulations.
- Developed, implemented and managed the DelCreo privacy governance program which included controls to reduce privacy risks and to ensure appropriate access controls based upon job responsibilities.
- Met and communicated regularly with corporate leaders and management to explain information privacy and security objectives and obtain their support and commitment for information privacy and security activities, technologies and policies.
- Developed the strategy and methodology to integrate privacy standards into e-commerce applications for a large Fortune 50 multi-national organization.
- Created the privacy awareness and training strategy and implementation plan for large multinational Fortune 50 and 500 organizations.
- Created information security and privacy policies, standards and procedures for multiple Fortune 500 organizations.
- Analyzed the business associate contracts for a major Fortune 50 manufacturer and identified privacy risks and concerns and recommended ways to address the risks.
- Developed and continue to deliver a two-day “Managing a Privacy Governance Program” workshop for the Computer Security Institute.
- Performed Privacy Impact Assessments (PIAs) for a large multinational Fortune 50 and 500 technology organizations and for a large multinational Fortune 500 healthcare and financial services organization.
- Identified all personally identifiable information (PII) within multiple large multinational Fortune 50 and privately owned organizations and created a PII inventories.
- Created approximately 1000 standards statements, mapped to ISO 17799 and applicable U.S. and international laws and regulations, to support the information security policies for a large Fortune 50 multinational services organization.
- Created the information security and privacy education effectiveness baseline and evaluation methodologies for a large Fortune 50 multinational services organization.



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Prior to DelCrea, Rebecca was Chief Privacy Officer and Senior Security Architect for QinetiQ Trusted Information Management, Inc. (Q-TIM) where she worked since the inception of the company as Securus in November of 2001. Prior to joining Q -TIM, Rebecca was the Global Security Practice Central Region Security Subject Matter Expert for 2 years at Netigy (which became ThruPoint in September 2001). Some of Rebecca's responsibilities and experiences at these organizations included the following:

- Performed a financial security and privacy regulatory requirements policies gap analysis and risk assessment for a large west coast bank and mortgage client.
- Performed a Health Insurance Portability and Accountability Act (HIPAA) gap analysis and risks assessment for a large technology services vendor and their large state government client, the Commonwealth of Kentucky. Among the involved tasks, performed policies and procedures review and vulnerability assessment to identify gaps with HIPAA requirements. Created a HIPAA remediation plan for closing gaps and complying with HIPAA regulations.
- Provided guidance, example policies and an analysis of risks involved with handheld computing devices at the request of U.S. Air Force generals at the Air Force Research Lab in Dayton, Ohio for handheld device and PDA security.
- Created the organization's corporate-wide privacy policy and created the roll-out strategy and plan to ensure all management were aware of their responsibilities and that personnel knew, understood and followed the privacy policies and procedures.
- Created information security policies, standards, procedures and guidelines for a large Fortune 100 multinational manufacturing organization.
- Creating information security training module content for a large Fortune 100 multinational manufacturing organization.
- Performed corporate vulnerability assessments for a number of organizations, including the State of Iowa and a multimedia entertainment organization.
- Created executive information security standards and procedures for a large multinational professional services organization.
- Created information security standards to support existing information security policies for major multinational professional services organization.
- Reorganized and updated information security policies, procedures and standards for a large multinational Fortune 100 manufacturing organization.
- Created an information classification architecture and implementation process for a large multi-national communications company.
- Created comprehensive privacy awareness and training roadmap, implementation strategy, and supporting curriculum for a large multi-national Fortune 50 organization.
- Created web site privacy policies along with a privacy implementation methodology for a west coast based organization.
- Created privacy standards to be integrated into e-commerce applications for a Fortune 50 multinational organization.
- Created a comprehensive set of HIPAA security and privacy policies and corresponding quiz questions, in addition to compliance self-assessment and gap analysis tools, white papers and executive overviews, for NetIQ to use within their VPC system.





