



BUSINESS
PROFESSIONALS
of AMERICA
Giving Purpose to Potential

PRESENTATION TEAM

(560)

REGIONAL 2026

PRELIMINARY

Judge Key

TOPIC

Last month, headlines revealed that a popular educational app—required by the school and installed on nearly every student’s phone—had been quietly collecting and selling students’ location and browsing data. Outrage spread across campus, but a follow-up discussion with the school’s technology department uncovered something even more troubling: most students believe that tools like “Incognito Mode” or social media privacy settings protect their data.

Now, your team has been selected to become the student voice of truth. Research the biggest personal data myths your peers believe, expose the hidden realities, and propose simple protections that keep today’s apps convenient—but safe. You will deliver a 7–10-minute multimedia presentation of your findings to your school’s technology department for review.

Points to consider include but are not limited to:

- **Myth-Busting Spotlight:** Identify three common privacy myths among students. Pair each myth with a powerful fact or statistic that exposes the truth.
- **Student Sentiment Snapshot:** Poll your classmates about the myths. Present the results using a clear, visual format (bar or pie chart) to highlight gaps between perception and reality.
- **Local Impact Story:** Share a concise, relatable story showing how the misuse of personal data could directly harm students, especially when the school endorsed the app.
- **Quick Win Toolkit:** Recommend three fast, actionable steps students can take today to improve their digital safety—plus one school-wide initiative to prevent future issues.
- **Success Metric:** Define one measurable way to track progress. Clarify who will gather the data and how the results will be reported back to the school’s technology department.

GENERAL GUIDELINES

1. **Formulate Questions:** As a team of judges, create two to three questions to ask at the end of each presentation. *Make sure to ask the same questions to every team.*
2. **Presentation Details:**
 - **Setup Time:** Teams have up to 3 minutes to set up.
 - **Presentation Time:** Teams have no less than seven (7) and no more than ten (10) minutes to present, followed by up to 5 minutes for judges' questions.
 - **Completion:** Excuse the teams after the judges' questions are finished.
3. **Judging Rules:**
 - **No Ties:** There can be no ties in the top 10 teams. Judges are responsible for breaking any ties.
 - **Ranking:** The administrator will fill out the ranking sheet before dismissing the judges.
 - **Multiple Sections:** If there are multiple sections, finalists will be chosen by selecting an equal number from each section.
4. **Audience:** No audience is allowed in the contest room.

POTENTIAL JUDGE'S QUESTIONS

1. What is one thing you learned about privacy that you didn't know before this project?
2. Can you give one example of how someone's data might be shared without them knowing?
3. Which data source did you find most reliable, and how did you verify its credibility?
4. Describe a challenge your team faced while gathering information and how you solved it.

FINAL STEPS

Double-check and verify all scores.