

Since a long time companies have used our personal data to make our experience better. Companies use our data to see what consumer ~~want~~ want and it help they to know what could they change to make the consume experience better. Although it is helpfull for companies some people think that companies should not be allowed to collect ~~the~~ personal data because Data Broker can get information about us that ~~the~~ consumers may not want they to know. In text 1, text 2, and text 4 you will see why ~~the~~ ~~the~~ companies should or should not be allowed to collect personal data. Companies should be allowed to collect personal data because they don't take your information if you do not allow it and it helps to make service better for consumers.

One reason why companies should be allowed to collect personal data is that they ~~don't~~ do not take your information if you do not allow it. In other wordys you need to give permission to the companie for they to be able to see or collect your personal data. An example of this can be seen in text 1 when it says "All this information is collected on a wide spectrum of consent," (lines 7). This relly says that

the consumer have to ~~give~~ permit it to the company use the personal data. this shows that the personal data will not be used if you don't want to.

Another reason why companies should be allowed to collect personal data is that it helps companies to make the service better. It helps companies to know what the consumer wants. An example of it can be seen in text 2 when it states "for many companies, consumer data offers a way to better understand and meet their customers' demands," (lines ~~26-27~~ 26-27). This ~~reilly~~ says that it helps the company to do what consumers want. ~~The show~~ This ~~show~~ show that it helps companies to be better.

Anchor Level 3–A

CONTENT AND ANALYSIS:

- The essay introduces a precise claim, as directed by the task (*Companies should be allowed to collect personal data because they don't take your information if you do not allow it and it help to make service better for consumer*).
- The essay demonstrates appropriate and accurate analysis of the texts as necessary to support the claim (*this show that the personal Data will not be used if you don't want to and This relly says that it help the companie to do what consumers want*) and to distinguish the claim from alternate or opposing claims (*Althought it is helpfull for companies some people think that companies should not be allowed to collect personal Data because Data Broker can get information about us that consumer mey not want they to know*).

COMMAND OF EVIDENCE:

- The essay presents ideas briefly, making use of some specific and relevant evidence to support analysis (*"All this information is collected on a wide spetrum of consent"* and *"For many companies, consumer data offers a way to better understand and meet their customers' demands"*).
- The essay demonstrates inconsistent citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material by nominally referencing three texts (*In text 1, text 2 and text 4*) but properly citing only two [*in text 1 ... (lines 7)* and *text 2 ... (lines 26–27)*] even though information from Text 4 regarding data brokers is included.

COHERENCE, ORGANIZATION, AND STYLE:

- The essay exhibits some organization of ideas and information to create a mostly coherent essay, with an opening paragraph that introduces both sides of the issue and leads to a positive claim, followed by two brief paragraphs of support (*One reason why ... is that they do not take your information if you do not allow it and Another reason why ... is that it help companies to make the service better*), but lacks a conclusion other than stating *This show that it help companie to be better*, thus changing the focus from making *service better for consumer* to a focus on the companies.
- The essay establishes but fails to maintain a formal style, using primarily basic language and structure (*Since a long time companies have used our personal data to make our experience better and It help companies to know what the consumer want*).

CONTROL OF CONVENTIONS:

- The essay demonstrates emerging control of conventions, exhibiting occasional errors (*conpanies; consumer want; it help they; Althought; helpfull; because Data Broker can; want they to; permission; for they to be; says "All; relly; consumer have to; data. this; it state "For; ofers*) that hinder comprehension.

Companies should not be allowed to collect personal data. In text #1 The Wired Guide to your Personal Data (and who is using it) the author Louise Matsakis, tells us that companies like 23andme sell our DNA and information. "When someone sends a vial of saliva to 23andme. The person knows their sharing DNA with genomic company, but they may not realize it will be resold." This shows that customers only know the surface of the truth. Selling DNA off to "pharmaceutical firms," which is used and resold again. Some companies even hide the information in hopes people sign. ~~at~~ "Clear something is being collected, but the specifics are hidden from view or buried in hard-to-parse." Because of it hidden in plain sight seeing them would lead to them winning because of the telling you what might happen with the information giving. Another way companies can get information without invading privacy is asking. In "How Businesses Are Collecting Data (And what they do with it)" "Customer data can be collected in 3 ways - by directly asking customers." Instead companies sell or invade people's privacy to gather information.

