

Companies tracking people can invade someone's personal privacy. Tracking can also be beneficial to people's lives. It can make a person's life easier and convenient. In texts 2, text 3 and text 4 can prove this true.

In text 2 it states, "This information is then used to ~~that~~ personally tailor the shopping experience to those coming in and out of their stores." Company owners are using the data they gather to make their company better for the shoppers. The company owner will make their company fit the buyers so that ~~now the~~ buyers can come back. This is a smart choice business owners use to make their companies fulfill the customers desires.

In text 3, line 32, "...thereby simultaneously increasing efficiency and possibly reducing shoplifting." The Radio Frequency Information Device(RFID) is ~~high~~ even trying to improve the safety of the environment. RFID wants to stop shoplifting, ~~now by~~ trying to make the ~~RFID~~ scan the tags of the items ~~you~~ the buyer customer would like to purchase on their way exiting out the store. The ~~RFID~~ RFID is trying to make people's lives easier.

Finally in text 4 lines 20-23 ~~merloni~~ Elettrodomestici made a ~~mass~~ washer machine that can read the tags on ~~you~~

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## **Anchor Paper – Part 2 – Level 3 – A**

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the clothing. The washer machine washes the clothes as the tag says. This washer machine will make doing laundry easier. Everyone will want to get ~~this~~ the washer machine to make their life easier.

The ~~B~~ devices companies are using to gather information about the consumers are making the life's of consumers easier. Tracking can be creepy as said in text 1 line 13 but can benefit someone's life.

### **Anchor Level 3–A**

The essay introduces a reasonable claim, as directed by the task stating that tracking *can make a person's life easier and can be convenient*. The essay demonstrates some analysis of the texts, connecting the idea that *company owners are using the data they gather to make their company better for the shoppers*, but insufficiently distinguishes the claim from alternate or opposing claims, only mentioning that *companies tracking people can invade someone's personal privacy*. The essay presents ideas briefly, making use of some specific and relevant evidence to support analysis (*This washer machine will make doing laundry easier*). The essay demonstrates inconsistent citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material (*In text 2 it states*). The essay exhibits acceptable organization of ideas and information to create a coherent essay with a clearly stated introductory paragraph, three body paragraphs, and a conclusion. The essay establishes but fails to maintain a formal style, using primarily basic language and structure (*The company owner will make their company fit the buyers so that the buyers can come back*). The essay demonstrates partial control, exhibiting occasional errors (*beneficual, buissness, costumer ... their way*) that do not hinder comprehension.

Companies should be able to track consumers' shopping or other preferences without their permission. This debate has been argued many times. Many people say that it is ~~bad~~ because it helps the company while others say it takes away your privacy. I am going to tell you why it should be allowed.

Companies should be allowed to track consumers' shopping or preferences without their permission. In text 1 lines 2-3 it says, "Every time you download an app, search for a website, send a text, snap a QR code or drive by a store with your GPS on, you are being tracked by your cell phone company." In this quote it clearly says, "...with your GPS on," meaning it's the decision of the consumer to turn it on or off to either be tracked or prevent tracking. This shows that the reality is that you have the option and cannot consider it an invasion of privacy if you control that privacy. It's like trying to sue a movie theater for going to a movie you don't like when there was another one playing that you would have preferred seeing. I also think they should be allowed to track you because it helps society and the world be more conscious of consumer needs and wants. If companies only made what they thought they needed instead of finding out what the consumer needs and wants are, they wouldn't be successful. Being tracked seems like an invasion of privacy, but when you consider that it benefits companies in their production and consumers have the option of controlling it, then it can't be considered bad. Also, things we tend to do and use are not necessarily

ours to determine how companies use them to do business. If we're online and research <sup>something</sup> on Google, then it's Google's search engine to decide if they want to make it more usable to people and how they can do that. If we call someone on our cell phone, then the cell phone company should be able to determine who is using their network and how. Unless someone is a criminal and trying to hide something, there is no reason to be scared of tracking. In fact, lines 20-21 even indicate that companies even indicate that they track preferences ~~and how~~ and how the information is used, "but critics say the notices are often hard to understand and written in fine print." Who cares? The point is that it's still there in print and the user should be responsible for reading it. And if you don't feel okay with it, then don't use it.

