

Question 3

Define the Australian Privacy Principle of Anonymity and Pseudonymity. In what circumstances does the law state that an individual's right to hide their identity is no longer valid? [3 marks]

[illegible]

Question 4

A social media platform collects user data for the explicit purpose of improving its internal algorithms. After several months, the platform decides to sell this data to a third-party advertising firm to generate revenue. Which Australian Privacy Principle would this action most likely breach? Justify your answer by explaining the core intent of this principle. [3 marks]

[illegible]

Marking Guide

#	Sample Response	Response	Mark
3	APP 2: Anonymity and Pseudonymity. Individuals may deal anonymously or pseudonymously. This right doesn't apply when it is impractical to deliver services or process payment without identity.	Identifies APP 2	1
		Defines right to anonymity/pseudonymity	1
		Explains when right no longer valid	1
4	Breaches APP 6: Use or Disclosure of Personal Information. Information can only be used/disclosed for the purpose collected unless an exception applies. Selling to advertisers is a secondary purpose, not the original.	Identifies APP 6	1
		Explains primary purpose requirement	1
		Explains breach (secondary purpose without consent)	1