

# TOP 10 REASONS TO PURSUE YOUR CIPT

1. These four letters speak volumes: you've shown the commitment to achieving **the global industry standard** in developing, engineering and managing IT to meet evolving privacy needs.
2. You'll learn **the critical privacy concepts, practices and principles** that impact IT and security
3. The CIPT designation **is the mark of a privacy leader**. It recognizes that IT pros like you drive the culture of privacy within your organizations.
4. Your new skills and knowledge will **add value in both the public and private sectors**.
5. You'll promote **cost control, accuracy and speed-to-market** by knowing how to bake privacy into the early stages of IT product and service lifecycles.
6. You'll bridge silos between management, development, marketing, legal and other partners—because you'll **share their language and knowledge base**.
7. You'll bump up your understanding of **data classification** and why it's important (even beyond time and money savings).
8. You'll be on top of privacy issues in **emerging technologies** such as cloud computing, facial recognition and surveillance.
9. Your CIPT credential opens the door **to higher earning potential and opportunities for promotion**.
10. You'll hold **a new level of influence** in your organization. Privacy incidents? Not on your watch.