In text #3 How companies profit and use your personal Data freedom isn't free, "data will ~~be~~ power everything." The meaning is that Companies that sell our information is getting more money, status, and power. The reason is because they have information that attracts our attention. This makes us give our money to them which helps their ~~business~~ Companies grow.

Anchor Level 3–B

CONTENT AND ANALYSIS:

- The essay introduces a reasonable claim, as directed by the task (*Companies Should not be allowed to collect personal data*).
- The essay demonstrates an unclear analysis of the texts (*Some compaines even hide the information in hopes people sign*) that is sometimes contradictory to the supportive evidence provided (*Because of it hidind in plain sight* and *Companies can get information without invading privacy ... Instead Companies Sell or invade people’s privacy to gather information*), failing to distinguish the claim from alternate or opposing claims.

COMMAND OF EVIDENCE:

- The essay presents ideas briefly, making use of some specific and relevant evidence to support analysis (*“When Someone sends a vial of Saliva to 23and me. The person knows their sharing DNA with genomic company, but they may not realize it will be resold”* and *“data will power everything”*).
- The essay demonstrates inconsistent citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material, providing three texts but omitting line numbers [*text #1; In “How Businesses Are Collecting Data (And what they do with it); In text #3*], miscopying within some quotes, and ending one quote before the thought is completed (*or buried in hard-to parse.”*).

COHERENCE, ORGANIZATION, AND STYLE:

- The essay exhibits some organization of ideas and information to create a mostly coherent essay. The essay begins with a negative claim and continues on to support the claim with a focus on the privacy issue that *customers only knows the surface of the truth* because *Some Compaines even hide the information* and ends with a second supportive paragraph that focuses on how companies use their information to attract users’ attention so they can get *more money, status, and power*. There is no concluding paragraph.
- The essay lacks a formal style, using some language that is imprecise (*their* for “they’re”; *selling ... of to; in hopes ... sign; “Clear something is being collected; because of the telling; with the information giving; the have*).

CONTROL OF CONVENTIONS:

- The essay demonstrates emerging control of conventions, exhibiting occasional errors (*customers ... knows; firms. “which; veiw; hindind; sueing; wining; Instead companies; companies ... is*) that may hinder comprehension.

In our daily lives we use the internet and technology to help us in our daily tasks. In most cases we are influenced by the items or events we see on the internet. In terms of companies being allowed to take our personal data many argue that by companies taking our data we are given a better experience online. However where do we place the limit in terms of our own privacy being violated, where we draw the line? Despite the positives of companies giving us better service, companies should not be allowed to collect personal data as it's a violation of our right to privacy.

Many companies use our in personal data for the benefit of themselves while disregarding the harm it can bring to people. In most cases companies sell our information to other sources without our knowledge, as a result it benefits their pockets while exposing us to the world. In text 4 paragraph 2, this action is displayed as "companies which collect personal information on people through public and private sources... provide it to a wide range of buyers used for traditional marketing. The act of marketing to clients seems like an innocent neutral cause for receiving a persons personal data, however this extraction of information becomes more dangerous when it targeted at certain people. This is shown in text 4 paragraph

3 as "clientele eager to know a person's ethnicity, spending habits, sexual orientation and specific illnesses such as HIV, diabetes, depression, or substance abuse". Based on this kind of information extracted from a person companies can sell this data to whoever they would like. As a result other corporation can choose to target these people for the wrong reasons, and places like colleges can choose based only on this data to accept you or not. Many of these services wish to use people for their financial gain and disregard the person completely for who they are.

