

## Undergraduate Diploma in Digital Marketing: Intake February 2024

<b>Assessment Task:</b> Written assignment based on chosen questions	
<b>Module:</b> <i>Managing Data and Its Implications</i>	<b>Tuition Centre:</b> 21 Academy <b>Licence Number:</b> 2018-017
<b>Level:</b> Award MQF Level 5	<b>Student Name:</b>
<b>Date:</b>	<b>Student Number:</b>
<b>Assignment Deadline:</b> 16 May 2024	
<p><b>Task</b> The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the process to manage data and its implications.</p> <p><b>Note</b> This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the process in managing data for business.</p> <p><b>Note</b> <i>You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style. You are expected to use the Harvard referencing style. Make sure to go through the <a href="#">Assignment Guidelines</a> made available in the course resource centre.</i></p>	
<p><b>Choose 1 question from the following:</b></p> <p><b>Question 1:</b> Your task is to critically analyse the concept of lawful basis for processing personal data within the framework of GDPR. In your response, address the following:</p> <ul style="list-style-type: none"> <li>• Define what is meant by the term "lawful basis for processing personal data."</li> <li>• Identify and explain at least three lawful basis for processing personal data as outlined in the GDPR.</li> <li>• Discuss the significance of selecting an appropriate lawful basis for processing personal data.</li> <li>• Provide examples illustrating instances where organisations have faced challenges or consequences due to improper selection or misuse of lawful basis for processing personal data.</li> </ul> <p><b>Question 2:</b> Your task is to identify the data subject rights enshrined within the GDPR and explain their implications for organisations operating within the European Union or processing the personal data of EU residents. In your response, address the following:</p> <ul style="list-style-type: none"> <li>• Define and explain the eight data subject rights enumerated in the GDPR.</li> <li>• Briefly explain the the procedure for handling data subject requests and ensuring timely response.</li> <li>• Name at least 4 different data privacy information notices that an organisation must have to fulfil the right to information and list what information must be provided to the data subjects.</li> </ul> <p><b>Question 3:</b> Your task is to analyse the implications of data breaches under the GDPR framework and examine the responsibilities of organisations in responding to and mitigating such incidents. In your response, address the following:</p>	

- Define what constitutes a data breach according to the GDPR and distinguish between different types of data breaches, including accidental and unlawful breaches.
- Outline the obligations of organisations under the GDPR regarding the notification and reporting of data breaches to supervisory authorities and affected individuals.
- Discuss strategies and best practices for organisations to include preventive measures against data breaches.

**Pass Mark - 50%**

**Total Assignment Weighting - 55%**

**By submitting I confirm that this assessment is my own work**

**Mark:**

**Signature:** <main assessor>

**Date**

**Signature:** <quality assurance>