



UNIVERSITÀ DEGLI STUDI DI MILANO

Mock Exam

Unit of Data Protection Law 2020/21 Prof. Marco Orofino

Scenario:

A friend of yours, Rob, has heard you attended a Data Protection Law course and would love your help with the following:

Last month, he was on an e-commerce website, looking for a gift for his girlfriend, who lives in Germany. He browsed a little bit looking for inspiration, but after considering a ukulele (she's a musician) and an expensive yoga mat (she recently started working out), he opted for a classy evergreen: a bouquet of roses and a box of chocolate pralines.

While completing the order, he didn't pay too much attention to the form and its checkboxes; he was late for a night out with his friends and wanted to proceed to the payment quickly.

In the past weeks, he noticed he started receiving more and more emails about guitar sales, and flowers for any occasion, by different businesses.

He also received a call from a gym in his area promoting a student subscription to their new pilates course. As he shouted at the phone, the gym called back the week after with an incredible offer for a cross fit course.

Rob confesses to you that he is preparing for a big exam, he's stressed and might be just paranoid, but surely something is not right!

What could Rob do to get back in control of the situation?