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- Created a comprehensive set of 21 CFR Part 11 policies and corresponding quiz questions, in addition to compliance self-assessment and gap analysis tools, white papers and executive overviews, for NetIQ to use within their VPC system.
- Created FDA 21 CFR Part 11 compliant standards for a major multi-national pharmaceutical corporation.

Prior to joining Netigy, Rebecca was Senior Systems Security Consultant at Principal Financial Group (PFG). Rebecca began her career at PFG as a CICS systems analyst, systems engineer, and moved into an IT auditor position. It was at the recommendation of one of her audits that the Information Protection department was created, and she was asked to help build the department and functions. Her efforts helped PFG to be awarded the CSI Outstanding Information Security Program of the Year award in 1998. While at PFG Rebecca:

- Developed the corporate anti-virus strategy including a risk identification and mitigation process.
- Participated in new systems and application development projects to identify information security risks, then recommended and oversaw the implementation of controls to address the identified risks.
- Developed the corporate strategy to identify and control the use of modems.
- Created the Internet access strategy and the accompanying procedures for establishing and updating the Internet firewall settings.
- Developed a quarterly and yearly report analyzing and evaluating the state of information security within the organization. Distributed the report to appropriate managers and executives.
- Developed the strategy for non-employee access and risk reduction.
- Developed and established e-commerce security requirements to reduce risks in web applications.
- Created the information protection awareness and training strategy, framework and program aligned to business objectives. Rebecca included training and awareness activities covering applicable laws and regulations.
- Met regularly with corporate leaders and management to explain information security objectives and obtain their support and commitment for information security activities, technologies and policies.
- Created the organization's corporate-wide information security and privacy policies and created the roll-out strategy and plan to ensure all managers were aware of their responsibilities and that personnel knew, understood and followed the privacy policies and procedures.
- Created the corporate strategy for protecting customer information that included creating and leading a corporate group of business unit leaders to discuss the business goals and objectives for handling customer information in a secure manner that also allowed business objectives to be achieved.
- Performed an analysis of non-employee access to the corporate network and created a non-employee access strategy and policies to support the information security program while allowing necessary connections from business partners to securely be established.

Prior to working for PFG, Rebecca taught secondary school math and computer education in Missouri.



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## Education

Rebecca has the following degrees:

- B.S. in Math and Computer Science from Central Missouri State University in Warrensburg
- M.A. in Computer Science and Education from the University of Northern Iowa in Cedar Falls

## Certifications and Memberships

Rebecca is a Certified Information Systems Security Professional (CISSP), a Certified Information Systems Auditor (CISA), a Certified Information Systems Manager (CISM), a Certified Information Privacy Professional for the US (CIPP/US) and IT (CIPP/IT), a Certified Information Privacy Manager (CIPM), a Fellow of the Life Management Institute (FLMI), and a Ponemon Distinguished Fellow. Rebecca has been a member of the Information Systems Audit and Control Association (ISACA) since 1990. Rebecca is a charter member of the Iowa Infragard chapter that was formed in 2000, and a member of the International Association of Privacy Professionals (IAPP). Rebecca is also a member of ACM and of IEEE. Rebecca is currently on the Review Board for the Norwich University Journal of Information Assurance, and in the past served as a member of the Advisory Board for l'dCheck, LLC, the Advisory Board for MaxMD, and the Certification Advisory Board at IAPP.

## Speaking Experience

Rebecca is frequently invited to speak at conferences and seminars, and has created and delivered training workshops on behalf of the International Association of Privacy Professionals (IAPP), Computer Security Institute (CSI), ISACA, ISSA and customized training for a wide range of organizations. Some of the organizations and events where Rebecca has also made presentations include:

- Price Waterhouse Coopers – Luxembourg
- CornCon
- FutureCon
- Data Privacy Asia
- IT GRC Executive Forum
- The Conference that Counts in Albany, New York
- Purdue University's CERIAS Symposium
- Utility Analytics Summit
- Alaska Surveying and Mapping Conference
- Australian Information Security Association's National Conference
- Pink Elephant IT Service Management Leadership Forum
- International Information and Computer Security Conference in Bogotá, Colombia
- Long Term Care Solutions Summit
- 10X Medical Device Conference
- NIST Privacy Engineering Workshop
- EDUCAUSE
- The Walt Disney Company
- Secure World (Detroit, St. Louis, San Jose, Dallas, Seattle, Atlanta, Kansas City)
- The World Fax Summit



