

# IT2385 – Data Privacy and Protection Assignment

## Objective:

To explore, analyse, and report on an incidence of the cause of data privacy violation.

## Weightage

This **individual assignment** accounts for **40%** of your final grade for this module.

## Submission Deadline

End of week 6, 1 Jun 2025, 23:59.

## Instructions

**Research a real-life data privacy violation incident. You are required to submit a report and a presentation video. Your report should cover the following:**

### Facts

- a) Give an overview or background of your real-life example in an introduction section.
- b) Describe the specific personal data attributes that were extracted. Here are some pointers:
  - What type of data attributes were extracted?
  - When and where was it extracted? How was it extracted?
  - How were the extracted data attributes used to identify individuals or profiles?
  - What is the impact of personal privacy, and who is impacted? e.g., influencing, targeted marketing, etc.
  - What were the monetary, reputation and other losses, including the penalties?

### Analysis

- c) Analysis of how the individual's privacy was protected or could have been protected in your real-life example. Here are some pointers:
  - Why did this incident happen?
  - How did the data privacy attack unfold?
  - What data privacy principles and PDPA obligations were relevant to this example?
  - What data privacy considerations or techniques were needed and why? How do they protect personal privacy? How does the technique work?

### Reflection

- d) Personal point of view. For example:
  - What are your lessons learnt? What is significant, important, and interesting?
  - How has personal data privacy evolved? Is personal data privacy needed today? Why?
  - What are the challenges with personal data privacy, if any? And what would you recommend to overcome these challenges?
- e) Include appropriate and relevant images, charts, tables, etc., to help illustrate the report's contents.

## Conclusion and References

- f) You may use any available online resources. Include those references in the references section of the report (see below).
- g) *Brief information copy, paste and present from AI based systems – such as ChatGPT – is not acceptable.*

## Submission and Presentation Criteria:

**You must submit the following two items in this assignment.**

### 1. Report

- Submit a written report (using the Microsoft Word). The main report content should have a minimum of 600 to a maximum of 1100 words.
- Report must have a title page, table-of-content, page numbers and properly formatted.
- Title Report title page must include:
  - Your selected topic,
  - Your name,
  - Admin number, and
  - Module Group (E.g., IT2385-01).
- Cover the sections described in the Instructions topic above in your report with separate titles.
- Use of timelines, pictures, diagrams, and charts are encouraged.
- Keep your report contents concise and clear.
- Submit your final report in PDF format.
- Summarise your report content in PowerPoint slides for use in a video presentation as described in the next section.
- *Note: Your submission will be assessed for plagiarism and similarity to other submissions.*

### 2. Video Presentation

- Record a video presentation of your research using a **summarised PowerPoint slides** described above.
  - You may record the video with any recording tool that can save the video in the required formats (see Submission below). See “Appendix A: Tools and Tips” for recommendations.
- The video should not exceed a maximum of 6 minutes.
- The video must include your slides and a video of you.
  - Your face, head and shoulders must be visible in the video.
  - The video of you should not block any of the slide content.
  - Exclude the slide of references from the video presentation.
  - Example Layout:

**Slide Title**

- My first point
- My second point
- Yet another point
- And therefore



Video of you.

Position it to avoid blocking slide content.

Better to be same position on every slide but can be different if necessary.

- Your voice must be clear and audible.
- At the start of your video, please introduce yourself.
- Attire: Smart Casual.
  - Presentable tops such as polo shirts, work shirts, or work blouses (sleeveless acceptable for ladies). No t-shirts or spaghetti strap tops.
  - If you appear full-bodied in the video, wear Jeans, trousers, or skirts (girls only) and shoes. No shorts, no mini-skirts, no slippers/sandals.
  - If in doubt, consult your tutor with a photo of your outfit. Ensure you have enough time to get appropriate clothes, if necessary.

### 3. Submission Format

You must submit the following two items:

1. Your report in PDF format. *You are not required to submit the PowerPoint slides.*
2. A video presentation in MOV or MP4 format.

Both files are to be named in the following format:

<ModuleCode>\_<ModuleGroup>\_<YourName>\_<AdminNo>

E.g.:

- IT2385\_02\_JohnTan\_299999X.mp4
- IT2385\_02\_JohnTan\_299999X.pdf

Both files must be submitted to the LMS. The detailed submission instructions are in the LMS.

