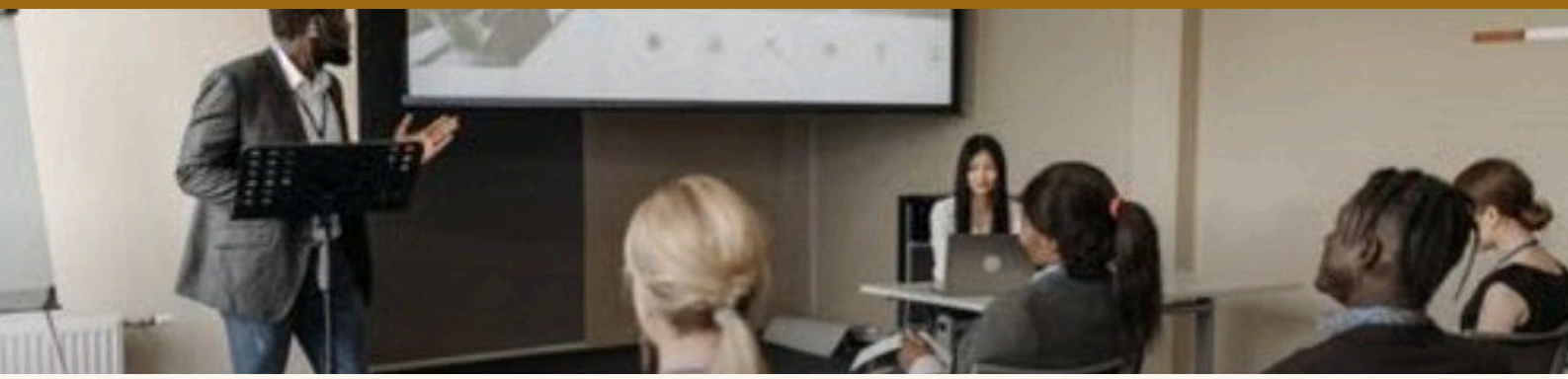


SEYA CAPITAL
INSIGHT.STRATEGY.GROWTH

INFORMATION & COMMUNICATION TECHNOLOGY

Fundamentals of Data Privacy: GDPR, CCPA & Compliance

A Practical Introduction to the World's Leading Privacy Frameworks

SECTOR	AVAILABILITY	DELIVERY
Information & Communication Technology	On request	Open or in-house

OVERVIEW

About this course

The EU's General Data Protection Regulation (GDPR) and California's Consumer Privacy Act (CCPA) have become global reference points for data privacy regulation, shaping how financial institutions everywhere design their privacy programmes — whether or not they operate directly in Europe or the United States. Understanding these frameworks, alongside how they interact with local laws such as Kenya's Data Protection Act, gives professionals the grounding to build privacy compliance programmes that meet international best practice.

This Seya Capital course introduces delegates to the fundamentals of data privacy through the lens of the world's leading frameworks — GDPR and CCPA — before translating their core principles into practical, actionable compliance steps for financial services and insurance institutions operating locally and internationally.

SCHEDULE

Dates, venues & fees

Dates and fees for this programme are available on request. It can be scheduled as open enrolment or delivered in-house for your team. Contact info@seyacapital.com.

OBJECTIVES

By the end of the course

Participants will be able to:

- Understand the core principles and requirements of GDPR
- Understand the core principles and requirements of CCPA and related US state laws
- Compare and contrast leading global privacy frameworks with local data protection law
- Apply data privacy fundamentals to real organisational processes and systems
- Design a practical, framework-aligned data privacy compliance programme
- Manage privacy compliance across multiple, overlapping legal jurisdictions

WHO SHOULD ATTEND

Designed for

This Seya Capital course is suitable for a wide range of professionals, including:

- Data protection officers and privacy compliance professionals
- Legal, risk and regulatory compliance officers
- IT, systems and information governance professionals
- Customer service, marketing and operations professionals handling personal data
- Internal auditors and company secretaries

PROGRAMME

Course outline

Day One: Introduction to Data Privacy Fundamentals

- Core concepts: personal data, processing and the data lifecycle
- Why global privacy frameworks matter, even for local institutions
- Overview of the world's leading privacy regimes
- The business case for a strong data privacy programme
- Introduction to GDPR and CCPA: origins and scope

Day Two: Understanding GDPR

- GDPR principles: lawfulness, fairness, transparency and accountability
- Data subject rights under GDPR
- Lawful bases for processing and consent requirements
- GDPR obligations: data protection officers, DPIAs and breach notification
- Practical exercise: assessing GDPR applicability to an organisation

Day Three: Understanding CCPA and US Privacy Law

- CCPA principles and consumer rights
- The right to know, delete and opt out of the sale of personal information
- CCPA obligations for businesses and service providers
- Overview of other emerging US state privacy laws
- Practical exercise: mapping CCPA consumer rights to business processes

Day Four: Comparing Frameworks and Managing Multi-Jurisdiction Compliance

- Comparing GDPR, CCPA and local data protection law side by side
- Identifying overlaps, gaps and conflicts between frameworks
- Managing cross-border data transfers under multiple regimes
- Building a single compliance approach that satisfies multiple laws
- Practical exercise: gap analysis against two or more frameworks

Day Five: Building a Practical Data Privacy Compliance Programme

- Designing a privacy policy and governance structure
- Embedding privacy by design in products, systems and processes
- Training, awareness and accountability across the organisation
- Monitoring, auditing and keeping pace with evolving privacy law
- Course summary, key takeaways and action planning

METHODOLOGY

How you will learn

This Seya Capital course combines structured presentations with comparative case studies, compliance checklists and group discussion. Delegates work through practical scenarios drawn from financial services, mapping GDPR and CCPA requirements against real organisational processes to build applied, transferable compliance skills.

IMPACT

The return on learning

For your organisation

- A privacy compliance programme aligned with recognised global standards
- Reduced risk of regulatory penalties across multiple jurisdictions
- Improved readiness for international business relationships and audits
- Stronger customer and partner confidence in data handling practices
- A consistent, defensible approach to privacy across markets

For you

- A clear working knowledge of GDPR and CCPA fundamentals
- Improved ability to compare and reconcile multiple privacy frameworks
- Confidence to apply privacy principles to real organisational processes
- Practical skills in building a framework-aligned compliance programme
- Greater capability to manage privacy compliance across jurisdictions

CERTIFICATION

Seya Capital certificate

On successful completion of this Seya Capital training course, delegates will be awarded a Seya Capital Certificate of Completion.

SEYA CAPITAL
INSIGHT.STRATEGY.GROWTH

Register or enquire

info@seyacapital.com
www.seyacapital.com

The Kenya Police Sacco Plaza, 2nd Floor, Wing B
Ngara Road, off Muranga Road
P.O. Box 63978 – 00619, Nairobi, Kenya