

2 Match 1–8 to a–h.

- 1 I'd like to make ____
 - 2 We monitor the ____
 - 3 There's been an overnight data ____
 - 4 The company mustn't abuse the ____
 - 5 Click this box if you agree to the privacy ____
 - 6 Do not disclose your ____
 - 7 This advertising campaign targets ____
 - 8 Online shopping sites have to encrypt ____
- a trust of its customers when they give permission to use their data.
 - b the users in our European markets.
 - c some recommendations based on this data.
 - d breach and some credit card numbers were stolen.
 - e policy on data use.
 - f online behaviour of staff using this software.
 - g password details to anyone.
 - h the credit card numbers of all customers.

1 Choose the correct word in *italics* in 1–7.

- 1 Roughly *spoken* / *speak* / *speaking*, by 2020 it will be up by 25%.
- 2 *Accord* / *According* / *Accorded* to a recent study, there has been a big increase in podcast advertising.
- 3 So what are the facts and *numbers* / *amounts* / *figures*?
- 4 The *final* / *bottom* / *end* line is that user-generated media will continue ...
- 5 So how should we *interpret* / *analyse* / *describe* this drop?
- 6 Can you give us the *run-down* / *downturn* / *low-down* on the types of advertising available?
- 7 In *generally* / *general* / *generality*, traditional forms of advertising ...

Rewrite these sentences as reported speech

- 6 'What do you think about the proposal?' he asked her.
He asked her _____.
- 7 'A lot of people are unhappy about these changes', she says.
She says _____.
- 8 'I haven't shown anyone these plans yet', he told me.
He told me _____.
- 9 'Have you ever been skiing?' she asked her.
She asked her _____.
- 10 'I'll be back on Friday', he said.
He tells me _____.