Many argue that companies use this data to give a better experience to their customers. On the other hand by companies targeting people on their data they can give them things they are actually interested in rather than just giving their customers a general of advertisements. In text lines 26-29 it presents an argument that "For many companies, consumer data offers a way to better understand and meet their customer's demands... Companies can modify their digital presence, goods or services to better suit the current market place." Many people can see this as a win, win of companies benefiting by knowing what to target and as the consumer we get more information on the things we like and are interested in.

Anchor Level 3–C

CONTENT AND ANALYSIS:

- The essay introduces a precise claim, as directed by the task (*Despite the positives of companies giving us better service, companies should not be allowed to collect personal data as it's a violation of our right to privacy*).
- The essay demonstrates appropriate and accurate analysis of the texts, as necessary to support the claim (*companies Sell our information to other sources without our knowledge, as a result it benefits their pockets while exposing us to the world and companies can sell this data to whoever they would like. As a result other corporation can choose to target these people for the wrong reasons*).

COMMAND OF EVIDENCE:

- The essay presents ideas sufficiently, making adequate use of specific and relevant evidence to support analysis (*"clientele eager to know a person's ethnicity, spending habits, sexual orientation and specific illnesses such as HIV, diabetes, depression, or substance abuse"* and *"For many companies, consumer data offers a way to better understand and meet their customer's demands ... Companies can modify their digital presence, goods or services to better suit the current market place"*).
- The essay demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material (*In text 4 paragraph 2* and *In text 2 lines 26–29*), although only two texts are used and one quote is missing a necessary ellipsis and end quotation mark.

COHERENCE, ORGANIZATION, AND STYLE:

- The essay exhibits acceptable organization of ideas and information to create a coherent essay, with an opening paragraph that introduces the claim against companies selling personal data as well as a counterclaim, followed by a second paragraph that supports the claim (*The act of marketing to clients seems like an innocent natural cause for receiving a person's personal data, however this extraction of information becomes more dangerous when it targeted at certain people and Many of these services ... disregard the person completely for who they are*). The final paragraph addresses an opposing claim (*Many people can see this as a win, win of companies benefiting ... and as the consumer we get more information on the thing we like*) without a return to the original claim.
- The essay establishes and maintains a formal style, using precise and appropriate language and structure (*where do we place the limit in terms of our own privacy being violated* and *Many argue that companies use this data to give a better experience to their customers*) that is sometimes inexact (*use our in personal; their* for "they're" and *a* for "an").

CONTROL OF CONVENTIONS:

- The essay demonstrates emerging control of conventions, exhibiting occasional errors (*data many; themselves; Knowledge, as a result it; "companies ... marketing. The; natural; receiving; persons personal; however this; diabetes; to whoever; other corporation; reasons; financial; completely; customers; actually; interested; general of advertisements*) that hinder comprehension.
- * Although the essay is holistically a Level 4, it addresses fewer texts than required by the task and can be scored no higher than a 3.

The question everybody asking is Should companies be able to collect your data? I say companies should not be able to collect your data because it's possible people could hack in there ~~data~~ data files and take or link that person picture or ~~card~~ ^{card} number. Also they can maybe track you from your data. in text one it states the web knows there being tracked but fewer people likely understand that companies may be recording not just there clicks. This is showing that by your location data people can track you. Also I feel like that's unsafe.

On the other hand text 2 states as companies do not produce any actual products seek profitability. This is showing us that some companies is saying that people are not able to seek people's data, but I still feel that people are still able to find ~~away~~ a way in people's data. because text 2 states customer data can be ~~at~~ collected in three way by directly asking customers by indirectly tracking customer. I feel like all those ways is risking taking. But still ~~at~~ feel like there data is safe because of the

Terms of servers agreements. Text
I states it's clear something
is being collected because of
servers agreement Also says people
might not understand there not
giving up anything at all. This is
show how they want them to trust
them because of terms agreement.