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- Wellmark Blue Cross Blue Shield (quarterly onsite privacy and information security training)
- NIST (California PUC, multiple events, videos and webinars)
- Carnegie Mellon CyLab
- ISSA
- ISACA
- IIA
- IAPP
- Infragard
- ConSec (Austin, Texas)
- Insight Information
- NetIQ (formerly PentaSafe, now Attachmate)
- Voltage
- COSAC (Ireland)
- Cutter Consortium
- Compliance Online
- Bankinfosecurity.com
- Cuinfosecurity.com
- Secure360<sup>°</sup>™ conference
- Ethics & Compliance Officer Association (ECO) Conference
- ConnecTech Tech Expo (Kalamazoo, Michigan)
- InfoSec Conference (Columbus, Ohio)

## Publications

Rebecca authored the following books:

1. The Privacy Papers (Auerbach) in 2001
2. Co-authored The Practical Guide to HIPAA Privacy and Security Compliance (Auerbach) in 2003
3. The Business Executive Practical Guides to Compliance and Security Risks book series (realtimepublishers.com) in 2004
4. Managing an Information Security and Privacy Awareness and Training Program (Auerbach) in 2005
5. The Privacy Management Toolkit (Information Shield) in January, 2006
6. The Definitive Guide to Security Inside the Perimeter (Realtimepublishers) in 2006
7. The Essentials Series: IT Compliance: Volume I (Realtimepublishers) in 2006
8. Co-authored Say What You Do (SV Books) in January 2007
9. The Essentials Series: IT Compliance: Volume II (Realtimepublishers) in 2007
10. The Shortcut Guide to ITIL (Realtimepublishes) in 2007
11. IT Service Management & Automation (Realtimepublishers) in 2008
12. Shortcut Guide to Understanding Data Protection from Four Critical Perspectives (Realtimepublishers) in 2009
13. The Information Assurance Encyclopedia (Auerbach) in 2010
14. Managing an Information Security and Privacy Awareness and Training Program, 2nd Edition (Auerbach) in 2010



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15. Co-authored The Practical Guide to HIPAA Privacy and Security Compliance, 2nd Edition (CRC Press) in 2014
16. Co-authored Data Privacy for the Smart Grid (CRC Press) in 2015
17. Author of Using ISACA's Privacy Principles to Create an Effective Privacy Program (Data Privacy Asia) in 2016
18. Author of the Information Systems Audit and Control Association book, "The ISACA Privacy Principles and Program Management Guide". Published 2017.
19. Author of the Information Systems Audit and Control Association book, "Implementing a Privacy Protection Program: Using COBIT 5 Enablers With the ISACA Privacy Principles." Published in 2017.
20. Author of Cybersecurity for Grandparents: Q3 2021 Edition: Credit Reports, Device Updates, and Social Media book, published by Amazon in October 2021.
21. Author of Cybersecurity for Grandparents And Everyone Else! 2023 Edition: Credit Reports, Device Updates, and Social Media book, will be published by Amazon in January 2023.
22. Author of Cybersecurity & Privacy For Your Life! 2024 Edition: IoT Security and Privacy, will be published by Amazon in Q2, 2024.
23. Author of the "Security & Privacy when Working from Home & Travelling" book, will be published by CRC Press in 2024.

