

Undergraduate Diploma in Business Administration: Intakes April 2025 to February 2026

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: 09 April 2026	
<p>Task</p> <p>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</p> <p>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</p> <p><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> <div style="margin-bottom: 10px;"> ☐ Question 1: Explain how the General Data Protection Regulation (GDPR) affects digital marketing activities. In your answer, describe: What personal data is in a digital marketing context The lawful bases for processing marketing data The role of consent in email and online marketing The importance of transparency and privacy notices The risks of non-compliance for businesses Provide practical examples from digital marketing to support your explanation. </div> <div style="margin-bottom: 10px;"> ☐ Question 2: Create a detailed checklist that a business can use to make sure it follows European data protection laws. Clearly explain why each item on the checklist is important. </div> <div> ☐ Question 3: Explain what a Subject Access Request (SAR) is and why it is important for both individuals and organisations. Include examples relevant to a business context. Develop a step-by-step procedure that a business should follow when processing a SAR, starting from the point the request is received until the individual receives a copy of the requested data. Your procedure should cover: How the request is recorded and acknowledged Verification of the requester's identity Assessment and clarification of the request (if needed) Locating and reviewing the relevant personal data Handling exemptions or third-party data </div>	

Responding within GDPR time limits Securely providing the data to the requester Recording and documenting the process Present your procedure visually using a flowchart or diagram to clearly show the sequence of steps from receipt of the SAR to completion. Reflect briefly on the challenges an organisation might face when handling SARs and how these can be mitigated.	
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>