

Unit 6 The bigger picture: Mark scheme

25 Privacy (Student book, pages 250–254)

1 Everyone who owns a mobile phone is being tracked by mobile phone masts around the world. The service providers keep records of locations, calls they have made, texts that they have sent and sites they have visited. This data is useful for marketing and targeting adverts at particular users.

Internet service providers keep similar records of all online activity including web searches.

Users also upload their own personal information, for example, to social networking sites and when they are setting up accounts to shop online.

All of this data is valuable as it shows who a user's friends are, their likes and dislikes, their bank account details, products they're interested in buying and the places they visit.

This information can be used in marketing to target adverts for particular products to different users. There is also the risk that this information could be stolen and used for illegal purposes such as fraud.

2 Surveillance cameras can act as a deterrent against anti-social behaviour as the operators can direct the police to incidents.

They can also capture details of crimes being committed and be used as evidence in prosecutions.

They can help in the search for missing persons.

The widespread use of surveillance cameras also impinges on a person's privacy as they are being photographed and their behaviour monitored without their permission.

People question the need for indiscriminate surveillance and the uses to which the information can be put.

3

- encryption
- anti-malware such as anti-spyware and ad blockers
- password managers