

Undergraduate Diploma in Digital Marketing: Intakes May 2024 to February 2025

Assessment Task: Written assignment based on chosen questions	
Module: <i>Managing Data and Its Implications</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 3 April 2025	
<p>Task 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>Note 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>Note <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 Assignment Guidelines made available in the course resource centre.</i></p>	
<p>Choose 1 question from the following:</p> <p>Question 1: Your task is to critically analyse the rights of data subjects under the GDPR and their impact on organisational compliance. In your response, address the following:</p> <ul style="list-style-type: none"> • Identify and explain at least three key data subject rights under the GDPR. • Discuss the challenges organisations face in responding to and fulfilling data subject requests. • Explain how organisations can implement processes and policies to ensure timely and effective responses to data subject rights requests. • Provide an example of a case where an organisation failed to uphold a data subject’s rights and the consequences it faced. <p>Question 2: Your task is to explore the impact of international data transfers under the GDPR and the mechanisms available to ensure compliance. In your response, address the following:</p> <ul style="list-style-type: none"> • Define what constitutes an international data transfer under GDPR and explain the risks associated with such transfers. • Identify and describe at least three mechanisms organisations can use to lawfully transfer personal data outside the European Economic Area (EEA). • Discuss the implications of recent regulatory developments (such as the Schrems II ruling) on international data transfers. • Provide examples of how organisations can mitigate risks when engaging in cross-border data transfers. 	

Question 3:

Your task is to critically analyse the use of consumer profiling for marketing purposes under the GDPR, focusing on its implications for both businesses and data subjects. In your response, address the following:

- Define consumer profiling and explain the four main types used in marketing:
 - Demographic profiling.
 - Geographic profiling.
 - Psychographic profiling.
 - Behavioural profiling.
- Discuss the GDPR requirements and challenges associated with profiling, including the need for a lawful basis for processing personal data.
- Explain the rights of data subjects in relation to marketing profiling, particularly the right to object and transparency obligations.
- Provide examples of how businesses can balance effective marketing strategies with GDPR compliance to ensure ethical and responsible profiling.

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>