

INTRO

Digital Regulation & Etiquette

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Lesson Objectives

The Digital Regulation & Etiquette module serves to answer and provide insight on the following:

- Introduction to Digital Regulation and Online Etiquette
- What are Copyrights and Licenses?
- The importance of Copyrights and Licenses
- Types of Copyrights and Licenses
- Useful resources for Copyrights and Licenses
- Copyright Infringement
- Introduction to General Data Protection Regulation (GDPR)
- The importance of GDPR

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What are Copyrights?

- According to the World Intellectual Property Organization (WIPO), “Copyright (or author’s right) is a legal term used to describe the rights that creators have over their literary and artistic works. Works covered by copyright range from books, music, paintings, sculpture, and films, to computer programs, databases, advertisements, maps, and technical drawings.”
- Various types of works can be covered by copyright such as literary works, computer programs and software, films, music, paintings, and even architecture.

GOOD TO KNOW

- ① An idea cannot be protected by copyrights - but an idea, procedure, method, or concept that has been implemented can hold copyright protection.
- ② If you have noticed before, sometimes we see that titles, slogans, and logos are copyright protected - however, this is not always the case. A title, slogan, or logo can only be protected by copyrights if it displays clear and sufficient evidence of ownership.

What rights does Copyright give an owner?

- Copyright gives the owner of the content the following rights:
 - 1) Economic rights - whereby the owner is able to receive a financial reward if an individual uses their works.
 - 2) Moral rights - which comply with aspects unrelated to economical/financial and unauthorized use of their works.
- The author of the copyright-protected content is even allowed to prohibit others from using their works in certain situations.
- By recording and digitally certifying their work, an author/owner of certain content is able to have access to his/her/their copyright protection rights.

GOOD TO KNOW

- 1 Based on the country and territory, the level and type of copyright protection can vary. Also, copyright is bound to a specific country/territory - which means the protection does not extend past a certain area (unless the country/territory holds an international agreement).
- 2 Copyright is bound to a certain time frame - approximately the life of the content's owner/author and 50/70 years. Some factors may add or subtract from the copyright protection validity such as the status, types, and creators of the works.



2. What is a License?

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What is a License?

In parallel with stringent copyright laws, 'public licenses' or 'public copyright licenses' developments have risen dramatically - in order to allow members of the general public to use content more freely. It is important to note that copyright laws and licenses work in parallel with one another - in order to avoid any potential future breaches.

A public license or public copyright license is a type of license by which a copyright holder (the licensor) is able to allow copyright permissions to individuals (the licensee) in the general public.

By utilizing a public license on certain works, the licensee will be allowed to copy and alter an owner's works without infringing copyright laws.

The licensee is required to accept and agree to the terms and conditions of the public license.

Examples of Public Copyright Licenses (1/2)

1

One of the most used public copyright license providers, Creative Commons (CC), is one of the various public copyright licenses that allow the spread of copyrighted works - for free.

3

With the help of CC, the users of an author's work are protected from concerns of copyright infringement (as long as they agree to the terms and conditions of the author's work).

2

CC aims to provide more flexibility for copyright laws by developing standardized copyright licenses for authors who want to allow the general public to use their works in a legal and flexible way.

4

Such type of license grants users "baseline rights" - whereby copyrighted work has the right to be distributed globally for non-commercial purposes.

Example of Public Copyright Licenses (2/2)

There are various types of CC licenses, that offer more or less flexibility than others such as:

CC BY: users can use the material for commercial use (share, edit, adapt, etc.) - however, credit must be given to the author of the material.

CC BY-SA: users can use the material for commercial use (share, edit, adapt, etc.) - however, credit must be given to the author of the material. Also, if the user adapts the materials, the altered material must be licensed under the same terms.

CC BY-NC: users can use the material for only non-commercial use (share, edit, adapt, etc.) - however, credit must be given to the author of the material.

CC BY-NC-SA: users can use the material for only non-commercial use (share, edit, adapt, etc.) - however, credit must be given to the author of the material. Also, if the user adapts the materials, the altered material must be licensed under the same terms.

CC BY-ND: users are only allowed to distribute the material - however, are not allowed to alter the material in any way. The user is also required to credit the author.

CC BY-NC-ND: users are only allowed to distribute the material for only non-commercial purposes - however, are not allowed to alter the material in any way. The user is also required to credit the author.

3. What is Copyright Infringement?

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What is Copyright Infringement?

