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NPTEL (<https://swayam.gov.in/explorer?ncCode=NPTEL>) » Cyber Security and Privacy (course)Course  
outlineAbout  
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## Week 12: Assignment 12

The due date for submitting this assignment has passed.

Due on 2024-10-16, 23:59 IST.

### Assignment submitted on 2024-10-05, 12:24 IST

1) Why is understanding the value that individuals assign to the protection of their personal data important for businesses? **1 point**

- ☐ To enable businesses to use personal data for maximum commercial gain
- ☒ To help businesses develop privacy-enhancing initiatives that can provide a competitive advantage
- ☐ To allow businesses to mandate strict data collection and usage policies without considering consumer preferences
- ☐ To facilitate the creation of personal data trading markets where individuals can monetize their information

Yes, the answer is correct.

Score: 1

Accepted Answers:

*To help businesses develop privacy-enhancing initiatives that can provide a competitive advantage*2) Which of the following is true? **1 point**

- ☐ Privacy valuation is consistent across all individuals and contexts
- ☐ Privacy valuation is influenced by external factors and remains stable over time
- ☒ Privacy valuation can differ based on the specific context and circumstances
- ☐ Privacy valuation is solely determined by economic factors and market trends

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Privacy valuation can differ based on the specific context and circumstances*

**Week 11 ()****Week 12 ()**

Information privacy: Economics and strategy - Part 01 (unit? unit=67&lesson=135)

Information privacy: Economics and strategy - Part 02 (unit? unit=67&lesson=136)

Information privacy: Economics and strategy - Part 03 (unit? unit=67&lesson=137)

Privacy: Strategy and safety - Part 01 (unit? unit=67&lesson=138)

Privacy: Strategy and safety - Part 02 (unit? unit=67&lesson=139)

Privacy: Strategy and safety - Part 03 (unit? unit=67&lesson=140)

Lecture Material - Week 12 (unit? unit=67&lesson=141)

**Quiz: Week 12:**

3) What is the core idea behind the privacy calculus?

**1 point**

- ☐ Individuals make irrational decisions about sharing personal information
- ☒ Individuals engage in a cost-benefit analysis to decide whether to disclose personal data
- ☐ Individuals do not have any control over the disclosure of their personal information
- ☐ Individuals are solely motivated by the potential benefits of data sharing

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Individuals engage in a cost-benefit analysis to decide whether to disclose personal data*

4) True or False: Willingness to accept tends to produce privacy valuations that are substantially lower than those produced by Willingness to pay. **1 point**

- ☐ True
- ☒ False

Yes, the answer is correct.

Score: 1

Accepted Answers:

*False*

5) Which design approach is best recommended to address privacy concerns with digital contact tracing applications? **1 point**

- ☐ Implement a centralized architecture where all contact tracing data is stored and processed by a single authority
- ☒ Develop a decentralized, privacy-preserving architecture that minimizes the sharing of personal data
- ☐ Prioritize public health benefits over individual privacy protections in the design of contact tracing systems
- ☐ Require mandatory participation in contact tracing programs to maximize the effectiveness of the technology

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Develop a decentralized, privacy-preserving architecture that minimizes the sharing of personal data*

6) What does Prospect Theory suggest about how people perceive gains and losses? **1 point**

- ☐ People value all gains and losses equally.
- ☐ Individuals are more likely to take risks for potential gains.
- ☒ Losses are typically felt more intensely than gains.
- ☐ People only care about maximizing their financial gains

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Losses are typically felt more intensely than gains.*

**Assignment  
12  
(assessment?  
name=159)**

● Week 12  
Feedback  
Form : Cyber  
Security and  
Privacy (unit?  
unit=67&lesso  
n=35)

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()**

**Problem  
Solving  
Session -  
July 2024 ()**

7) Which of the following is/are considered recommended practices to protect privacy in AI systems? **1 point**

- ☐ Collect and handle data responsibly
- ☐ Leverage on-device processing where appropriate
- ☐ Appropriately safeguard data privacy in ML models
- ☒ All the above

Yes, the answer is correct.

Score: 1

Accepted Answers:

*All the above*

8) AI systems must comply with privacy laws such as the GDPR, such that: (1) it requires transparency about the collection, use, and storage of data. (2) it mandates that consumers have appropriate controls to choose how their data is used. **1 point**

- ☐ Only (1) is True
- ☐ Only (2) is True
- ☒ (1) and (2) are True
- ☐ (1) and (2) are False

Yes, the answer is correct.

Score: 1

Accepted Answers:

*(1) and (2) are True*

9) 'Ajay' enters into a contract with 'Bijoy' to provide a service 'ABC' to 'Bijoy'. As part of the contract, 'Bijoy' consents to processing of his personal data by 'Ajay'. If 'Bijoy' withdraws his consent to processing of his personal data, 'Ajay' may stop offering the service 'ABC' to 'Bijoy'. As per the Digital Personal Data Protection Bill, 2022, Bijoy is the \_\_\_\_\_. **1 point**

- ☒ Data Principal
- ☐ Data Processor
- ☐ Data Fiduciary
- ☐ Data Protection Officer

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Data Principal*

10) What does Prospect Theory suggest about how people perceive gains and losses? **1 point**

- ☐ People value all gains and losses equally.
- ☐ Individuals are more likely to take risks for potential gains.
- ☒ Losses are typically felt more intensely than gains.
- ☐ People only care about maximizing their financial gains

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Losses are typically felt more intensely than gains.*