

1. An individual declines to give consent for a company to use their data. Later, they learn that the company used their data without permission. Which element of their data privacy has been violated?
  - a. Freedom from inappropriate use of their data
  - b. Ability to give consent to use their data**
  - c. The right to inspect, update, or correct their own data
  - d. Protection from unauthorized access to their private data
2. A data professional working on a project about commuters researches the origin of a dataset and confirms it was created by a government transportation agency which is a reputable source. However, they also find it was last updated seven years ago. Which aspect of good data are they missing?
  - a. Cited
  - b. Current**
  - c. Reliable
  - d. Original
3. A hospital system wants to protect the personally identifiable information of its patients, such as names and medical records. They ask their data team to anonymize the data. What techniques might they use to achieve this goal? Select all that apply.
  - a. **Blanking**
  - b. Hashing**
  - c. Sorting
  - d. Masking**
4. A store manager chooses to stock their store with products they love. They interpret any unclear customer feedback about the products they sell as being positive. What type of bias does this represent?
  - a. Observer
  - b. Sampling
  - c. Interpretation
  - d. Confirmation**
5. Which data ethics principle gives an individual the right to know why their data is collected and how long it will be stored?
  - a. Anonymization
  - b. Credibility
  - c. Privacy
  - d. Consent**

6. A university surveys its student-athletes about their experience in college sports. The survey only includes student-athletes with scholarships. What type of bias does this scenario describe?
- a. Interpretation
  - b. Observer
  - c. Confirmation
  - d. Sampling
7. Fill in the blank: The data ethics principle of transaction transparency states that an individual has the right to understand all of the data-processing activities and \_\_\_\_\_ used on their data.
- a. data models
  - b. regulations
  - c. algorithms
  - d. standards
8. A government agency allows any business, nonprofit, or citizen to access its databases and reuse or redistribute the data. What type of data is described in this scenario?
- a. Closed
  - b. Open
  - c. Free
  - d. Allowable
9. A company collects data on its website's visitors but does not inform visitors how the data will be used or why it is being collected. Which aspect of data ethics is this company violating?
- a. Consent
  - b. Transaction transparency
  - c. Privacy
  - d. Currency
10. Healthcare and financial data are highly sensitive and often undergo data anonymization techniques. What is the primary reason for this practice?
- a. To reduce the storage space required for the data.
  - b. To prepare the data for analysis by external researchers.
  - c. To ensure data is easily accessible to all employees within the organization.
  - d. To protect patient privacy and financial security by removing personally identifiable information (PII).