- Copyright infringement is when an individual or corporation uses another individual's original creative work or copyrighted work without permission.
- Copyright infringement consists of various types - the two most common types are:
 - 1) Image copyright
 - 2) Text copyright

Some examples of copyright infringement include:



Recording a movie
in the cinema



Posting videos with
copyrighted words
or songs in the
background



Altering an image
and then uploading
it onto your website



Creating items that
include copyrighted
texts or images
printed on them

Avoiding Copyright Infringement

With the vast number of content available worldwide, it is only normal that you will want to use another individual's work at some point in time. However, before using their works, you must take permission in order to avoid copyright infringement. The below steps can help you use content correctly:

First understand if you need permission to reuse the other individual's work

If you have determined that the works require copyright permission, then **you will need to find the owner of the copyright** and send them a detailed request mentioning what materials you will be using and how/why will you be using the materials.

Decide on the terms with the copyright owner - whether financial or moral.

Send the copyright owner a clear copyright permission form - whereby all conditions and details of reuse are fully stated.

Save a signed copy of the finalized form. This is an important tip in order to protect yourself against any future claims.

Using and Remixing Creative Commons Materials

- As mentioned previously, using and remixing CC-licensed materials is open for users - while taking into consideration the type of CC license and its terms/conditions.
- A common condition of all CC-licensed materials is crediting the author of the material. For example, in an ideal situation, a CC-licensed image should have a caption containing the title of the image, the name of the author, the original source of the image, and its license type.
- Again, types of CC-licensed materials vary from one type to another - which should always be taken into consideration to avoid any cases of copyright infringement.

4. General Data Protection Regulation

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What is GDPR?

- GDPR stands for General Data Protection Regulation which is a law put into place by the European Union in 2018.
- GDPR clarifies the methods of how a user and/or company can lawfully use, manage and save personal data. In some instances, public websites mention GDPR compliance when they are asking to receive your personal and identifiable data.
- As it is a law by the European Union, GDPR applies to all companies and organizations within the European Union including those who offer services and goods to citizens living within the European Union.
- Simply, GDPR is a highly important law to protect its users when sharing their personal and sensitive information with organizations. With this law, the user even has the right to request that their personal data be deleted and destroyed

for good.

The Importance of GDPR

- GDPR is important as it applies to all companies and organizations within the European Union – which allows for greater data transparency and transfer highly simple and more transparent.
- As a user or data subject, GDPR works in their favor as it gives them more control and protection over how their data is shared, saved, and used over a specified period of time. Prior to the European Union passing the GDPR law, the majority of users felt that they did not have control over their personal data when being shared with companies and organizations. This obviously affected consumers' habits since they did not have full trust in the organization requesting their personal data.
- Through GDPR, this law is able to positively affect a user's consumer habits and companies as it increases trade and future transactions.
- GDPR is even a pillar at protecting users against the risk of data breaches as it clearly states the precautions taken by a company or organization in case this were to arise.

Why was GDPR needed? (1/2)

- Being in the digital era, consumers and users are highly data-driven with a large amount of personal data being stored on laptops, mobile phones, and other electronic devices.
- Due to this trend, various cyber-attacks and data breaches have been recorded on a daily basis across various users and companies.
- Some of the major methods of cyber-crimes taking place consist of:
 - 1) **Phishing emails:** one of the primary methods used by cyber-criminals to penetrate a user's personal data by using a scam email. Through phishing emails, the cyber-criminal would be even able to change a user's banking and account details depending on their motive. Through the GDPR law, this allowed organizations to take stricter precaution at identifying emails which contain viruses and also to protect their company's IT network.
 - 2) **Office 365:** as one of the most used software used by businesses and organizations, Office 365 is capable of storing a very large amount of personal, vital information of its users such as employment contracts, identifiable information of its employees and even banking information. Even though Office 365 is a cloud-based solution, they are also required to be GDPR compliant – offering users pure transparency and safety.

Why was GDPR needed? (2/2)

3) **End-user consent:** in order to protect its users, the GDPR law makes sure that the data subject sharing their personal data is aware of the processes being implemented when an organization is storing their personal data. Also, this gives the organization the responsibility of making the processing of a user's personal data available to them in a transparent format. The user will also be able to revoke their consent at any moment in time when they feel that there is longer any use for the personal data to be stored by the organization or poses some form of threat to the user.

4) **Two-factor authentication:** a technical measure that an organization can put in place in order to protect users' information – which is stressed within one of the articles of the GDPR law. The two-factor message authentication is commonly applied within systems that process personal information such as mobile phones and laptops.