To sum everything up I still feel's
that data is not safe with companies
because it's risk ~~taking~~^{taking} with hackers
~~because of~~ and also because
you giving up your ^{location} ~~location~~.

Anchor Level 2–A

CONTENT AND ANALYSIS:

- The essay introduces a reasonable claim, as directed by the task (*I say companies should not be able to collect your data because it's possible people could hack in their data files*).
- The essay demonstrates confused and unclear analysis of the texts (*this is showing us that some companies is saying that people are not able to seek people's data and this is showing how they want them to trust them because of terms agreement*). Although the phrase *On the other hand* suggests an alternate or opposing claim, the analysis that follows does not support the quote or the claim.

COMMAND OF EVIDENCE:

- The essay presents ideas inconsistently in an attempt to support analysis (*the web knows there being tracked, but fewer people likely understand that companies may be recording not just their clicks*) and includes evidence that is incomplete (*customer data can be collected in three ways by directly asking customers by indirectly tracking customer*) and inaccurate as the result of the miscopying of a quote (*people might not understand there not giving up anything at all*).
- The essay demonstrates inconsistent citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material, misidentifying the second quote which came from Text 3 as being from *text 2* and not including line numbers for any of the quotes. Some parts of quoted material are also miscopied.

COHERENCE, ORGANIZATION, AND STYLE:

- The essay exhibits inconsistent organization of ideas and information, failing to create a coherent essay, with an opening paragraph that introduces a negative claim and a supportive argument that states how *unsafe* it is that *people can track you*, followed by a paragraph that suggests it will be discussing a counterclaim but, through a string of loosely connected sentences, becomes contradictory to its initial intent. A third paragraph appears to be one of support though it actually implies an opposing argument by stating that *data is safe because of the terms of services agreements* and is contradicted in the conclusion (*To sum everything up I still feel that data is not safe with companies*) which does return to the initial claim.
- The essay lacks a formal style, using some language that is inappropriate (*Also they can maybe; Also I feel like; I still feel*) and imprecise (*there* for “their”; *find a way in people; risking taking; there* for “they’re”; *this is show; you giving up*).

CONTROL OF CONVENTIONS:

- The essay demonstrates a lack of control of conventions, exhibiting frequent errors (*collet; flie; presen; Also they; tack; it states the; click's; hand text; compaines ... produces; peoples data; data. but; ways is; severs; agreement Also says's; trem; up I*) that make comprehension difficult.

Some people say they don't no were data go. But they shud company's shud be aloud to collect data, because they use your data they have took so they could hide more personal data. Company's using personal data to buy things for you and help you with college and employment.

It say user received something in return allowing a corporation to monetize there data. So user sharing there data can make money. When user share there data they get what they asked for to. Like genetic ancestrey in the past and pharmacy help today.

So yes! Company's shud be aloud to collect data.

Anchor Level 2–B

CONTENT AND ANALYSIS:

- The essay introduces a claim (*company's shud be aloud to colected data*).
- The essay demonstrates confused or unclear analysis of the texts (*because they use your data they have took so they coud hide more personal data and Like genetic ancestry in the past and farmecy help today*), failing to distinguish the claim from alternate or opposing claims.

COMMAND OF EVIDENCE:

- The essay presents little evidence from the texts (*It say user recieved something in return allowing a corporation to monetize there data*), including a single quote without using quotation marks.
- The essay does not make use of citations, with only one reference to a text (*It say*) that does not identify its source or include any line numbers.

COHERENCE, ORGANIZATION, AND STYLE:

- The essay exhibits inconsistent organization of ideas and information, failing to create a coherent essay. The essay opens with a paragraph that introduces a claim in favor of companies' use of personal data, but provides inaccurate reasons (*they coud hide more personal data and Company's ... buy things for you and help you with colege and empolyment*), followed by a second paragraph of loosely connected sentences that shift from corporations making money, to users making money, to users who *got what they asked for* and providing examples that are unclear as stated, concluding with a one-sentence reiteration of the claim.
- The essay lacks a formal style, using language that is imprecise (*no* for “know”; *were* for “where”; *aloud* for “allowed”; *there* for “their”; *to* for “too”).

