

**EASTERN UNIVERSITY  
THE CAMPOLO COLLEGE OF  
GRADUATE & PROFESSIONAL STUDIES  
UNDERGRADUATE WRITING SAMPLE**

**PURPOSE**

This application requirement is designed to provide The Campolo College of Graduate and Professional Studies with a recent sample of your writing. Your completed writing sample will serve as a significant component of your application materials and will help determine your eligibility for admission to our program. This writing sample will become the property of Eastern University after its submission and may be used for internal research purposes; we can neither return nor comment upon your writing sample.

**DIRECTIONS**

- After you have read the article on the reverse side of this page, write a 300-500 word, typed essay in which you:
  - summarize the author's main idea(s) - **and** -
  - discuss to what extent you agree or disagree with the author.
- The following reference materials may be used in the composition of this writing sample: spell check, a grammar handbook, a dictionary, and/or a thesaurus.
- Because we expect this sample to be a true reflection of your personal academic abilities, no other person may assist you in the reading, writing, or editing associated with this writing sample.
- If you include quotes or paraphrases from other sources (e.g. the Internet, a book, a magazine article), the source(s) must be cited. Failure to cite sources will be considered plagiarism and may result in the denial of your application for admission.
- No rewriting of your essay after its submission is permitted.

*You must read the following agreement, sign below and attach this form to your writing sample in order for your application to be reviewed.*

**BY SIGNING ON THE LINE BELOW, I AGREE TO:**

- Allow no one to assist me in the reading, writing, or editing of this sample.
- Use only the reference materials stated above to aid me in my writing.
- Give permission to The Campolo College of Graduate and Professional Studies staff to use my writing sample for internal research purposes.

NAME (PLEASE PRINT): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Eastern University  
CCGPS Admissions  
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# Hands Off!

## Companies That Want To Sell Your Data Should Ask Your Permission First

You have something valuable that someone else wants. It's not your money, your jewelry, or your car. It's something that many people consider to be much more precious: your information. What sports you play. Where you shop. How many children you have. When and where you take your vacations. What size clothes you wear. Where you live.

For most companies, making a single sale to you today is just a baby step on the road to making many more sales to you over the course of your lifetime. To improve the odds of making those future sales, businesses build extensive databases on you, the customer. They note what you purchase, when, and where. And when companies want to make a little extra money or are trolling for new customers, they buy and sell the information about you, trading your data with other companies just as they trade any other commodity.

But is personal information really just another commodity to be freely traded? Should companies be able to buy or sell your personal data, whether or not you give your consent?

We think the answer should be no to both questions. Here's why.

When a business collects information from one of its own customers, that data is produced because the customer willingly gave his

business to the company. He agreed to buy the company's products, and by necessity, the company learned something about the customer: what products he wants, where he lives (if the product is to be shipped to his home), where he banks (if he pays by check), and other similar information. The customer knew he would have to give the company that information as a byproduct of doing business. It's a voluntary disclosure of information by the customer to complete a purchase.

Some companies will accumulate the information they are given and store it. They will then tap that information for their own use to market future products to their customers. We see no problem with this use of personal data. Whether a company stores information in a clerk's head or in a massive computer database is irrelevant; the customer knowingly divulged his information to the company and so agreed to share it – with that company.

But when a company sells a customer's data to a third party, it changes the nature of that original agreement. Suddenly someone else is privy to the information. In this case, it may be someone – or some company – with whom the customer doesn't care to do business. Why, then, should that party gain access to the customer's information?