Another example of how tracking can not only help a company, but can also help a consumer appears in the passage "Eye See You". In lines 7-10 of this passage it says, "a clothier introduced a children's line after the dummy showed that kids made up more than half its mid-afternoon traffic ... prompting it to place Chinese-speaking staff members by the entrance." They basically put cameras in the mannequins to see who shops at their stores and made adjustments to meet their customers' needs. The makers of these mannequins also want to put microphones to hear what people say about the clothing. The companies want to succeed, so it's good for the company but ~~for~~ people also want

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## **Anchor Paper – Part 2 – Level 3 – B**

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to be happy with their shopping experience. Anything the company can do to make this happen, even if it involves listening to what we say about their products can only benefit us as consumers. People often complain that they want their voices heard; this is one way to make that happen.

Companies should be able to track consumers's shopping or other preferences without their permission. It can only benefit the company, the consumer and make us happier.

### **Anchor Level 3-B**

The essay introduces a precise claim, as directed by the task (*Companies should be able to track consumers's shopping or other preferences without their permissions ... because it helps society and the world be more conscious of consumer needs and wants*) and demonstrates appropriate and accurate analysis of the texts, as necessary to support the claim and to distinguish the claim from alternate or opposing claims (*Being hacked seems like an invasion of privacy ... it can't be considered bad*). The essay presents ideas sufficiently, making adequate use of specific and relevant evidence to support analysis (*In text 1 lines 2-3 it says ... meaning it's the decision of the consumer ... to either be tracked or prevent tracking and they basically put cameras in the mannequins ... to meet their customer's needs*). The essay demonstrates inconsistent citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material (*text 1 lines 2-3 and lines 20-21*). The essay exhibits acceptable organization of ideas and information to create a coherent essay with an introductory paragraph that introduces the claim and addresses a counter claim (*it helps the company while others say it takes away your privacy*), one paragraph that focuses on the consumer's responsibility when dealing with tracking, one paragraph that explains the consumer and company benefits of tracking, and a conclusion that reiterates the claim. The essay establishes and maintains a formal style, using precise and appropriate language and structure (*Unless someone is a criminal ... there is no reason to be scared of tracking*). The essay demonstrates control of the conventions, exhibiting occasional errors only when using sophisticated language (*consumers's; on or off to either; to do and use are ... how companies use them; company, but; companies ... company*). The essay must be scored no higher than a Level 3 since it addresses fewer than the three texts required.

There are a lot of purchasing, phone apps, downloading and many more in the world we live today. Technology improves and help us everyday, <sup>even</sup> technology [REDACTED] have advanced to a point where us the consumers can be track. [REDACTED]

[REDACTED], Should Companies be allowed to track consumer's shopping or other preferences without their permission? I disagree, I don't believe in any company [REDACTED] <sup>should any consumer</sup> track [REDACTED] for anything.

In text 1 States "When you download an app, search for a website, send a text or drive by a store with your GPS on you are being track by your [REDACTED] cell phone. This quote goes with my claim because as a consumer myself I would want to be wirelessly track, how could I feel safe when some company have my information."

In text 2 States "According to Washington Post, mannequins in some of the high end boutiques are now being outfitted with cameras that utilize facial [REDACTED] recognition technology." This quote goes with my claim because as a shopper I wouldn't want [REDACTED] my photo to be taken. In text 2 it states the reason why they want to have cameras, <sup>it's</sup> to show the [REDACTED] store owners who is going in and out of their store so they can improve business [REDACTED] by age, gender, and ethnicity.

In text 3 states the use of [Radio frequency information Device] (RFID). This technology is an automatic identification System that identifies Objects, collects data and transmits information about the object through a tag. For example in text 3, the Coca-Cola Company can have the information of any can, to the purchase from the store even to the garbage dump. RFID's can tell the Companies what you bought, what you have in your house and its wrong, your house Shouldn't be monitor, your house should always be consider a private place.