CONTROL OF CONVENTIONS:

- The essay demonstrates a lack of control of conventions, exhibiting frequent errors (*dont; data go. But; shud company's; colected; they have took; coud; colege; empolyment; It say user; So user sharing there; Wen user share ... data they; farmecy*) that make comprehension difficult.

The Businesses for collecting data is for adept at pulling in data sources or other data sources. In companies many of empelevo would help the customer to put on collect data so you won't lose what you are doing of used. The businesses for this is to force on what you are basic are doing ever if it not you doing if they just want to collect it just in case.

Anchor Level 1–A

CONTENT AND ANALYSIS:

- The essay does not introduce a claim.
- The essay does not demonstrate analysis of the texts.

COMMAND OF EVIDENCE:

- The essay presents no evidence from the texts.
- The essay does not make use of citations.

COHERENCE, ORGANIZATION, AND STYLE:

- The essay exhibits a lack of organization of ideas and information in a single paragraph that opens with an incoherent sentence (*The Businesses for collecting data is for adept at pulling in data Sources or other data Sources*), followed by a series of loosely connected ideas that are incoherent in regard to the task.
- The essay is predominantly incoherent (*data is for adept at; to put on collect; to force on What you are; ever* for “even”).

CONTROL OF CONVENTIONS:

- The essay demonstrates a lack of control of conventions, exhibiting frequent errors that make comprehension difficult (*Businesses ... is; empelevo; customer ... you; businesses for this is; it not; it they; and inappropriate capitalization*).

Anchor Paper – Part 2 – Level 1 – B

Personal data is shared between many people and companies without the person knowing, using the data for benefits or income depending on the situation.

Anchor Level 1–B

CONTENT AND ANALYSIS:

- The essay does not introduce a claim, but simply states a fact about personal data being shared.
- The essay does not demonstrate any analysis of the texts.

COMMAND OF EVIDENCE:

- The essay presents no evidence from the texts.
- The essay demonstrates no use of citations.

COHERENCE, ORGANIZATION, AND STYLE:

- The essay is minimal, consisting of a single sentence, making assessment unreliable.
- The essay is minimal, making assessment unreliable.

CONTROL OF CONVENTIONS:

- The essay is minimal, making assessment of conventions unreliable.

Companies should be allowed access to personal data. They should be able to use it to make the online experience better. For example, any online shopping site can use your data and find more things that you'll be interested in.

These companies can better improve themselves with access to our personal data. It provides us with targeted ads to better meet our interests. ~~The targeted ads that are targeted to you~~ The internet is mainly free to use, there is no subscription for Google. Or some online stores "you pay with your personal data for these websites (Text 1 lines 23-24). In order to avoid paying for your entire internet usage, these websites use the targeted ads as a way to pay. The ads use your personal data to decide what you'll be more interested in, leading to better/faster online shopping. ~~The~~ With these companies using the personal data, they are also making it safer. Voice recognition is used in some banks to protect [people] from fraudulent attempts [on their information.] (Text 2 Lines 51-52). Companies being able to access and use personal data will help the online experience, and it should be able to.

On the other hand, people believe that it would be an awful thing for these companies to do. They claim that "there's nothing consumers can do about any of this" (Text 4, line 44). This is not entirely true. Consumers don't have to use the internet or put any information out there. They can choose not to allow companies to gain access to their information.

Therefore, companies should have access to personal

Part 2 – Practice Paper – A

information. It is avoidable if the idea frightens you, ~~but~~
~~which makes the entire experience a better more targeted~~
~~place~~ Yet it would be beneficial in many ways for the
Consumer.

