Chapter 11

Activity 11-2 Exploring Customer Privacy

**Directions:** Read the passage below and focus on the content. After you have read the passage, key the answers to the activities that follow in the space provided.

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The XYZ Company conducts business in an ethical manner and we pride ourselves in our integrity. When you transact business or register at our website, the information you provide will only be used by The XYZ Company to serve you and fulfill the service you requested. The data you supply, such as your name, address, and e-mail address, may be used to update your XYZ Company account profile so announcements on new and related products can be shared with you. Your information will not be shared outside our company. Also, this site will not transfer cookies to your computer system or collect information without your consent.

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Reading Questions

1. For what purpose is the information obtained through the company website?

<<Place Answer Here>>

2. The data you supply, such as your name, address, and e-mail, may be used for what purposes?

<<Place Answer Here>>