Should Companies be allowed to track consumers Shopping or other preferences without their permission? I disagree I dont believe in any Company Should track any consumer for anything.

Anchor Level 3-C

The essay introduces a reasonable claim, as directed by the task (*I dont believe in any company should track any consumer for anything*). The essay demonstrates some analysis of the texts (*This quote goes with my claim because as a shopper I wouldnt want my photo to be taken*), but insufficiently distinguishes the claim from alternate or opposing claims. The essay presents ideas briefly, making use of some specific and relevant evidence to support analysis (*For example in text 3, the Coca-Cola Company can have the information of any can, to the purchase from the store even to the garbage dump*). The essay demonstrates inconsistent citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material by not including line numbers. The essay exhibits some organization of ideas and information to create a mostly coherent essay which includes an introduction, three body paragraphs, and a brief concluding paragraph that restates the claim (*I disagree I dont believe in any company should track any consumer for anything*). The essay establishes but fails to maintain a formal style (*how could I feel safe when some company have my information*), using primarily basic language and structure. The essay demonstrates a lack of control, exhibiting frequent errors (*purchaseing, us the consumers, dont, wouldnt, some company have my information, enithicy, should always be consider*) that make comprehension difficult.

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## Anchor Paper – Part 2 – Level 2 – A

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Companies in todays society should be able to track consumers shoppings or other preferences. without there permission to a degree. For the company and also the consumers safety. They should be able to do stuff like putting up a camra up in the store but dont you think todays technology is ~~taking~~ taking it way to far?

Almost everyone have smart phones in todays society it makes everything a lot easier — but are they sure of the consequences. Everytime you download an app search for a website send a text snap a QR code or drive by a store with your GPS on you are being tracked by your cell phone company (text 1 line 1-3) IF you want to go shopping, you have to look out for those mannequins because they have facial recognition technology. They claim that its for the consumers benefits so its easier to track what you like — what happened to actually talking to the shoppers, having a face to face talk?

### Anchor Level 2-A

The essay introduces a claim (*For the company and also the consumers safety. They should be able to do stuff like putting up a camra up in the store but dont you think todays technology is taking it way to far*). The essay demonstrates unclear analysis of the texts, failing to distinguish the claim from alternate or opposing claims (*Companies in todays society should be able to track consumers shoppings or other preferences. without there permission to a degree*). The essay presents ideas briefly, making use of some specific and relevant evidence to support analysis (*If you want to go shopping, you have to look out for those mannequins because they have facial recognition technology*). The essay demonstrates inconsistent citation of sources to avoid plagiarism when dealing with direct quotes and paraphrased material by citing correctly only one text and alluding to a second text. The essay exhibits inconsistent organization of ideas and information, failing to create a coherent essay by using an introductory paragraph and one other paragraph that ends abruptly. The essay lacks a formal style (*They should be able to do stuff and what happened to actually talking to the shoppers, having a face to face talk*), using some language that is imprecise. The essay demonstrates a lack of control, exhibiting frequent errors (*todays, without there permission to a degree, camra, its for “it’s,” benefits*) that make comprehension difficult.

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## Anchor Paper – Part 2 – Level 2 – B

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As explained in text 1 Cell Phone companys are tracking where people go through use of GPS. I feel uncomfortable to know my Cell Phone Company know where I am at all times I want to have a private life.

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companys also know who is coming into there stores through the use of maniqins with camras. I feel this is invasion of privacy because I would not want a store to know who I am or what I look like.