Rebecca has also authored chapters for several books; some of them include:

1. Privacy Governance chapter in the ISACA Certified Data Privacy Solutions Engineer (CDPSE) Certification Common Body of Knowledge (tentative title) book. Published by ISACA. 2020.
2. Social Media Privacy; Information Security Management Handbook; Auerbach Publishers, 2013.
3. What BAs Need To Know About Protected Health Information under HIPAA and HITECH; Information Security Management Handbook Volume X; Auerbach Publishers, 2012.
4. Collaboration Is The Key To The Privacy and Security Balancing Act; Cybercrime and Security; Oceana, a division of Oxford University Press; December 2009.
5. Collaborating Information Security and Privacy to Create Effective Awareness and Training; Information Security Management Handbook Volume VIII; Auerbach Publishers, 2009.
6. Planning For a Privacy Breach: Policies, Procedures and Notification; Information Security Management Handbook Volume VIII; Auerbach Publishers, 2008.
7. Privacy and Ethics in Business; CISO Leadership; Auerbach Publishers, 2007.
8. The Ethics Domain of the Official (ISC)2 Guide to the CISSP Exam, 2nd edition, 2007.
9. Responding to Privacy Breaches: The Business Need for Information Security Incident Response Plans, 2006 Disaster Resource Guide, Disaster Resource Guide, June 2006
10. Privacy Breach Incident Response, Information Security Management Handbook Volume VII; Auerbach Publishers, scheduled for late 2006.
11. Addressing Privacy During Disaster Recovery, 2005 Disaster Resource Guide, Disaster Resource Guide, April 2005.
12. Managing a Privacy Governance Program, Information Security Management Handbook Volume VI; Auerbach Publishers, 2005.





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13. Training Your Staff to Identify Fraud, Information Security Management Handbook Volume VI; Auerbach Publishers, 2005.
14. The Worldwide State of Privacy Laws, 2004 Disaster Resource Guide, Disaster Resource Guide, April 2004.
15. Training Your Employees to Identify Potential Fraud and How to Encourage Them to Come Forward, Guide to
16. Establishing Corporate Accountability, Institutional Investor; 2004.
17. Law, Investigations and Ethics Domain; The Total CISSP Exam Prep Book; Auerbach Publishers; July 2002.
18. Information Protection: Organization, Roles and Separation of Duties; Information Security Management Handbook 4th Edition Volume IV; Auerbach Publishers, Dec, 2002.
19. HIPAA Privacy in the Health Care Industry, Health Care Information Systems Handbook; Auerbach Publishers, Dec, 2002.

Rebecca has created several podcasts, available on iTunes. Some of them include:

- ***How the HIPAA Enforcement Rule Impacts the Compliance Efforts of Covered Entities;*** August 2006
- ***Data De-identification and Masking Methods;*** July 2006
- ***What IT Leaders Need to Know About Using Production Data for Testing;*** July 2006
- ***Demystifying Privacy Laws: What You Need to Know to Protect Your Business;*** June 2006
- ***Information Security and Privacy Professionals MUST Work Together to be Successful;*** June 2006
- ***How Encryption Supports Compliance;*** April 2006
- ***How to Effectively Address Privacy in Business;*** March 2006
- ***Welcome to Realtime IT Compliance Community!;*** February 2006

Rebecca has also authored over 500 articles that, along with the books and chapters, provide assistance and guidance to information security and privacy risk and compliance professionals to help them develop a systematic, analytical, and continuous information security and privacy risk management process, to apply risk identification and analysis methods, and to help define strategies and prioritize options to mitigate risk to levels acceptable to the enterprise. She wrote blog posts sponsored by Microsoft from 2011 – 2014, and for Dell from 2014 to the present. She wrote a monthly information privacy column for the CSI Alert newsletter from 2001 through 2010 and contributes articles to other publications regularly. A listing of some of the articles Rebecca has authored on privacy, security and compliance can be provided upon request.

Rebecca regularly posted to her blog at <http://www.privacyguidance.com/blog> from January 2006 through April 2017. For more information contact Rebecca at:

Phone: 1.515.491.1564

Email: [rebeccaherold@rebeccaherold.com](mailto:rebeccaherold@rebeccaherold.com)

Websites:

<https://www.privacyguidance.com>



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<https://www.voiceamerica.com/show/2733>

Twitter ID: PrivacyProf