
Data Protection and Privacy Principles

18 – 22 January 2027
Vienna





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Ref: 1814_6437 **Date:** 18 – 22 January 2027 **Location:** Vienna **Fees:** 5500 GBP

Data Protection and Privacy Principles is a five-day senior privacy course delivered by Mars Training Centre in London, Dubai, Amsterdam, Madrid and Jeddah — designed for data protection officers, privacy leads, general counsel and senior executives responsible for the lawful and ethical use of personal data in their organisations.

Personal-data regimes have converged on a common set of principles, even as the texts of national statutes diverge. The EU General Data Protection Regulation GDPR and its UK counterpart established the modern reference points; the Kingdom of Saudi Arabia's Personal Data Protection Law PDPL, the United Arab Emirates' federal data-protection law, the Brazilian LGPD and a growing list of national laws share the same underlying ideas: lawful basis, transparency, data-subject rights, purpose limitation, security, breach response and accountability. Senior privacy practitioners need to work fluently across these regimes — not memorise the text of any single one.

This programme equips senior practitioners with a working command of the transferable principles that run through every modern data-protection regime, the practical disciplines that turn principles into compliance, and the governance the board now expects. It is delivered by senior practitioners drawn from the Mars panel.

What You Will Learn

By the end of this programme, you will be able to:

- Apply the transferable principles of modern data protection — lawful basis, transparency, purpose limitation, security and accountability.
- Diagnose the maturity of a privacy programme against recognised benchmarks.
- Build a record of processing activities that withstands regulatory scrutiny.
- Conduct data-protection impact assessments for high-risk processing.
- Manage data-subject rights requests in volume and under deadline.
- Design international data-transfer arrangements proportionate to risk.
- Lead a personal-data breach response — detection, containment and notification.
- Build privacy governance at board level and embed privacy by design.

How You Will Benefit

You will leave with the senior practitioner's command of transferable data-protection principles and a personal plan to lift your privacy programme, along with a Mars Certificate of Completion.

Your organisation will gain a privacy leader who can build a programme that works across multiple jurisdictions, satisfies regulators, and reduces the regulatory and reputational risks that mishandled personal data creates.



Who This Programme Is For

This programme is designed for senior privacy and legal practitioners, including:

- Data protection officers and heads of privacy
- General counsel and senior legal advisers
- Heads of compliance with privacy responsibility
- Chief information security officers with data-protection remit
- Heads of internal audit reviewing privacy programmes
- Heads of digital and customer-data functions
- Senior public-sector privacy officers
- Senior managers preparing for data protection officer roles

The seniority floor is senior manager and above in legal, privacy, compliance, security or executive functions. The programme teaches principles that transfer across regimes rather than the text of any single statute.