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Companys also invade peoples privacy through RFID's. They can know who you are through RFID's and that isn't fair

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### Anchor Level 2-B

The essay introduces a claim (*I feel uncomfortable to know my Cell Phone company know where I am at all times*). The essay demonstrates an unclear analysis of the texts, failing to distinguish the claim from alternate or opposing claims (*I feel this is invasion of privacy because I would not want a store to know who I am or what I look like*). The essay presents ideas inconsistently and inaccurately, in an attempt to support analysis (*companys also know who is coming into there stores through the use of maniqins with camras* and *They can know who you are through RFID's and that isn't fair*). The essay demonstrates little use of citations to avoid plagiarism when dealing with direct quotes or paraphrased material by not including line numbers (*As explained in text 1*). The essay exhibits inconsistent organization of ideas and information, failing to create a coherent essay by introducing a claim about being tracked by companies, then stating how a company uses *maniqins with camras* to invade a person's privacy and concluding by briefly mentioning *RFID's* as an invasion of privacy but offering no explanation. The essay lacks a formal style, using some language that is imprecise (*I want to have a private life*). The essay demonstrates a lack of control, exhibiting frequent errors (*Cell Phone company, maniqins, peoples, RFID's*) that make comprehension difficult.

I have read much of these articles so I can argue this. These major companies do spy on us every single day. Every day we turn on our cellphone's, car's, computers, ipods, etc... We are being watched. Just reading these excerpts makes me a paranoid and now I feel like I need to be more careful. The question is though, is it right for companies to do this? The answer to this question in my honest opinion, is yes. I say yes for one reason and one reason alone, National Security.

For reasons that may make privacy, companies do have the right to follow your internet footprint. They have special devices out there, in cell phone cameras, coffee shop wi-fi systems, any where that has a electronic connection through the internet is constantly following people, but that's not necessary. If doesn't seem creepy that companies are collecting all this information about consumers (Text 1), this person is right. It's a dog eat dog world and as long as that's all the companies are doing it's ok. Collecting all this info can also separate the good from the bad. That's what I think and you can choose to accept or reject any if it's for the greater good than it is cool with it.

## **Anchor Level 2–C**

The essay introduces a claim that *I say yes for one reason and one reason alone, National Security*. The essay demonstrates unclear analysis of the texts (*Collecting all this info can also separate the good from the bad*), failing to distinguish the claim from alternate or opposing claims. The essay presents little evidence from the texts citing one direct quote by text number [“*It doesn’t seem creepy that companies are collecting all this information about consumers*” (*Text 1*)]. The essay exhibits inconsistent organization of ideas and information, failing to create a coherent essay, introducing a claim (*The question is though, is it right for companies to do this? The answer ... is yes*) that is not supported with text evidence, and concluding with an opinion (*That’s what I think and you can choose to accept or resist*). The essay lacks a formal style, using some language that is inappropriate (*dog eat dog world* and *i’m cool with it*). The essay demonstrates a lack of control, exhibiting frequent errors (*etc ... we; opinion, is; doing it’s; separate; resist; i’m*) that make comprehension difficult.

Companies should be allowed to track consumers shopping or other preferences. If someone makes a suspicious purchase, then companies should be allowed to track their merchandise. However, if the companies are tracking merchandise without any reasonable suspicion then companies should not be allowed to track their merchandise. It's all about whether the purchase raises reasonable suspicion.

According to Text 3, There is a device called RFID which is an abbreviation for Radio Frequency information Device. It is a technology that is used as an identification system that identifies objects, collects data, and transmits information about the object when it's tagged.

**Anchor Level 1-A**

The essay introduces a claim (*Companies should be allowed to track consumers shopping or other preferences*) but does not demonstrate analysis of the texts. The essay presents little evidence from the texts and makes reference to one text only (*According to Text 3*). The essay exhibits little organization of ideas and information including a second paragraph primarily copied or paraphrased from Text 3. The essay is minimal, making assessment of conventions unreliable.

According to Passage 1  
IS ABOUT HOW the technology  
are Changing Everytime we  
Download A APP In Our Phone  
they send A text Message telling  
What IS the APP About.

Snap a QR Code or drive by a  
place with your GPS ON, people  
can know where you are driving  
and where you are located

**Anchor Level 1-B**

The essay does not introduce a claim or demonstrate analysis of the texts. The essay presents little evidence from the text, only citing Passage I (*According to Passage I Is About How*). The essay exhibits little organization of ideas and information. The essay is minimal, making assessment of the conventions unreliable.

