



PEL CA3

communication skills (Lovely Professional University)



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ACADEMIC TASK-3 (Blog Writing)

PEL125

Upper Intermediate Communication Skills-1

Submitted by:

Name: Aditi Bharti

Registration number: 12306807

Roll Number: 42

Section: K23TQ

Group: B

Submitted to:

Ms/Mr.- Priya



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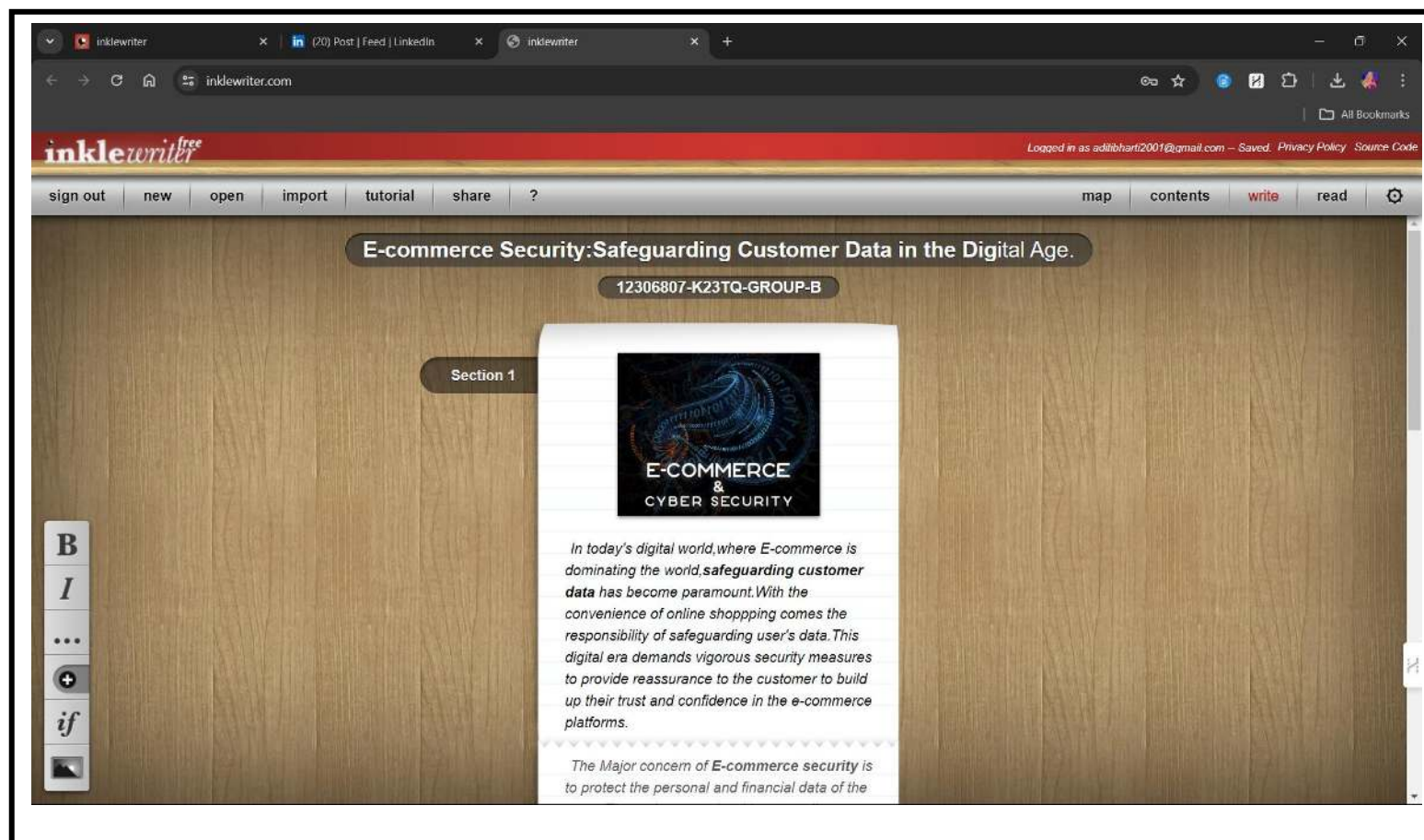
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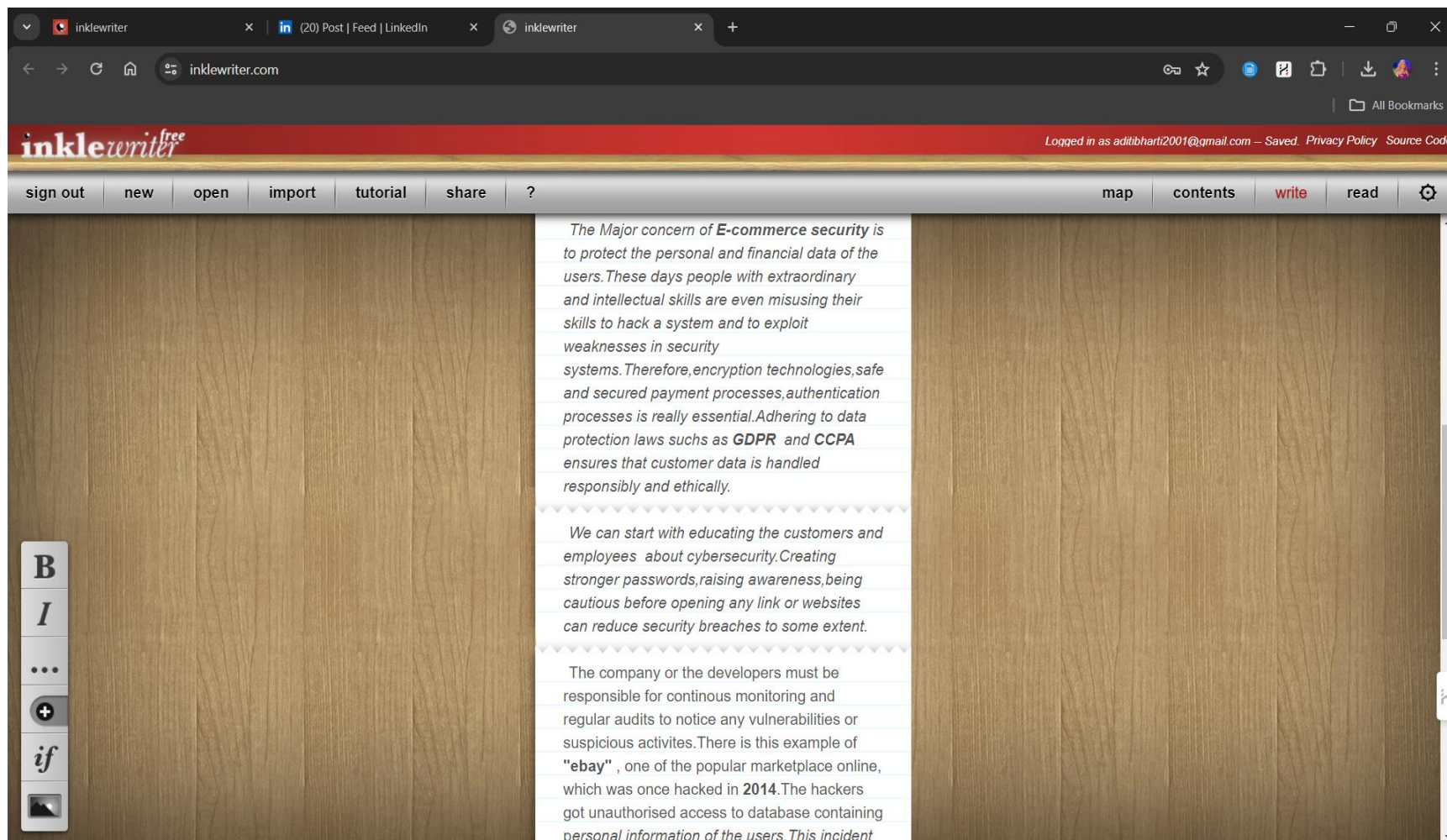
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Downloaded by Akshat Tomar (akshat2005tm@gmail.com)