Companies can collect the personal data from people. If the people allow them to do it is not a problem but if the people don't allow the companies do not need to do it. In "The Wired Guide to Your Personal Data" by Louise Matsakis, text 2, "And What They're Doing With It" by Adam C. Uziarko, and text 3, "How Companies Profit and Use Your Personal Data" by unknown it seems some good things and bad things. Others people things that give the companies to collect the personal Data is good because the companies will pay for the data. Companies should not be allowed to collect personal data because they companies watching what the people is doing and they not respect the privacy.

Companies should not be allowed to collect personal data because they not respect the privacy. An example of this occurs when the author states, "The internet of things and artificial intelligence are two critical tools for companies in data capture and analysis, from better understanding day-to-day operations, making business decisions and learning about their customers," (text 2, lines 4-6). This means that the companies ~~what each~~ see the people without their permission. This emphasizes because the companies are watching the people because they

Part 2 – Practice Paper – B

want no because people want. This develop that companies need to talk with the customers to have access to enter in their things. This is important because it shows that some companies don't care about people privacy.

As the world advances towards a more digital age, questions arise as to what is and isn't acceptable. People become more concerned for their privacy and what is being shared on the internet. ~~This~~ ^{This} issue of personal information raises a very important question: Should companies be allowed to share personal data? In short, companies should be allowed to share personal data because it improves customer experience, is a key component in the way the internet functions, and it is beneficial for businesses.

Personalization and customer service has become a huge deal on the internet. People expect to see things they like and that's exactly what sharing personal data can provide. It "offers a ~~better~~ way to better understand and meet ~~their~~ ^[the] customers' demands" (Text 2, 26-27). Sharing personal information makes customers significantly happier while online because they feel satisfied and their needs are met. ~~By~~ Sharing data has a very positive impact on general experience. ~~It also~~ Additionally, ~~as~~ "Since each customer is going to have their own individual preferences, personalization is key" (Text 2, 33-34). Sharing data allows customers to see unique and tailored advertisements that they want to see. Customers

would much rather see something they're interested in than something irrelevant. Finally, and possibly most importantly for consumers, businesses are "giving us a better customer experience [by] keeping the internet largely free ~~at~~ at point of entry" (Text 3, 8-9).

Without sharing personal information, people would have to pay to access just about every thing online. This is seriously unreasonable and impossible for most people. By allowing personal information to be shared, the internet remains largely free and customers remain happy with their experience.

The sharing of personal information is partially the backbone of much of the internet. It is even used to keep other people or information safe. Some may call data brokerage "shady" (Text 4, 17) or "skirting the law" (Text 1, 37) but in reality, "A large portion of data brokerage is used for identity verification or fraud prevention" (Text 4, 10-11).

Although some parts of it may be immoral, most of this practice goes towards keeping people safe. Without sharing personal data, the internet could be at risk of more criminal activities. It also "[uses] consumer data as a means to securing more sensitive information" (Text 2, 49-50). Just like with the

data broker businesses, companies using consumer data protect other information that ~~it~~ could be dangerous if released. Sharing consumer data is a key part of the internet in that it keeps other people safe and holds the web together.

Sharing consumer data is beneficial for the consumers but also for the companies. By seeing scores, "it could save an insurer from undercharging someone who then needs expensive coverage" (Text 4, 30-31) or, ~~the~~ generally, "could save a business from losing money" (Text 4, 30). Sharing personal information/scores is important for businesses to protect their finances and make sure they're giving fair deals. It also helps by ~~help~~ assisting companies to "understand how consumers are engaging with and responding to their marketing campaigns, and adjust accordingly" (Text 2, 35-36). Without ~~share~~ information, it is impossible for companies to know if they are successful advertisers or if they're understanding their customers. And even if this data is inaccurate, "inaccurate data is more helpful than no data" (Text 4, 41) and companies understand that. Without sharing data, it would be extremely difficult for companies to function successfully on the internet.

Sharing info assists businesses in their marketing and advertisements.

