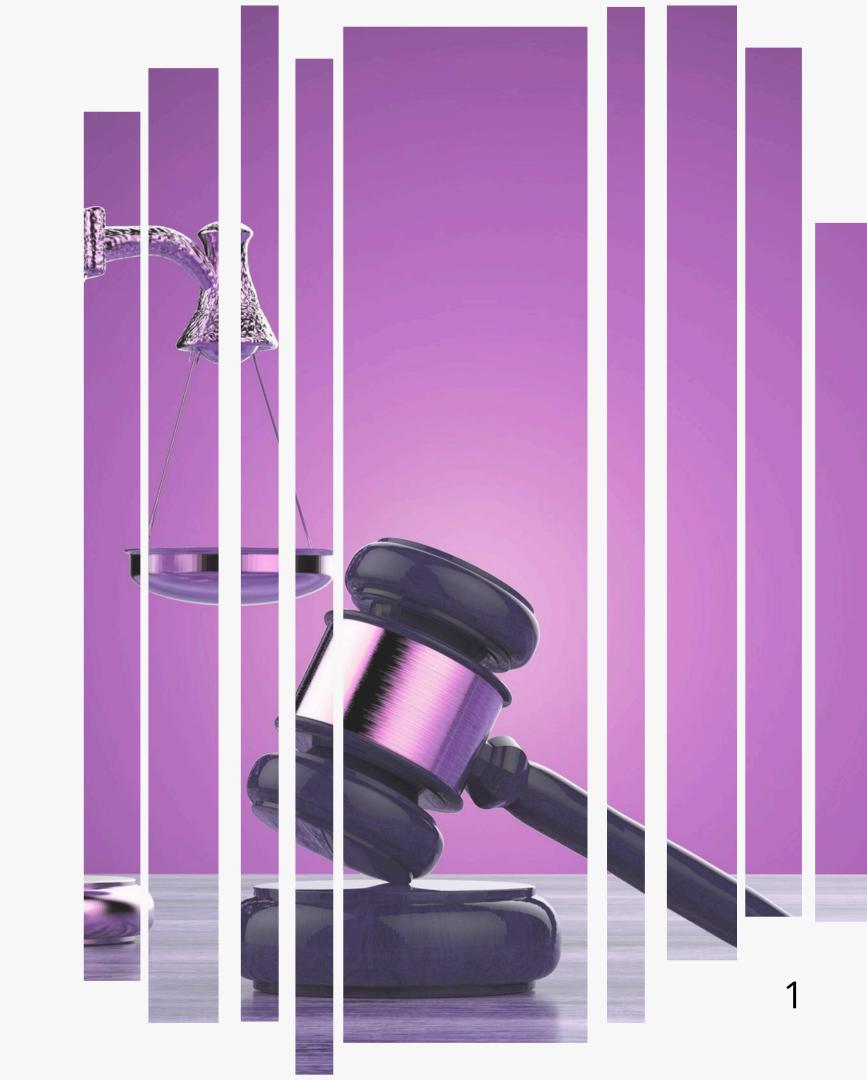


# LAW AND ETHICS ON THE INTERNET

Digital Literacy In-Training Service
MODULE 1.3



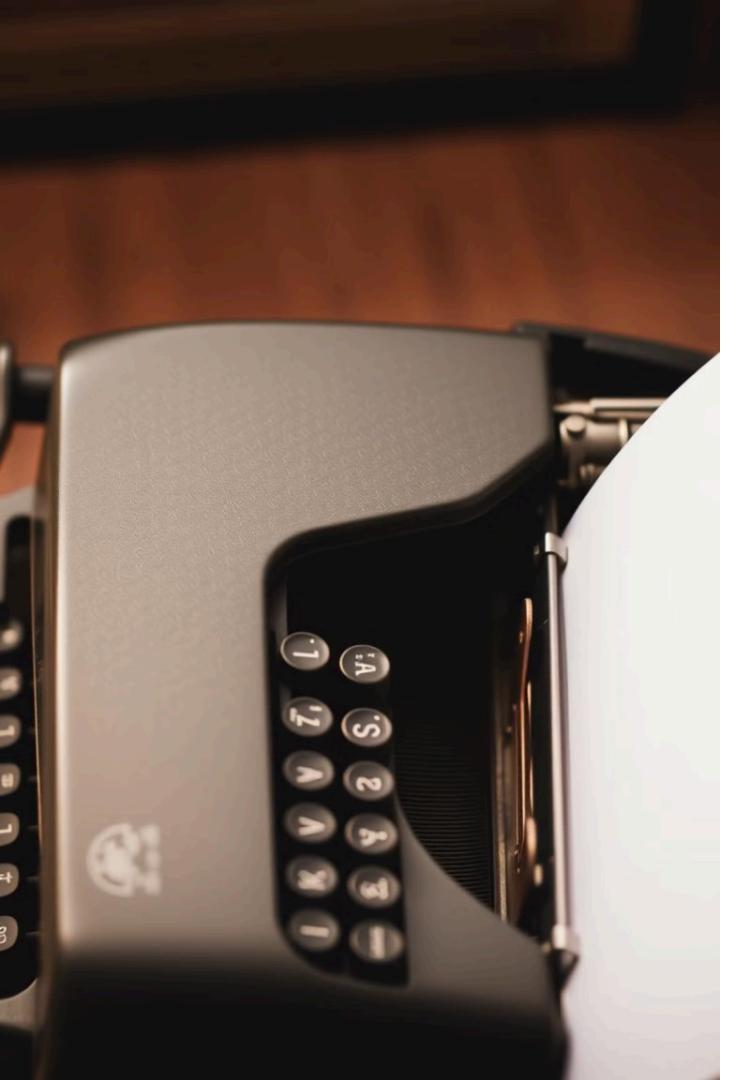




#### IN THIS WORKSHOP YOU WILL LEARN



How to act ethically and responsibly in the digital world