Screenshot of the Inkle writer blog with the address bar



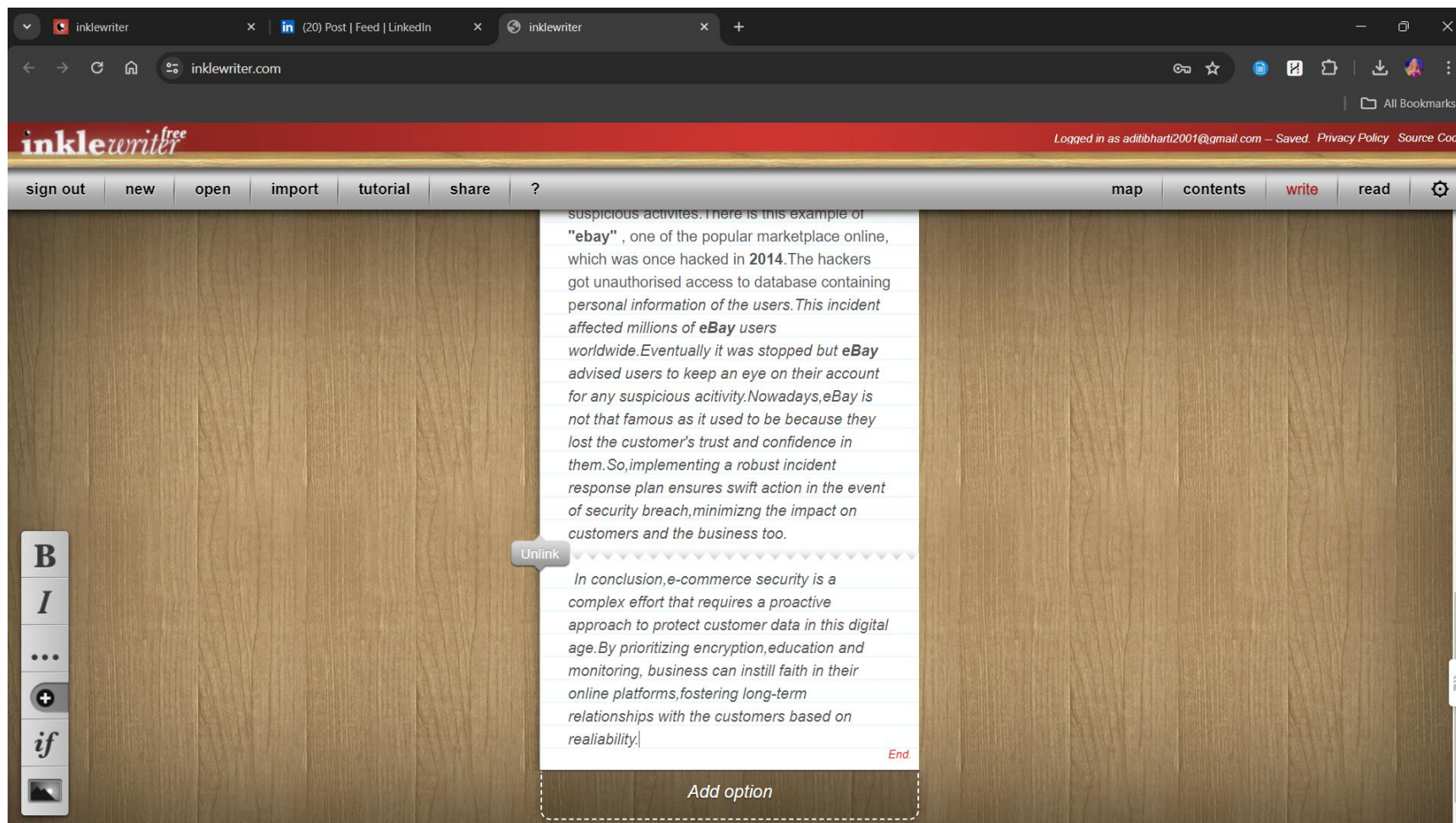


The screenshot shows the Inklewriter web application in a browser. The browser's address bar shows 'inklewriter.com'. The application's header is red with the 'inklewriter' logo and a user login status: 'Logged in as aditibharti2001@gmail.com - Saved. Privacy Policy Source Code'. Below the header is a navigation bar with buttons: 'sign out', 'new', 'open', 'import', 'tutorial', 'share', '?', 'map', 'contents', 'write' (highlighted in red), 'read', and a settings gear icon. The main editing area has a wood-grain background. On the left is a vertical toolbar with icons for Bold (B), Italic (I), a list of three dots, a plus sign, a font family icon (if), and a background image icon. The central text area contains three paragraphs of text:

*The Major concern of E-commerce security is to protect the personal and financial data of the users. These days people with extraordinary and intellectual skills are even misusing their skills to hack a system and to exploit weaknesses in security systems. Therefore, encryption technologies, safe and secured payment processes, authentication processes is really essential. Adhering to data protection laws such as **GDPR** and **CCPA** ensures that customer data is handled responsibly and ethically.*

We can start with educating the customers and employees about cybersecurity. Creating stronger passwords, raising awareness, being cautious before opening any link or websites can reduce security breaches to some extent.