If someone from a thousand years ago were ~~asked~~ told that someday, there would be great technology that could track ~~their~~ every move, they MOST likely would disagree and possibly feel disgusted. With more and more technology, companies find more ability to become involved in a consumer's everyday life. Although tracking consumers can sometimes be beneficial, limitations on the ~~company~~ company's behavior should be brought forth.

Every citizen has the right to their own privacy. Being tracked by certain companies ~~still~~ is a violation of their rights as a citizen. Everyone has the right to know when they are being watched. For example, Text 2, discusses a new technological mannequin called EyeSee that ~~has~~ a camera placed inside to watch each shopper. If a store decides to use the EyeSee, ~~then~~ the customer ~~is~~ should be notified at the entrance. If a customer is NOT notified, the store is invading that person's privacy, and not allowing consent.

Also, with new tracking devices, companies have the information to sell to other companies who are curious of each consumer. For example, Text 1, lines 9–10 discuss the ability of a company to sell "details about your habits, your age and gender..."

to third parties. This kind of violation should be illegal. If every consumer is being observed by one company, they are being observed by many. The details of a consumer's everyday life and habits are being sent all over the world, to places the consumer may have no idea about. Companies are beginning to feel less comfortable with the idea of taking consumers' rights to privacy.

Although the privacy of a consumer shouldn't be violated without their consent, tracking can sometimes be beneficial. With limitations of course. Consumers should be allowed to know if and to decide if they want to be tracked. If a company asks permission, the tracking of the use of a device, such as a cellphone, can often be helpful in certain situations. If a person ~~would~~ were to be involved in a car accident, the cellphone company could be able to track whether or not the cause was because of a text. Also, companies may want to track phones to see which apps are most popular. As long as the consumer agrees, companies should be allowed to track evidence of issues that could be harmful to an environment, as discussed in

Text 4. If a consumer decided to sign up for an account that would speed up the gas pumping process, this would be more accepted by consumer's as well. Sometimes the use of greater technology can be beneficial with the consent of the consumer.

The greater the technology becomes, the less privacy a consumer owns. The use of technology should observe, with consent, consumers as a whole, and not individually. Individual observation could lead to harassment of a consumer. A consumer should be alerted when being observed or asked for consent. A company does not have the right to track a consumers' shopping or preferences without permission.

Even though it might be seen as an invasion of privacy, The government has the people's best interest in mind when it comes to tracking citizens through the internet, the stores they go to and even tracking through the food they eat. For example, phone companies SPY on consumers to study what they want ina phone and clothing companies SPY on the customers that frequently shop there to obtain more appeal. contrary to popular belief invading someone's privacy is wrong if not for the right reasons.

As obvious at it seems phone companies SPY on those who purchased their products. why? the obvious reason more money. according to text ("Cell phone Carrier Marketing Techniques An Invasion of Privacy?"), "Data trail is worth big money to companies"(link 8) because with the information gathered the companies can produce products that appeal to those they are spying on. Even though it seems very shady to SPY on people's history, if they didn't we wouldn't have the smart phones we have now because I guarantee that the new applications Smartphones have came from the idea or wishes of an individual.

Tracking Consumers' purchases and movements is beneficial to both the manufacturer and the consumer. By tracking the consumer's movements, the manufacturer is able to greatly enhance the consumers experience shopping. They are able to satisfy the customer more completely, reduce possible waste, and even protect the consumer.

How does tracking a consumer provide more customer satisfaction? The manufacturer can collect data and find ways to improve their stock. For example, one clothing store was able to add a line of children's clothes after using an EyeSee mannequin to determine the amount of children frequenting his store (text 2, lines 7-8). This surely made the children's Parents' day much ~~easier~~ easier, because now they only need to shop in one store instead of two. In addition to this ~~good~~ <sup>the consumer's</sup> data can be used to target ~~good~~ <sup>the consumer</sup> with products useful to <sup>him or her</sup> ~~good~~ (text 1, lines 10-11). For example, some businesses use facial recognition to send ~~new~~ <sup>the consumer</sup> coupons so that ~~good~~ <sup>he or she</sup> can save money, if <sup>he or she</sup> <sup>had</sup> signed up (text 2, lines 31-33).