Sharing personal data on the internet is a difficult debate. However, when considering what all that data does, it is clear that sharing personal information is the right move.

It ensures customer satisfaction, is a key component in internet functions, and also helps businesses thrive. Personal information should be shared by companies on the internet.

In the documents, it is talking about personal data, and I think our personal data should not be public. Here are the reasons; One who leaks it, two selling or buying, & three help. People shouldn't be able to purchase or sell personal data. Our personal data shouldn't be breached without consent or a warrant in some cases.

So ~~add~~ ads are all over social media then when you click on it you just open yourself up for data brokers. They can scam you for your credit card information, social security card number, ect.. Louise Matsakis states that "data brokers might even purchase your information from the department of motor vehicle." (text 1) People are allowed to purchase our personal data on websites, work place, ect..

People could have many resources to get information they need. There are a lot of people that buy things from more than two parties. In text two it states "In addition to collecting data, companies can also purchase it from or sell it to third-party sources." People could purchase your data and steal your things.

I understand that people need to make a living, but get a regular job and ~~not spend~~ sell peoples personal data for money. I understand how it can be helpful in some ways but its not right if the owner doesn't have a say. In text four it states "Third, and most disturbing, theres nothing consumers can do about any of this." I just think that people shouldn't be able to put your

data out there because its against the constitution / amendments, of the right to privacy some amendments are 1, 3, 5, 9, 13, 14 if I remeber correctly. But I do understand the data brokers side to a certain extent.

Data brokers can sell your information to anyone. Saying that means you could not get same treatment as others if they have your data. In text 4, it states, "what if you were to have a medical operation refused, without knowing it was because the hospital obtained a secret report that listed you unlikely to pay?" I feel as is that you shouldn't be able to judge or think someone can't or won't pay right now.

In some of the documents I collected information. I feel as our data shouldn't be leaked without knowledge or consent. Or be selling it or buying at all. We shouldn't have to worry our data is out in the open for people to see, sell, and buy.

No one wants to feel like their every move is being watched. Companies should not be allowed to collect personal data because that's exactly what they're doing, they know all. There are many reasons why companies shouldn't be able to collect personal ~~data~~ data such as the fact that it violates privacy rights, other people profit from it, and just the fact that these things ~~are~~ are very personal and should be kept private.

There are many people unaware of their privacy being violated. In text 3 it states, "As much as consumers may want to opt-out of this type of data-mining and targeted marketing, many do not know or even realize what and when data is being collected about them, or by whom" (text 3, lines 30-32). This is unfair that people are not informed about who is taking their info and what they're doing with it. Companies should have to get consent from consumers and make it very clear what their intentions are. In text 4 ~~text 4~~ Boutin writes, "And if they are concerned, there's no way to see or correct the information about themselves being passed around..." (text 4, lines 47-48). Even the people who are aware they're being tracked are still in the dark about what exactly is being shared/collected about them. Consumers should be allowed to at least make sure the info being put out there about them is accurate. ^{however,} This isn't the only thing consumers aren't aware about.

Most consumers don't realize that by companies taking their data they are profiting from it. In text 2 Matsakis writes, "...another breed of business amasses, analyzes, and sells your information without giving you anything at all: data brokers" (text 1, lines 26-27). Consumers info is valuable to companies. ~~for~~ Consumers should be getting paid to give ^{businesses} ~~business~~ their info instead of businesses stealing their info and making money from it. In text 2 Uzialko writes, "Data

brokers, or companies that buy and sell information on customers, have risen as a new industry alongside big data" (text 2, lines 45-46).

Companies continue to grow and prosper from customers' data.

Companies could be selling ~~informa~~ info to anyone and if it gets into the wrong hands, things could get ugly. ~~Are people aware~~

Companies ^{can} find out very personal things about their customers.

A perfect example of this is in text 3 when the author writes, "Using the first two types of data brands can work out your sex, age, sexual orientation, interests, employment, status, hobbies, etc." (text 3, lines 25-27).

