1. What are cookies?
   a. Pieces of code that store information about a website
   b. Small files stored on computers that contain information about users
   c. Programs that enable users to access websites
   d. Types of malware that can damage computers

2. Fill in the blank: For data analytics projects, _____ data is typically preferred because users know it originated within the organization.
   a. third-party
   b. multi-party
   c. second-party
   d. first-party

3. A grocery store chain purchases customer data from a credit card company. The grocer uses this data to identify its most loyal customers and offer them special promotions and discounts. What type of data is being used in this scenario?
   a. Third-party
   b. Second-party
   c. First-party
   d. Multi-party

4. In data analytics, what term refers to all possible data values in a dataset?
   a. Source
   b. Representation
   c. Sample
   d. Population