Chapter 3 Questions

1. Internal and external
2. Database Management System, major components are database engine, data definition, data manipulation, application generation, and data adminitstration.

7. Descriptive, predictive, and prescriptive

8. Discrimination, privacy breaches and embarrassments, unethical action based on interpretations, loss of anonymity, and few legal protections exist for the involved individuals. Ways to minimize risks are individual control over what personal data companies collect from them and how they use it, easily understandable and accessible information about privacy and security practices, the collection, use, and disclosure of personal data to be done in ways that are consistent with the context in which consumers provide the data, security and responsible handling of personal data, access to their personal data in usable formats, with the power to correct errors, and reasonable limits on the personal data that companies collect and retain.