Legal and ethical considerations

**Identity:** No names and addresses were used in the data. When shared we cannot identify the individuals with the data provided.

**Shared data: It is assumed that customers are informed about provisions and restrictions on how data shared with the third parties**

**Transparency: This analysis is based on the assumption that individuals are being informed about the usage of data.**

**Predictions: The decisions and predictions made from this Data will have a beneficial outcome and do not violate legal and ethical regulations.**

**Bias: The analysis made using this data is not biased by any person/group or social categories like race/gender/disability.**

**Honesty: There is no part of my analysis that is dishonest or misleading intentionally or unintentionally.**

**Legislation: The analysis of the data is abided by:**

**The Privacy Act 1988:**

Legislation.gov.au. 2022. *Federal Register of Legislation - Australian Government*. [online] Available at: <https://www.legislation.gov.au/Series/C2004A03712> [Accessed 7 August 2022].

**General Data Protection Regulation:**

General Data Protection Regulation (GDPR). 2022. *Imprint & Privacy Policy - General Data Protection Regulation (GDPR)*. [online] Available at: <<https://gdpr-info.eu/imprint-privacy-policy/>> [Accessed 3 July 2022].

Video presentation link:

<https://rmit-arc.instructuremedia.com/embed/272e7da7-50da-483a-ab59-0e42560d134a>