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COURSE BROCHURE

Consumer Data Privacy for Product Managers Training Course

22 – 26 February 2027
Vienna

Consumer Data Privacy for Product Managers Training Course

Ref: 3090_117398 **Date:** 22 – 26 February 2027 **Location:** Vienna **Fees:** 5900 GBP

Consumer Data Privacy for Product Managers is a 1-week training course for product managers and product owners who decide what customer information a feature collects, and it ends with each participant's privacy requirements checklist for the backlog. Privacy expectations now shape app ratings, partner contracts and launch approvals, so privacy choices belong inside product discovery rather than after release. Jupiter Prime Training offers Consumer Data Privacy for Product Managers for these roles.

Why Consumer Data Privacy for Product Managers Matters Now

Three pressures shape consumer data privacy for product managers today. Customers read permission prompts more sceptically and abandon sign-up flows that ask for too much. Data-protection laws in many jurisdictions now expect privacy to be built into features by default, with records that show why each data point is held. Engineering and marketing teams push for richer tracking to personalise journeys. A product that balances these well earns trust and smoother launches; one that does not faces rework, store rejections, regulator enquiries and customers who quietly delete the app.

Who Gains Most from Consumer Data Privacy for Product Managers

- Owners of a product backlog who write stories touching personal information
- Managers accountable for sign-up, checkout and account journeys
- Leads who shape analytics events and personalisation features
- Owners of integrations that pass customer records to partners
- Product heads who approve feature launches and release criteria

A product squad gains most when its product owner, designer and lead engineer attend together, because consent and minimisation choices are settled across all three crafts.

Consumer Data Privacy for Product Managers Capabilities

Participants turn legal privacy principles into acceptance criteria, design patterns and release gates that a squad can test.

- Map personal data flows through a feature from capture to deletion — architects and privacy officers
- Assess which lawful basis fits each processing purpose — legal counsel and product heads
- Design consent and preference screens that stay clear and reversible — customers and designers
- Apply data minimisation to forms, events and logs — engineering leads
- Specify how access, correction and erasure requests flow through the product — support teams
- Build privacy acceptance criteria into user stories — release approvers

Key Consumer Data Privacy for Product Managers Terms

- Personal data — any information that identifies a person directly or when combined with other details.
- Lawful basis — the legal ground, such as consent or contract, that permits a specific use of personal data.
- Data minimisation — collecting and keeping only the personal data a stated purpose truly needs.
- Privacy by design — building protective defaults into a product from its first sketch rather than adding them later.
- Data subject request — a person's request to see, correct, move or erase the information held about them.
- Privacy impact assessment — a structured check of how a new feature could affect people's privacy and how to reduce it.

Consumer Data Privacy for Product Managers Day by Day

Day 1: Privacy in the Product Context

- Core Data-Protection Principles For Products — Shaping Feature Scope Early
- Customer Trust Signals And Permission Fatigue — Sign-Up Conversion Choices
- Personal And Sensitive Data Categories — Classifying What A Feature Touches
- Roles Of Controller And Processor — Contract Terms With Vendors
- Cross-Border Transfer Considerations — Hosting And Partner Location Decisions

Day 2: Purposes and Lawful Bases

- Purpose Statements For Each Data Point — Justifying Collection In Stories
- Consent, Contract And Legitimate Interest — Choosing The Fitting Basis
- Consent Screen And Preference Centre Patterns — Clear, Reversible User Choices
- Cookie And Tracking Permission Design — Analytics Versus Customer Control
- Children And Vulnerable Users — Age Checks And Protective Defaults

Day 3: Minimisation and Data Flows

- Feature Data Flow Mapping — Locating Capture, Storage And Sharing Points
- Form Field And Event Minimisation — Cutting Unneeded Collection
- Retention Schedules And Deletion Jobs — How Long Records Stay
- Pseudonymisation And Aggregation Options — Analytics Without Direct Identifiers
- Third-Party Software Kits Review — Hidden Sharing Inside Apps

Day 4: User Rights and Release Gates

- Access, Correction And Erasure Request Journeys — Support And Product Workflow
- Data Portability Export Formats — Account Settings Design Choices
- Privacy Impact Assessment Triggers — When A Feature Needs Deeper Review
- Breach Scenarios In Product Features — Detection And Customer Notice Duties
- Privacy Acceptance Criteria In User Stories — Definition Of Done Updates

Day 5: Practising the Privacy Requirements Checklist

- Applying Data Flow Mapping To A Live Feature — Exposure Hotspots
- Applying Lawful Basis Choices To Each Purpose — Defensible Processing Record
- Applying Minimisation To Forms And Events — Leaner Collection Design
- Peer Critique Of Consent Journeys — Testing Clarity With Fresh Eyes
- Completed Privacy Requirements Checklist — Backlog-Ready Release Criteria

Applying Consumer Data Privacy for Product Managers After the Course

- Lead a data flow mapping session for one upcoming feature with design and engineering.
- Add privacy acceptance criteria to the next sprint's stories and agree them with the release approver.

Consumer Data Privacy for Product Managers Questions FAQ

What is consumer data privacy for product managers and why does it matter now?

It is the practice of building consent, minimisation and user rights into product decisions. It matters now because customers, partners and data-protection laws expect privacy by default, and late fixes delay launches.

Which roles gain most from consumer data privacy for product managers training?

Product managers, product owners and product heads gain most, especially those who own sign-up, analytics or partner integration features in retail, banking, health or digital services.

How does consumer data privacy for product managers differ from a legal privacy course?

It works from the backlog rather than the statute book. A legal course interprets rules for counsel, while this course turns principles into stories, screens and release criteria that squads can build.

What do you bring back from consumer data privacy for product managers training?

You bring back a mapped data flow for one real feature and a checklist of privacy requirements ready to attach to backlog items.

Consumer Data Privacy for Product Managers: The Way Forward

The privacy requirements checklist first informs whether the next feature is ready to enter a sprint. Product owners, designers and engineers use it while refining stories, and release approvers use it before launch. After its first use, revisit the lawful basis and retention entries, since new analytics events and partner integrations tend to stretch the original purposes.