

## Assessment Blueprint – GDPR for Business Professionals

Status: Final

Date: 4<sup>th</sup> June 2020

Approved by: Questionmark Legal Team and Assessment Experts

### General information

Purpose of assessment	To measure general competence in a business professional on knowledge of the GDPR and ability to apply it within business.
Level of skill	Intermediate – personnel who need to know about the GDPR but are not privacy specialists.
Target audience	<p>May be suitable for business and knowledge workers with roles that involve use of personal data and/or who have some responsibility for managing use of personal data within an organization, for example:</p> <ul style="list-style-type: none"> <li>- Marketing communications</li> <li>- Business development and sales</li> <li>- Customer service management</li> <li>- Information Security and Compliance</li> <li>- Product management, software and product design</li> <li>- Data scientists and business analysts</li> <li>- Purchasing and procurement</li> <li>- Administration</li> </ul> <p>Such workers may be expected to have a working knowledge of the GDPR but will escalate to privacy experts or their data protection officers for specialized issues.</p>
Limitations	<ul style="list-style-type: none"> <li>- Does not focus on rules on employee data or workplace surveillance, so less useful for Human Resources personnel</li> </ul>

	<ul style="list-style-type: none"> <li>- Does not cover country specific laws/regulations (e.g. something that applies in Germany but not France)</li> <li>- Does not include questions re “Brexit”</li> <li>- Excludes laws relating to public bodies and government departments</li> </ul>
Topic coverage	<ul style="list-style-type: none"> <li>- There are 25 questions in the test, see below for the areas covered.</li> </ul>
What does it mean to pass the test?	The participant has demonstrated a working knowledge of applying the GDPR in a professional environment.
What does it mean to fail the test?	The participant appears to lack an understanding of some key factors of the GDPR in a professional environment, and may wish to consider some learning opportunities.
Language	<p>Test is presented in UK written English.</p> <p>Participants can be native English speakers or should have at least B2 level of English if not a native speaker.</p>
Format	Online test presented in Questionmark software, automatically scored.
Accessibility	No use of graphics/images/media.
Time limit	45 minutes.
Number of questions	<p>Participant to be presented with 25 questions (with random selection from 50)</p> <p>This means that a second attempt can be scheduled with different questions. Or that the test can be used as a pre-test and post-test with different questions.</p>
Question types to be used	Combination of multiple choice, multiple response and matching.
Scoring	All questions weighted equally (one point per question). No negative scoring.
Feedback	<p>Participant to be given at end of test:</p> <ul style="list-style-type: none"> <li>- Overall score and topic score</li> </ul>

	- Helpful question level feedback for wrong answers, giving the correct answer
Editing the test	We recommend that you consider using the test unchanged, as the questions have been validated and the pass score set using a defensible method. But if your organization needs to change questions or settings, you are permitted to do so. However, the test is copyright Questionmark Computing Limited, and you may not move the test outside of the platform provided by Questionmark.

**Detailed topic coverage:**

**Communication**

Consent  
 Data subject requests  
 Marketing communications/processing  
 Transparency and Privacy Communications

**Use of technology**

Automated decision making  
 Data Retention  
 DPIA/LIA  
 Encryption  
 Technical & Org measures

**Working Knowledge**

Consequences  
 Controller/processor  
 Data Subject rights  
 Engagement of subprocessors  
 GDPR and its applicability  
 Internal data transfers  
 Personal data  
 Personal data breach  
 Principles of lawful basis  
 Records of keeping obligations  
 Special categories of data  
 International Data safeguards

If you have any questions, please ask your Questionmark account manager or reach out to [content@questionmark.com](mailto:content@questionmark.com).

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