**Do NOT zip the files.**

### 4. Penalties for Late Submissions

- If deadline extensions are required, please seek approval via NYP email to your tutor and cc the module leader. Provide your reasons with documentary proof where necessary and possible. Extensions will be considered and approved/rejected on a case-to-case basis, and in accordance with NYP's prevailing guidelines for the late submission.
- All late submissions will be penalised with 10% deducted from the assignment score per day, up to 5 days late (including weekends and public holidays).
- After five days, no submissions will be entertained, and the student will receive 0 for this assignment.

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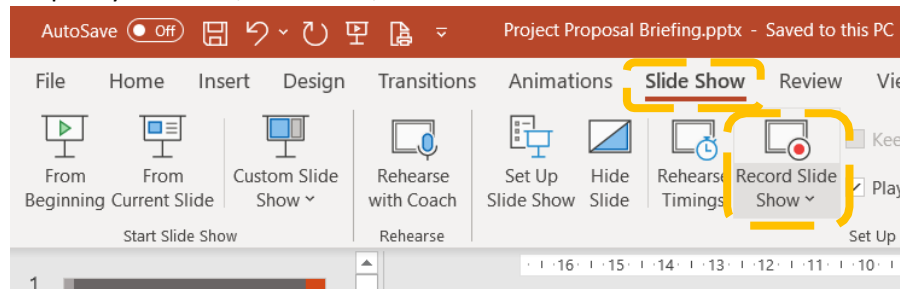
## 5. Assessment Criteria

Refer to the “Appendix B: Marking Rubrics” for the marking rubrics.

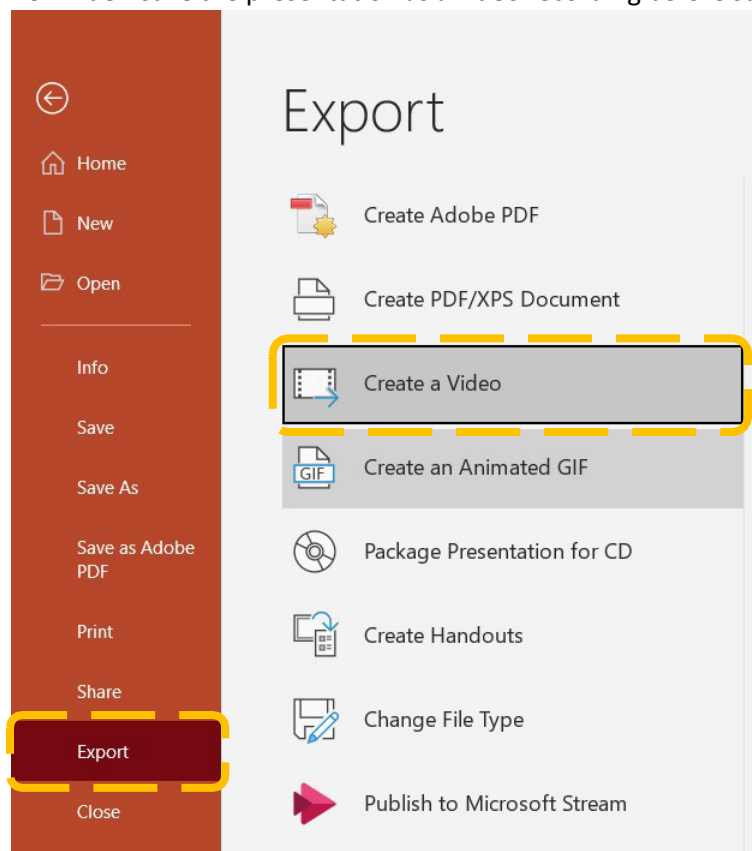
## Appendix A: Tools and Tips

### Tools

- PowerPoint
  - Prepare your slides, save them, and then use the Record Slide Show feature.



- Advantage: You can easily reposition the video of yourself and re-record slide by slide if you make mistakes or are unsatisfied with the recording.
- Reminder: save the presentation as a video recording before submission.



- LMS Video Assignment
  - The Video Assignment (i.e., where you will submit this assignment) in the LMS has a recording feature.
  - However, this is not recommended because you must record the whole presentation in one go, including mistakes, then download the recording and edit out the mistakes before submitting.
- Openshot Video Editor (<https://www.openshot.org/>)
  - This is not a video recorder but a video editor. It is easy to use, especially if you know the old Microsoft Video Editor.