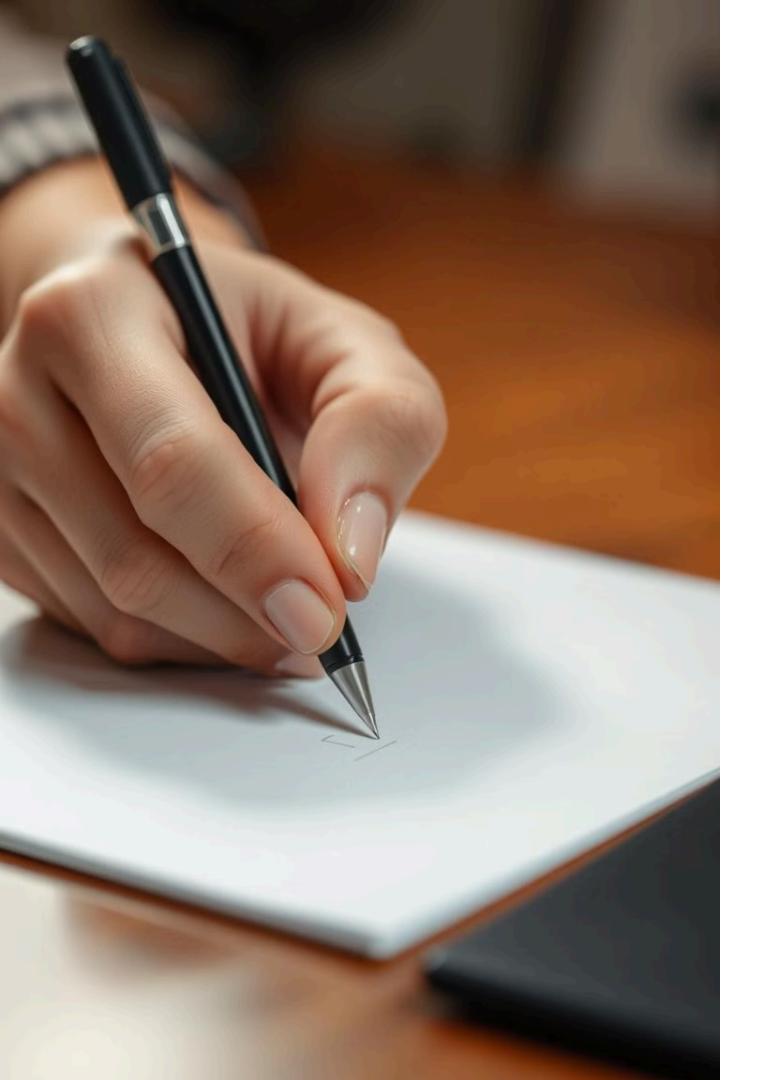
### Copyright

For beginner online creators



# Basic principles of copyright law

Knowing these basic principles will help you create content legally and protect your work from illegal use by others.





