01 Zero & One

Unit 2: Regulations and Rights in the Information Society



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Programming & AI, 1st secondary (Introduction to ICT)

2-1 Personal Information

- **What is personal data?**: **Personal information:** any data or information about a **natural person** who is identified or **can be identified**, directly or indirectly, by linking it with other data.
- **Important types**
  - **Four Basic Items:** name, address, date of birth, gender.
  - **Personal Identification Codes:** passport, driving licence and national ID numbers
  - **Sensitive personal data:** needs special care so it does not lead to discrimination or harm: race, religion, political opinions, health, criminal record.
- **The personal data protection law**
  - Exceptions (no consent needed): when a **law or regulation** requires it.
  - To protect **national security** or the public interest.
  - To protect a person's **life, health or property**.
- **Privacy, image and publicity**
  - **Right to Privacy:** protects your private life from interference
  - **Image Rights:** stop others from photographing you or using your image without permission
  - **Publicity Rights:** protect celebrities' **economic interests** in their image and fame
- **How companies protect your data**
  - **Privacy policy:** the company explains how it collects, processes and protects customers' data.
  - **Personal Data Protection Center License:** a licence a company obtains from the regulator to prove it follows the law.
  - **Prior Approval System:** no data collection or service **until you agree** (the "I agree" button).
  - **Objection system:** the service **continues until you ask it to stop** (like a newsletter that keeps coming until you unsubscribe).

Personal information	Any data about a natural person who is identified or can be identified
Four Basic Items	Name, address, date of birth and gender
Personal Identification Codes	Passport, driving licence and national ID numbers
Sensitive personal data	Data such as health, religion or criminal record that needs special care
Act on the Protection of Personal Information	The law that sets rules for collecting, processing, storing and transferring personal data
Right to Privacy	The right to protect one's private life from interference
Image Rights	The right to stop others photographing you or using your image without permission
Publicity Rights	Rights protecting the economic interests of celebrities in their image
Privacy policy	A company's statement of how it collects and protects data
Prior Approval System	No data is collected or service given until the user agrees

Objection system	The service continues until the user asks it to stop

2-2 Intellectual Property Rights

- **Intellectual Property Rights**: Rights that protect the **products of human intellectual creativity**
- **Industrial property rights**
  - **Patent Rights:** a new technical invention that can be applied in industry
  - **Utility Model Rights:** a simple practical improvement to a product's shape or structure (less inventive than an invention)
  - **Design Rights:** the outer look of a product: shape, lines and colours
  - **Trademark Rights:** a name, logo or symbol that distinguishes a product or service
- **Copyrights**: They protect creative works: novels, films, paintings, photos, music, **computer programs**
- **The creator's rights**
  - **Moral rights:** the personal link between creators and their work: being credited as the author and preventing distortion.
  - **Copyrights (property rights):** economic use: copying, distribution, translation, public performance.
  - **Neighboring Rights:** for those who bring the work to the public: singers, actors and directors, plus record companies and broadcasters.
- **Copyright infringement**: To copy someone's work or publish it on a website you need the owner's **permission**

Intellectual Property Rights	Rights protecting the products of human intellectual creativity
Industrial Property Rights	Rights protecting industrial and commercial innovations once registered
Formality Principle	The right begins only after an application is filed and registered
Patent Rights	Protect a new technical invention, 20 years from the application
Utility Model Rights	Protect a simple improvement to a product's shape or structure, 7 years
Design Rights	Protect the outer look of a product, 10 years
Trademark Rights	Protect a name or logo that distinguishes a product, 10 years and renewable
Copyrights	Rights protecting creative works from the moment they are created
Non-Formality Principle	The right is born the moment the work is created, without registration
Moral rights of creator	Being credited as the author and preventing distortion of the work
Neighboring Rights	Rights of performers, record companies and broadcasters

2-3 Utilization and Disclosure of Information

- **The purpose of copyright**: Copyright aims to contribute to **cultural development** through two things together: the **fair use** of works and the **protection of rights** of their owners.
- **Exceptions without permission**
  - **Copying for personal use:**
  - **Copying within educational institutions:**
  - **Non-profit performances:**
- **Quotation**
  - Your work is the **main part**, and the quoted part is **subordinate** to it.

    - There is a **need** for the quotation.
    - It does not harm the legitimate interests of the work's owner.
    - The quoted part is **clear** and placed in **quotation marks**.
    - The **source** is clearly stated.
    - You **do not change** the quoted words.
- **Protection period**: The author's economic rights end **50 years after death**
- **Creative Commons License**
    - **BY
    - **NC
    - **ND
    - **SA

Fair use	Using works in a balanced way while protecting their owners' rights
Quotation	Using part of someone else's work in your own work under set rules
Creative Commons License	A mark stating the conditions for using a work
Credit to creator (BY)	Show the title of the work and the creator's name
Non-commercial (NC)	Do not use the work for commercial purposes
No derivatives (ND)	Do not alter the original work
Same terms for adaptations (SA)	Publish adapted versions under the same licence



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