## Tips

- Start this assignment early. It will take quite a few tries to get the recording done well.
- Practice the presentation a few times before you begin recording.
- Do a few test recordings before you record the whole presentation to check the audio and video quality and familiarise yourself with the recording process.
- If you make mistakes during the recording, do not stop recording. Instead, pause for a few seconds and continue the presentation from where you made the mistake. The detailed steps are:
  - Pause yourself for at least 5 seconds (but let the recording continue).
  - Rewind/reset the slides or animations if necessary.
  - Continue your presentation from the point you made the mistake.
  - Once you have completed the whole presentation, edit the video to remove the parts where you made the mistakes. It is ok if the video is slightly choppy because of the edits. Many YouTubers use this technique.
- If you record using PowerPoint, you can record slide by slide and position the video of yourself to avoid covering content. However, with this, you must be careful to maintain reasonable consistency between slides.

## Appendix B: Marking Rubrics

This rubric has a maximum score of **40** marks.

Criteria	Poor	Satisfactory	Good	Very Good
Report, slides and video Format & Design (4 marks)	<ul style="list-style-type: none"> <li>The report and slides are poorly formatted and laid out.</li> <li>The report and slide design are not appropriate.</li> <li>The video quality is poor.</li> </ul> (0 – 1 marks)	<ul style="list-style-type: none"> <li>The report and slides are mostly well-formatted and laid out.</li> <li>The report and slide design are somewhat appropriate.</li> <li>The video quality is reasonable.</li> </ul> (1 – 2 marks)	<ul style="list-style-type: none"> <li>The report and slides are well formatted and laid out.</li> <li>The report and slide design are appropriate.</li> <li>The video quality is good.</li> </ul> (2-3 marks)	<ul style="list-style-type: none"> <li>The report and slides are very well formatted and laid out.</li> <li>The report and slide design are very appropriate.</li> <li>The video quality is excellent.</li> </ul> (3-4 marks)
Presentation Skills (8 marks)	<ul style="list-style-type: none"> <li>Unable to articulate nor demonstrate an understanding of the subject.</li> <li>Speaks with low confidence with an unclear and inaudible voice.</li> <li>The presentation is difficult to follow and understand. Displays little to no enthusiasm.</li> </ul> (0 – 2 marks)	<ul style="list-style-type: none"> <li>Articulate reasonably but not able to demonstrate an understanding of the subject.</li> <li>Speaks somewhat confidently with a clear and audible voice.</li> <li>The presentation is somewhat easy to follow and understand. Presents somewhat enthusiastically.</li> </ul> (2 – 4 marks)	<ul style="list-style-type: none"> <li>Articulate reasonably well but not able to demonstrate an understanding of the subject well.</li> <li>Speaks confidently with a clear and audible voice. The presentation is easy to follow and understand.</li> <li>Presents enthusiastically.</li> </ul> (4 – 6 marks)	<ul style="list-style-type: none"> <li>Articulate very well and clearly able to demonstrate an understanding of the subject.</li> <li>Speaks very confidently with a very clear and audible voice. The presentation is straightforward to follow and understand. Presents very enthusiastically.</li> </ul> (6 – 8 marks)
Content (24 marks)  * visuals = images, diagrams and charts	<ul style="list-style-type: none"> <li>The report contents are insufficiently covered, irrelevant, poorly organised, lengthy, and challenging to understand.</li> <li>Poor use of visuals to illustrate content.</li> <li>Ideas and key points are poorly presented.</li> <li>Clear signs of an attempt at plagiarism or copying of others' work.</li> </ul> (0 – 6 marks)	<ul style="list-style-type: none"> <li>Report contents are reasonably covered, relevant, well-organised, concise, and easy to understand.</li> <li>Somewhat good use of visuals to illustrate content.</li> <li>Ideas and key points are mostly clearly presented.</li> <li>Some signs of an attempt at plagiarism or copying of others' work.</li> </ul> (6 – 12 marks)	<ul style="list-style-type: none"> <li>The report contents are sufficiently covered, relevant, well-organised, concise, and easy to understand.</li> <li>Good use of visuals to illustrate content.</li> <li>Ideas and key points are presented.</li> <li>No obvious attempt at plagiarism or copying of others' work.</li> </ul> (12 – 18 marks)	<ul style="list-style-type: none"> <li>The report contents are broadly covered, relevant, well organised, concise, and easy to understand.</li> <li>Excellent use of visuals to illustrate content.</li> <li>Ideas and critical points are very clearly presented.</li> <li>No attempt at plagiarism or copying of others' work.</li> </ul> (18 - 24 marks)
Other requirements: Attire, file names, file formats, title slide, etc. (4 marks)	Does not or barely follow the requirements.  (0 – 1marks)	Follows some of the requirements. (1 – 2 marks)	Follows most of the requirements. (2 – 3 marks)	Follows all the requirements. (3 – 4 Marks)