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| Q | Indicative content | Marks | Guidance |
| 1 | **Mark Band 3–High Level (6-8 marks)**   * The candidate demonstrates a thorough knowledge and understanding of a wide range of considerations in relation to the question; the material is generally accurate and detailed. * The candidate is able to apply their knowledge and understanding directly and consistently to the context provided. Evidence/examples will be explicitly relevant to the explanation. * The candidate is able to weigh up both sides of the discussion and includes reference to the impact on all areas showing thorough recognition of influencing factors. * There is a well-developed line of reasoning which is clear and logically structured. The information presented is relevant and substantiated.   **Mark Band 2-Mid Level (3-5 marks)**   * The candidate demonstrates reasonable knowledge and understanding of a range of considerations in relation to the question; the material is generally accurate but at times underdeveloped. * The candidate is able to apply their knowledge and understanding directly to the context provided although one or two opportunities are missed. Evidence/examples are for the most part implicitly relevant to the explanation. * The candidate makes a reasonable attempt to discuss the impact on most areas, showing reasonable recognition of influencing factors. * There is a line of reasoning presented with some structure. The information presented is in the most part relevant and supported by some evidence.   **Mark Band 1-Low Level (1-2 marks)**   * The candidate demonstrates a basic knowledge of considerations with limited understanding shown; the material is basic and contains some inaccuracies. The candidate makes a limited attempt to apply acquired knowledge and understanding to the context provided. * The candidate provides nothing more than an unsupported assertion. * The information is basic and communicated in an unstructured way. The information is supported by limited evidence and the relationship to the evidence may not be clear.   0 marks  No attempt to answer the question or response is not worthy of credit | 8 | Businesses   * Online companies gathering statistics about users’ searches and browsing habits... * …using these for marketing purposes. * Cookie installation and spyware. * ISP’s are able to view data that pass through them. * Need to provide privacy policies to inform customers the websites use cookies. * A responsibility to protect customer data.   Customers   * Filling out forms/buying goods… * …Users provide personal data knowingly without realising implications. * Requirements for users to ‘opt in’ to gain access to services. * Complicated ‘opt out’ methods. * Identify theft   Privacy issues   * Cookies hold personal information about user preferences… * …. customers may find this to be an invasion of privacy * Data stored could become vulnerable to hackers… * …thus, data going into the hands of criminals.   Legal issues   * Companies holding data are required by law… * …to keep it secure * …not to ask for more data than necessary. * …. not to keep data any longer than necessary. * …to keep data accurate and up to date. * …not to use data for any other purpose without their consent. |