### What is copyright?

#### **Protection of creativity**

Copyright is a policy that protects original content such as text, images, videos and music.

#### **Automatic ownership**

When you create something, you automatically own the rights to it - no one can use your work without your permission.

# How does copyright protection work?

#### Automatic protection

Anyone who creates original content (video, text, photo) automatically becomes the copyright owner of their work.

#### **Duration of protection**

Protection lasts from the creation of the work and usually for 70 years after the author's death.





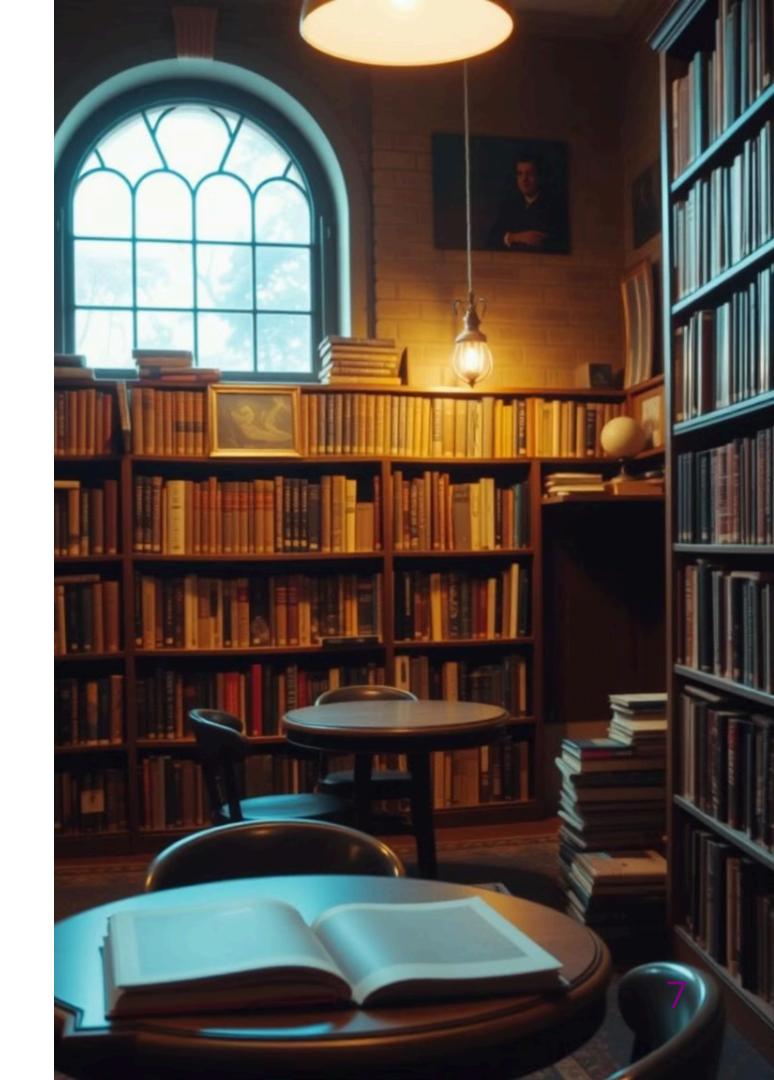
### What is the public domain?