This same data can also be used to protect the consumer. The use of RFIDs allows the manufacturer to determine whether the consumer has purchased a product that has since then been recalled. By ~~contacting~~ contacting the consumer to assure that he or she knows of the recall, the manufacturer is able to possibly protect the consumer from harm. Similarly, these RFIDs can be used much more subtly in order to prevent the failure of critical aircraft components, monitor patients, and manage live stock (text 3, lines 24-27). All of this goes a long way in saving lives.

On a larger scale, the monitoring of consumer movements goes a long way in reducing the waste of our landfills. For example, manufacturers will be better able to match supply with demand, thereby producing less excess (text 4, lines 44-47). Monitoring RFID also helps to reduce toxic waste. Trash can be sorted through without human aid, and toxic materials, such as batteries, extracted (text 4, lines 50-51).

Altogether, this so-called "invasion of privacy" is simply another way to benefit consumers. Despite its bad

reputation, consumer tracking is not hazardous, but a pathway to ease the consumer's life and benefit his or her environment. It saves the consumer time and money and sometimes even lives.

Companies should not be allowed to look into your account without confirmation. There are pros and cons to this topic but the cons are worse. Every time you download an app, search for a website, send a text or drive by as shown with your GPS on you are being tracked by your cell phone company. Your data trail is worth big money for your cell phone company. Even all the major cell phone carriers admit to collecting information about its customers. Cell phone companies do not notify customers about the data they collect, but say the notices are often too hard to understand and are written in print. Barney Reitman from Electronic Frontier Foundation disagrees with the fact that it is OK to let the government ~~to~~ track us. He quotes "This is something that customers are automatically opted into." But that's not the only thing they are tracking us with. In stores they have an EyeSee mannequins. They are mannequins with a small camera embedded in their eye ~~the~~. Store keepers have them to keep track of age, gender, and race of all their customers. They were invented by Almax SpA, an Italian mannequin maker. He sells them for \$,072 dollars. But store keepers like them because they're the perfect tool, able to sit ~~oblivious~~ innocently at store entrances, and

windows, leaving shoppers oblivious to these hidden cameras. But even most the time you've been tracked without knowing it. Most websites have Facebook and Twitter buttons so you can "like" the page. But you honestly don't even have to "like" the page for them to know you were looking at it. Romney and Obama campaign followed many voters across the US by installing cookies into their computers to view their websites and who they were voting for. There are also RFID's [Radio Frequency Information Device] It automatically identifies objects, collects data and send information through a "tag". In essence, RFID's are wireless bar codes. They are unlike typical barcodes they each come with an unique identification. This is another method that makes it easier for the government to track you down. So say you bought a can of Coke-a-Cola. That data base would contain tracking details from the moment the can is manufactured through its processing at the garbage dump. It shows the birth and death of a coke can, the RFID tag would tell where and when the coke can was purchased send it to the company. With that identification the coke company would take your card number and figure out who exactly you are. It's crazy to think how much one little card could show the world about you.

No because according to the bill of rights unreasonable searches and seizures are unconstitutional. But the states are delegated rights that are not written in the constitution so it is legal but that doesn't make it right. I'm assuming the only reason businesses would like to track consumer spending without even reading the passage is to see what people are most in buying and how they improve their sales. But because of technology people have no privacy anymore you think you can buy a loaf of bread in peace without being analyzed or judged.

**Practice Paper A – Score Level 4**

Holistically, this essay best fits the criteria for Level 4.

**Practice Paper B – Score Level 2**

Holistically, this essay best fits the criteria for Level 2.

**Practice Paper C – Score Level 5**

Holistically, this essay best fits the criteria for Level 5.

**Practice Paper D – Score Level 3**

Holistically, this essay best fits the criteria for Level 3.

**Practice Paper E – Score Level 1**

Holistically, this essay best fits the criteria for Level 1.