The company or the developers must be responsible for continuous monitoring and regular audits to notice any vulnerabilities or suspicious activities. There is this example of "ebay", one of the popular marketplace online, which was once hacked in 2014. The hackers got unauthorised access to database containing personal information of the users. This incident



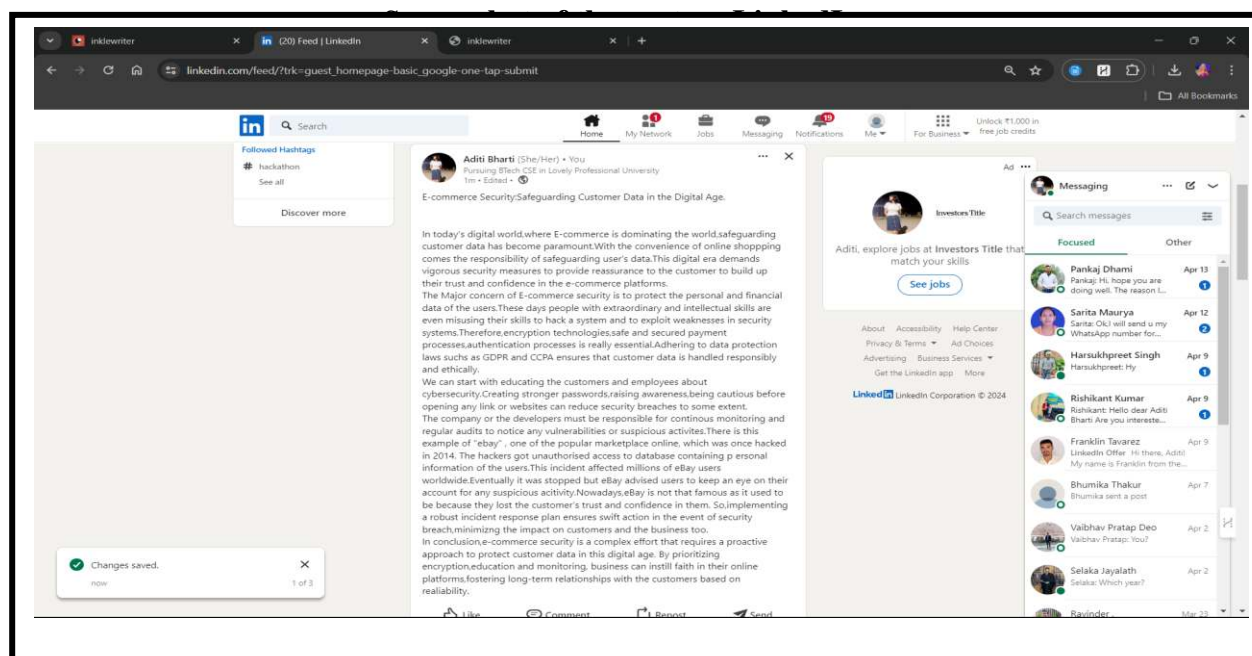
The screenshot shows the Inklewriter web application in a browser. The browser tabs include 'inklewriter', '(20) Post | Feed | LinkedIn', and another 'inklewriter' tab. The address bar shows 'inklewriter.com'. The application header features the 'inklewriter free' logo and a login status: 'Logged in as aditibharti2001@gmail.com -- Saved Privacy Policy Source Code'. A navigation bar contains buttons: 'sign out', 'new', 'open', 'import', 'tutorial', 'share', '?', 'map', 'contents', 'write', 'read', and a settings icon. The main editing area has a wooden texture background. On the left is a toolbar with buttons for bold (B), italic (I), a plus sign, and a font family selector (if). A central text box contains the following text:

suspicious activities. There is this example of "ebay", one of the popular marketplace online, which was once hacked in 2014. The hackers got unauthorised access to database containing personal information of the users. This incident affected millions of eBay users worldwide. Eventually it was stopped but eBay advised users to keep an eye on their account for any suspicious activity. Nowadays, eBay is not that famous as it used to be because they lost the customer's trust and confidence in them. So, implementing a robust incident response plan ensures swift action in the event of security breach, minimizing the impact on customers and the business too.

Below this text is a dashed box containing the text 'Add option'. An 'Unlink' button is visible to the left of the text box. The text box ends with 'End.' in red. A vertical scrollbar is on the right side of the text box.

Link of the post on LinkedIn:

<https://www.linkedin.com/feed/update/urn:li:activity:7186040428306087937/>



Task achievement (5)	Grammatical accuracy (5)	Vocabulary range (5)	Coherence and Cohesion (5)	Variety of sentences (5)	LinkedIn Post (5)	Total (30)