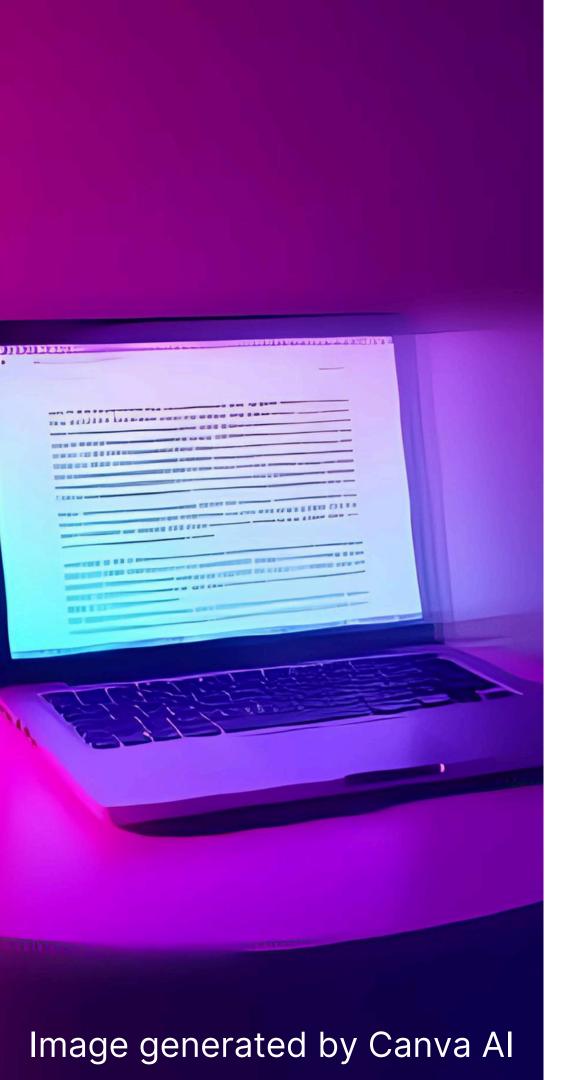
The public domain is the collection of creative works that are not protected by copyright and can be freely used by anyone.

The public domain includes works that are no longer protected by copyright, such as very old books or films.

#### Free for use

You can use them without asking the author's permission.





### What content can you use?



Own content and songs - use is always safe.

Public domain - no restrictions.

#### **Creative Commons licences:**

**CCO** - completely free.

CC BY - cite the author.

CC BY-SA - cite author + share under the same licence.

**CC BY-NC** - non-commercial only.

**CC BY-ND** - no changes/modifications.

Always check the terms of use.



#### What to look out for when creating online?

**Plagiarism** 

Do not copy someone else's work without permission or without acknowledging the source.

Music, photos, videos

Make sure you have a licence for use, especially for commercial purposes.

Right to quote

You may quote small passages as long as you acknowledge the source and author.
Remember: the quotation must be justified by the purpose, e.g. analysis, criticism, explanation.

