



## Press Release

# Informatica Education Launches Hybrid Approach to Employee Privacy and Security Awareness Training

**Canada's cybersecurity leader calls for personalized cybersecurity training by adapting to employee needs, preferred devices and language preferences.**

Toronto, Canada, May 29, 2023.

Research estimates by Cybersecurity Ventures indicates an almost 100% growth in training and awareness over the next 5 years. Claudiu Popa, CEO of Informatica Corporation, a company that invests in the effectiveness of cybersecurity education, believes that such gains will not happen without paying attention to the needs of the diverse audiences served: "Effective privacy and security awareness is not just an option; it is an imperative in today's digital age. It empowers individuals to safeguard their personal information, defend against cyber threats, and preserve their fundamental right to privacy in an interconnected world."

Informatica subsidiaries Datarisk Canada and Managed Privacy Canada have introduced significant innovations aimed at enhancing security and privacy awareness and education through localization, translation and multimedia.

The top 6 critical factors, according to Informatica's WorkLife Education experts are

1. engagement with live, experienced presenters
2. accessible reference handouts & materials
3. understanding validation and completion certificates
4. localization and translation
5. labs and testing tools, such as phish testing
6. interactive, integrated policy training

Informatica invites existing customers and referrals to apply for its WorkLife cybersecurity training through their MPC PrivacyDASH™ and Datarisk Verify™ Portal. Qualifying organizations will be included as part of the Top 100 Leading Cybersecurity Awareness Companies in Canada.

### **ABOUT THE COMPANY:**

Established in 1989, Informatica Corporation is Canada's first information security advisory, doing business as Datarisk Canada, Managed Privacy Canada, OT Security Canada and WorkLife Learning, serving SMB and FP500 clients for over 30 years. The Datarisk Verify Audit Portal and MPC PrivacyDASH are Canada's only cybersecurity and compliance portals with on-demand access to certified expertise, incident management, corporate training and audit planning.

### **MEDIA QUESTIONS**

Media and interviews: Attn: Claudiu Popa, Founder  
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