

**Level:** Elementary (A2)

**Time:** Approximately 90 minutes

**Business topics:** customer data, crime, customer complaints

**Business language:** useful business vocabulary, zero conditionals, language for apologising

**Activities:** discussion, understanding the text, vocabulary, grammar, expressing opinions about data protection, email writing

**Groups:** Whole class, one-to-one, small groups

**Overview:** This text discusses the risks companies face when customer data is stolen and what actions they can take to protect it.

### 1. Warmer

Students read and discuss the questions about personal and customer data safety.

### 2. Reading comprehension

Encourage students first to read the article for gist and then to read each statement and scan the text to look for the answers.

**Key:**

1. d, 2. g, 3. e, 4. b, 5. h, 6. a, 7. f, 8. c

### 3. Vocabulary activity

Ask students to complete the activity in pairs and then compare their answers with others.

**Key:**

1. crime	5. firm
2. data	6. fix
3. products	7. copy
4. software, protect	8. prevent

### 4. Grammar practice

a. Ask students first to choose the correct form of each verb in small groups before finding the answers in the article.

**Key:**

1. c, 2. e, 3. b, 4. d, 5. a

You can then ask students to pay attention to the structure of these sentences. They are using *zero* and *first* conditionals with *if*. In the *condition*, the verb is in *Present* form for both conditionals. In *zero conditional*, the verb is in *Present* form. In *first conditional*, the verb follows modal auxiliaries *will*, *may*, or *can*.

<b>condition</b>	<b>result</b>
<i>If + Sub + VPres,</i>	<i>Sub + VPres</i>
	<i>Sub + CAN + VSF</i>

<b>result</b>	<b>condition</b>
<i>Sub + VPres</i>	<i>if + Sub + VPres</i>
<i>Sub + CAN + VSF</i>	

b. Ask students to try to do this activity orally in small groups before writing the sentences down. Check the answers with the whole class.

**Key:**

1. *Call me if you like.*
2. *Your data is safer if you don't share your passwords. / If you don't share your passwords, your data is safer.*
3. *Do not open an email if you don't know the sender. / If you don't know the sender, do not open an email.*
4. *Save more than one copy of your files if you can. / If you can, save more than one copy of your files.*

### 5. Communicative activity

a. Ask students to read the email and share their answers in pairs. Then elicit the answer from the whole class.

**Key: b**

b. First, ask students how companies should deal with angry customers and how they should answer an email like this one. Then ask them to work in pairs and compare their ideas to advice 1-5. Then ask students to match the phrases with the advice.

# Elementary Business

## Keeping customer information safe

**Key:**

1. c, 2. a, 3. b, 4. e, 5. d

- c. Check that students understand the instructions and the order of the phrases they will need to use in the email (c, a, b, e, d). Elicit different ways to complete the first phrase and write examples on the board that students can use as models. Then ask students to work individually or in pairs to write the email. When students have finished, ask them to read and help improve each other's emails in new pairs or groups.