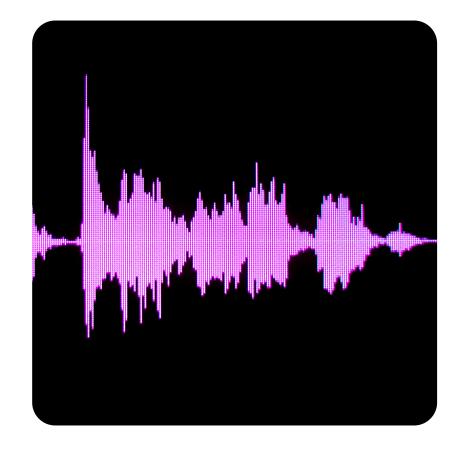


### Where to find legal material?



**Images and graphics** 

- o <u>unsplash.com</u>
- o <u>pixabay.com</u>
- pexels.com
- freepik.com



**Music and sounds** 

- <u>freesound.org</u>
- o <u>ccmixter.org</u>,
- YouTube AudioLibrary



**Video** 

- videvo.net
- coverr.co



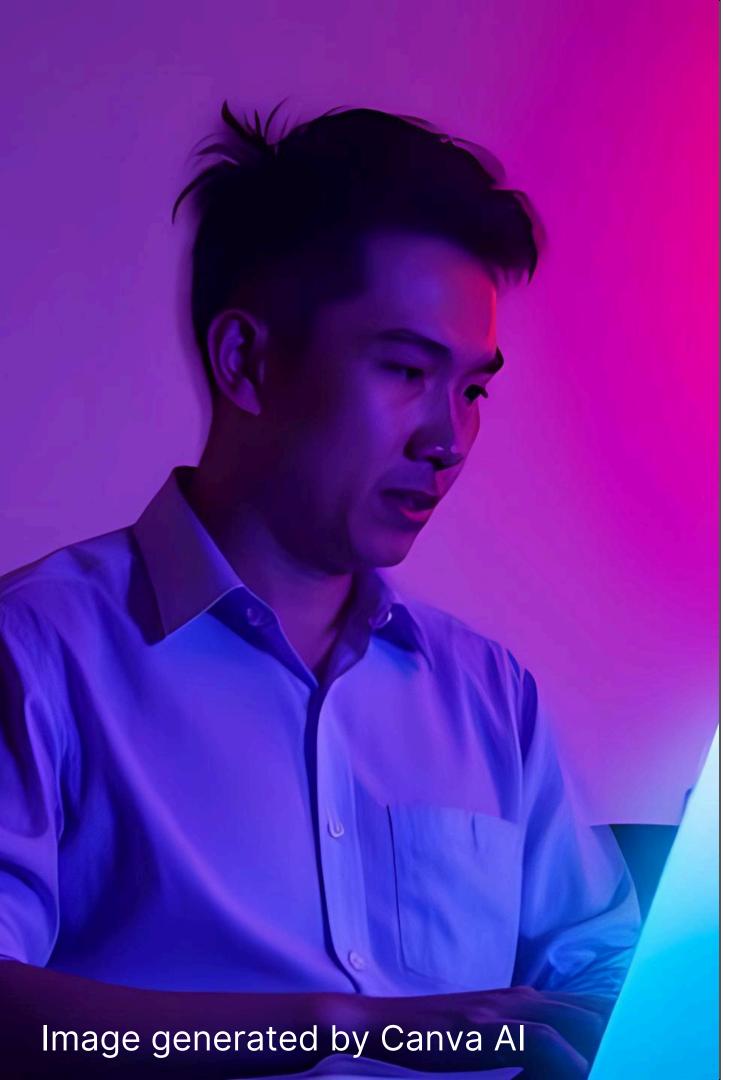


### Who has the copyrights to an image generated by Al?

In most countries (including the EU), currently images created solely by artificial intelligence are not protected by copyright because:

- they were not created by humans,
- copyright law protects 'human creativity'.

Example: if you generate a graphic in Midjourney or DALL-E - formally you are not the author in the sense of copyright law.



### Can you legally use images generated by Al?



Yes - as long as the Al tool grants you a licence to use the image.

Each tool has its own terms and conditions:

- DALL-E / OpenAI you can use the generated images commercially, but you have no copyright.
- Midjourney images are public, but users with a paid plan have broad usage rights.
- Canva Al, Adobe Firefly offer usage licences that comply with RODO and copyright rules. 13



# Image Rights and Data Protection

Understanding the intersection of image rights and data protection is crucial in today's digital landscape, where images are widely shared and used.

