

Question 9

An organisation collects email addresses during product purchases. Later, it uses these email addresses to send promotional materials for unrelated products. Which Australian Privacy Principle governs this activity? What condition must be met for an organisation to legitimately use personal information for direct marketing, and what right must the individual always have? [3 marks]

[illegible]

Question 10

A university stores student enrolment records, including names, addresses, and academic performance, in a digital database. Due to an oversight, the database has inadequate security measures in place, making it vulnerable to unauthorised access. Identify the Australian Privacy Principle that primarily addresses the security of personal information. Explain the type of risks this principle aims to protect against. [4 marks]

[illegible]

Marking Guide

#	Sample Response	Response	Mark
9	APP 7: Direct Marketing. Conditions: reasonable expectation or explicit consent. Individual must always be given a simple opt-out. Using emails for unrelated promotions without consent breaches APP 7.	Identifies APP 7	1
		Explains conditions (expectation/consent)	1
		States opt-out right	1
10	APP 11: Security of Personal Information. Organisations must take reasonable steps to protect personal data. Protects against misuse, interference, loss, unauthorised access, modification, disclosure. University failed to safeguard data.	Identifies APP 11	1
		Explains obligation to protect	1
		Lists risks (misuse, interference, loss, unauthorised access, modification, disclosure)	1
		Links to university scenario	1