Suggested response to data storage article:

Summary

* The company, Cleardata, found that 66% of British companies stored data badly and could be penalised.
* Companies stored information in inappropriate places like attics, garages where they could
* 33% of companies stored their data properly
* The survey revealed the companies either kept data for too long or not long enough
* IP texts were kept for the lengthiest amount of time at 15 years
* Records of job application were kept for 8
* The survey showed that a surprisingly large number of companies were unaware of how to keep data and the ramifications if done badly
* The GDPR advised that information should not be kept longer than its purpose
* Businesses could be penalised up to 20, 000,000 Euros or 4% of total turnover if they are negligent

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Evaluation

* The intended reader of the document would be small business owners, accountants or any oraganisation which deals with and stores sensitive data. The purpose is to highlight the importance of storing this information appropriately, safely and for the right amount of time. This is made clear because of the final section of the article which gives advice from the GDPR
* The article has clear and concise paragraphs which give examples of situations that small businesses might find themselves in. These paragraph make the article sufficient in information without giving too much irrelevant or unnecessary detail. The information would be very helpful in helping people recognise their problems with storing data. The article uses direct quotations from the GDPR who are the regulators and enforcers of fines if data storage guidelines are breached. These quotations show that the article is accurate and reliable. This is information you can trust.

The writer also makes reference to a survey which was carried out by Cleardata which provides statistics that highlight key problem areas. This again makes the article more reliable and shows that the writer is using a variety of sources, not just their opinion.

* The online article is structured in a clear and logical way. It presents the problem, gives examples and then offers solutions and consequences if guidelines aren’t followed. Because this is an online piece it is quite short with paragraphs that are also short making it easy to read and digest.

The writer includes useful subheadings that show a link between each section and allowing the reader to move to areas that are relevant to them. The language is easy to understand throughout and the writer avoids using any complex language or jargon. This is effective as it conveys information to a wide audience and reading levels.

The opening headline is eye-catching as it uses a surprising statistic that highlights how big a problem data storage is. The use of the word “Risk” also causes some alarm and indicates to the reader that this is a serious issue. The piece uses a humorous image of documents being stored in a wheelbarrow which would engage the reader and also indicate how ridiculous some storage options have been for some businesses.