1. As a designer, respecting user privacy and securing user data is the right thing to do.   0.75 / 1 point
    Why is it important to protect user privacy? Select all that apply.

    ☑ Ensures the project's success

    ⊗ This should not be selected
       Protecting user privacy does not guarantee success, but it does comply with
       confidentiality laws and ethics, reduces the risk of hacking, and protects the
       company's brand.

    ☑ Protects a company's brand

    ⊘ Correct
       Emphasizing user data protection helps to gain the user's trust and maintains a
       positive company image, reduces the risk of hacking, and complies with
       confidentiality laws and ethics.

    ☑ Reduces the risk of hacking

    ⊘ Correct
       Securing sensitive data reduces the risk of hackers sharing users' data without
       their consent, aligns with confidentiality laws and ethics, and protects the
       company brand.

    ☑ Complies with confidentiality laws and ethics

    ⊘ Correct
       It's important to maintain user privacy to avoid violating any laws, to reduce the
       risk of hacking, and protect the company brand.

2. You are conducting research for a design project and need to collect user data for   1 / 1 point
    your study. What can you do to make sure privacy and security are part of your UX
    design and research practices?

    ◯ Store participants' data on local servers rather than cloud storage sites
    ◯ Get consent from participants after you collect their data
    ⬤ Provide details about how you plan to use participants' information and protect
       their privacy
    ◯ Collect as much data from participants as possible to use in your future usability
       studies

    ⊘ Correct
       You should remain completely transparent about how user data is collected,
       used, stored, and deleted.

3. What is considered personally identifiable information (PII) ? Select all that apply.   0.75 / 1 point

☑ Phone number

⊘ Correct
An email address, name, or phone number is considered personally identifiable information.

☑ Name

⊘ Correct
An email address, name, or phone number is considered personally identifiable information.

☑ Email address

⊘ Correct
An email address, name, or phone number is considered personally identifiable information.

☑ Personal preferences

⊗ This should not be selected
An email address, name, or phone number is considered personally identifiable information.

4. What three main concerns should you consider for the safety of research data?   0.75 / 1 point

☑ Data storage

⊘ Correct
Data storage refers to how a company holds onto data. Data should be kept in a way that is safe from hacking and safe from physical damage. The other considerations for the safety of research data include data recording and data retention.

☑ Data retention

⊘ Correct
Data retention refers to how long a company holds onto research data. To address concerns regarding data retention, some companies limit the amount of time records are kept in storage. The other considerations for the safety of research data include data storage and data recording.

☑ Data recording

⊘ Correct
 Data recording refers to the documentation of a company's research. Consistent documentation makes it easier for the team to compare results to future studies, and to protect the team in the event of an audit. The other considerations for the safety of research data include data storage and data retention.

☑ Data de-identification

╳ This should not be selected

De-identification is a method of removing any identifying information from a user's data that is collected during research. Concerns that should be considered for the safety of research data include data storage, data retention, and data recording.