This information should be known by only people you trust. The fact that anyone can get this info and you have no idea who has it is scary. The opposing

claim to this is that by knowing all these personal details, companies can ^{give a} better experience for consumers. In ~~the~~ text 3 it states, "By using our

personal data, companies can argue that they are giving us a better customer experience..." (text 3, lines 8-9). By having an understanding

and knowledge of the consumers likes and dislikes, businesses can better target them with ads they know they will like. This is just

another way to make money from customers because companies know they will buy what's in the ad's. The real question is, is that

worth having your data stolen and passed around? The answer is no.

Companies should not be allowed to collect personal data. It ~~is~~ unethical and consumers should have a full knowledge of what's happening and they don't. Personal data should be kept private for many good reasons.

Practice Paper A – Score Level 4

Holistically, this essay best fits the criteria for Level 4 because the essay introduces a precise claim, as directed by the task, demonstrating an appropriate and accurate analysis of the texts as necessary to support the claim and to distinguish the claim from alternate or opposing claims. The essay presents ideas sufficiently, making adequate use of specific and relevant evidence to support analysis that is properly cited to avoid plagiarism when dealing with direct quotes, although line numbering is not complete. The essay exhibits acceptable organization of ideas and information to create a coherent essay, establishing and maintaining a formal style through the use of precise and appropriate language. The essay demonstrates partial control of conventions, exhibiting occasional errors that do not hinder comprehension.

Practice Paper B – Score Level 2

Holistically, this essay best fits the criteria for Level 2 because the essay introduces a claim, as directed by the task, demonstrating a confused and unclear analysis of the texts, hinting at a counterclaim that fails to make a clear distinction from the claim. The essay presents ideas inconsistently and inaccurately in an attempt to support analysis and demonstrates inconsistent citation of sources to avoid plagiarism, identifying two texts but referencing only one. The essay exhibits inconsistent organization of ideas and information, failing to create a coherent essay and lacks a formal style due to the use of imprecise language. The essay demonstrates a lack of control of conventions that exhibits frequent errors, making comprehension difficult.

Practice Paper C – Score Level 6

Holistically, this essay best fits the criteria for Level 6 because the essay introduces a precise and insightful claim, as directed by the task, demonstrating in-depth and insightful analysis of the texts, as necessary to support the claim and to distinguish the claim from alternate or opposing claims. The essay presents ideas fully and thoughtfully, making highly effective use of specific and relevant evidence to support analysis and demonstrates proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material. The essay exhibits skillful organization of ideas and information to create a cohesive and coherent essay, establishing and maintaining a formal style while using sophisticated language and structure, and demonstrating control of conventions with essentially no errors.

Practice Paper D – Score Level 3

Holistically, this essay best fits the criteria for Level 3 because the essay introduces a claim, as directed by the task, and demonstrating some analysis of the texts, but insufficiently distinguishes the claim from alternate or opposing claims. The essay presents ideas briefly, making use of some specific and relevant evidence to support analysis while demonstrating inconsistent citation of sources in an attempt to avoid plagiarism when dealing with direct quotes. The essay exhibits some organization of ideas and information to create a mostly coherent essay that establishes but fails to maintain a formal style, using primarily basic language and structure while demonstrating partial control of conventions that exhibit occasional errors that do not hinder comprehension.

Practice Paper E – Score Level 5

Holistically, this essay best fits the criteria for Level 5 because the essay introduces a precise and thoughtful claim, as directed by the task, demonstrating thorough analysis of the texts, as necessary to support the claim and to distinguish the claim from alternate or opposing claims. The essay presents ideas clearly and accurately, making effective use of specific and relevant evidence to support analysis and demonstrating proper citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material. The essay exhibits logical organization of ideas and information to create a cohesive and coherent essay while establishing and maintaining a formal style, using fluent and precise language and structure that demonstrates control of the conventions, exhibiting occasional errors only when using sophisticated language.