

## Undergraduate Diploma in Digital Marketing: Intake October 2023

<b>Assessment Task:</b> One (1) Group presentation based on the question below	
<b>Module:</b> <i>Managing Data and Its Implications</i>	<b>Tuition Centre:</b> 21 Academy <b>License Number:</b> 2018-017
<b>Level:</b> Award MQF Level 5	<b>Date:</b>
<b>Student Names:</b>	<b>Student Numbers: (same line)</b>
<b>Presentation Date:</b> 11 May 2024	
<p><b>Task</b> The purpose of this assessment is to develop an understanding of what was learnt during the module in particular with respect to data management within an organisation.</p> <p><b>Note</b> This assessment provides students with an opportunity to explain the different aspects of data management and its implication.</p> <p><b>Note</b> <i>You should plan to spend approximately 20 hours researching, reviewing the course slides, planning and designing the presentation. You are expected to select the Harvard Referencing Style if you are using any sources for the information being given in the presentation.</i></p> <p><i>Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.</i></p> <p><i>The presentation should be 20 minutes long and students will be expected to answer questions made by the students in class as well as the tutor.</i></p>	
<p><b>Title:</b> <b>'Privacy Consideration when designing a website'</b></p> <p>Designing a company website with data capturing tools for recruitment and service booking entails significant privacy considerations. In a 20-minute presentation, explore the ethical and practical dimensions of privacy in this context. How can companies balance the need for data collection with respecting user privacy? What measures should be in place to ensure transparency and consent? Discuss potential risks, and show best practices from existing websites, for safeguarding user data in such websites.</p>	
<p><b>By submitting I confirm that I have been authorized by all the students in the group to acknowledge that the presentation is our own work</b></p>	
<b>Mark:</b>	<b>Student</b> (first in list above) <b>Signature:</b> <main assessor>
<b>Date</b>	<b>Signature:</b> <quality assurance>