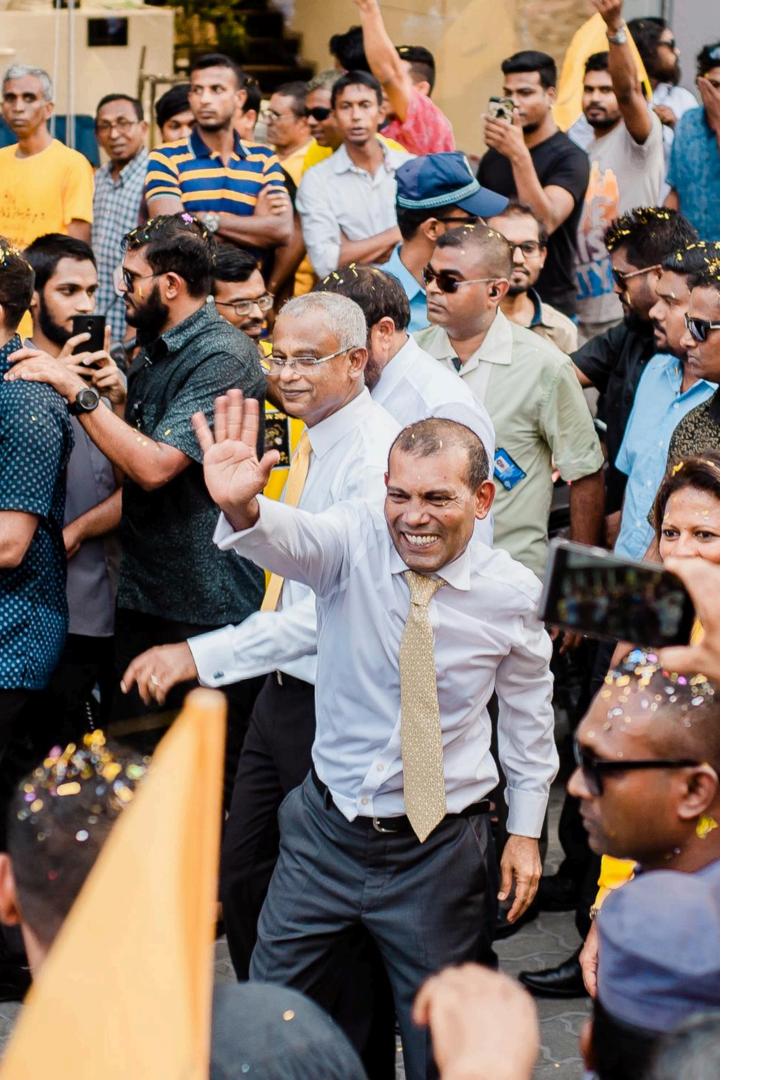






### Why is this important?

- By publishing photos and videos on the internet, we often unknowingly infringe other people's rights.
- Legal liability applies not only to organisations, but also to individuals.
- Knowledge of the principles of data protection and right of publicity helps to avoid legal problems and protect reputations.





# What is a right of publicity?

An image is any form of representation of a person that allows that person to be recognised (e.g. a photograph, a video recording, a drawing).

The capture and publication of an image requires the consent of the person depicted, except in strictly defined situations (e.g. a public figure at a public event).

#### Image and personal data

1

An image of a person is personal data if it allows for the identification of that person

2

When publishing photographs containing images, we must apply the provisions of RODO (GDPR):

- Data minimisation principle
- Transparency information on purposes and time of processing
- Right to withdraw consent



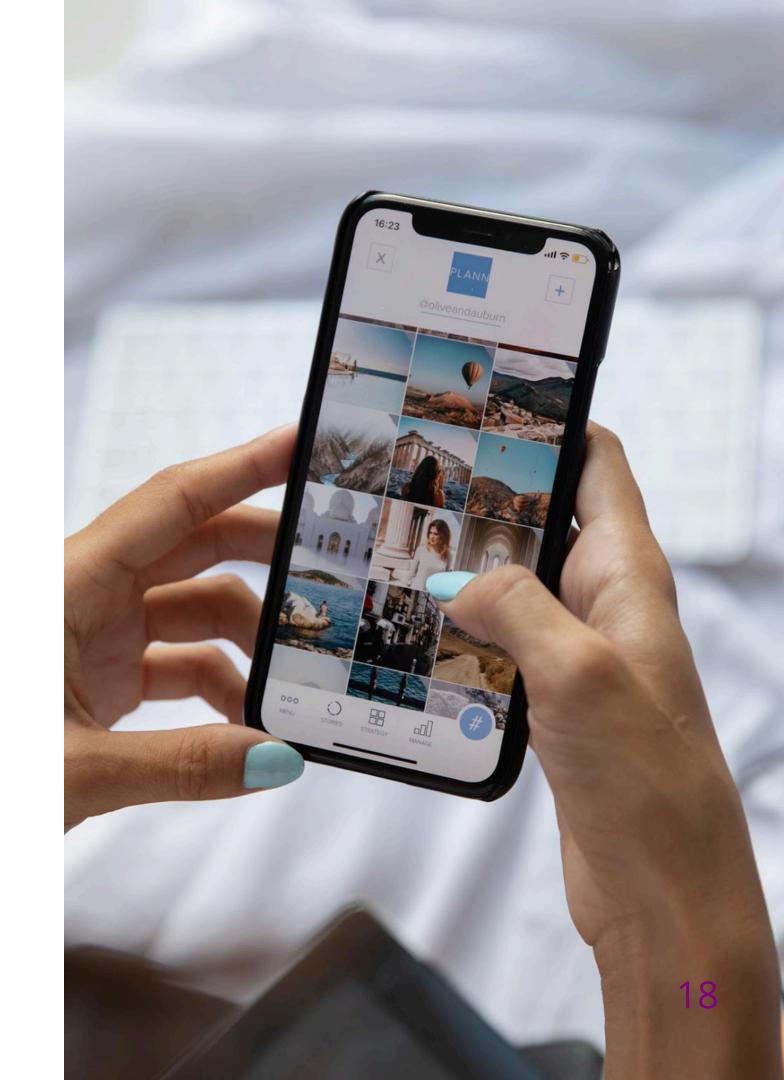


# Consent to publication of image

#### **Consent should be:**

- Informed the person knows where and for what purpose the photo will be used.
- Voluntary no compulsion.
- Udocumented preferably in writing or electronically.

Consent should indicate the scope of (e.g. social media, website, promotional material) and duration.





#### Data protection - what does it mean in practice?

- 1 Do not publish photos featuring third parties without their consent.
- Use anonymisation: blur faces, remove metadata (location, name), back photos.
- 3 Store consents and documentation according to the data security principle.



# Social media and legal risks



1

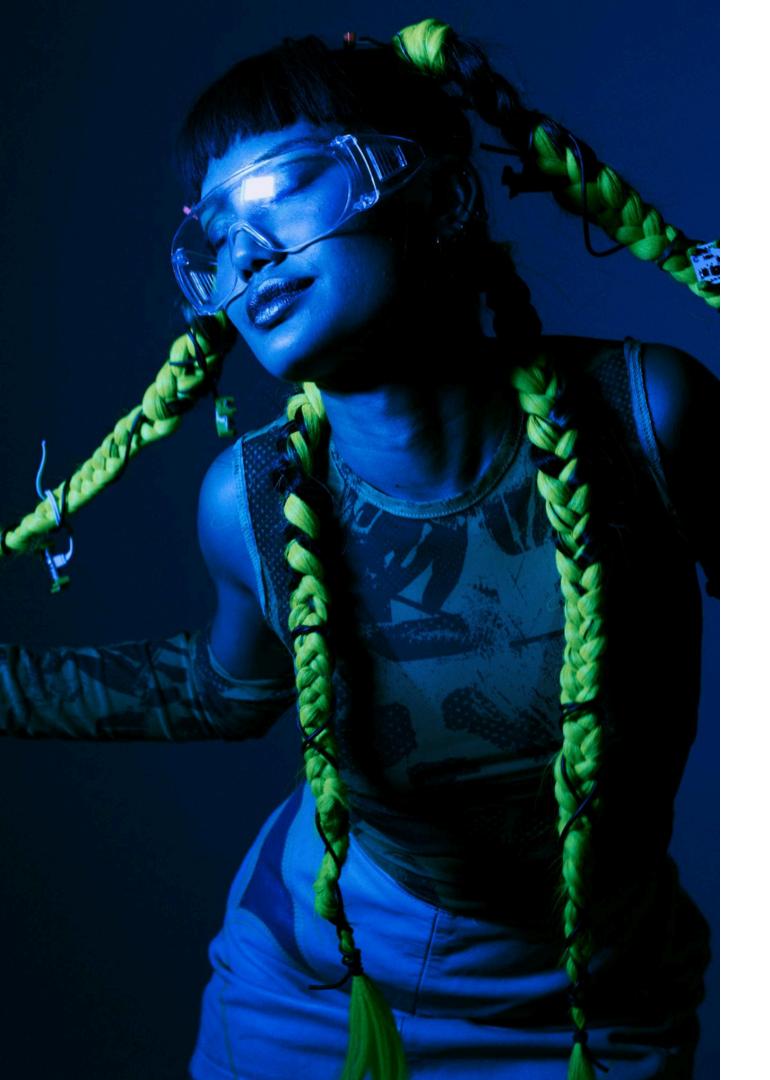
Social media platforms can use your photos - check the terms and conditions.

2

Sharing other people's photos (even labelled) may be an infringement.

3

Using someone else's photos for promotional or commercial purposes without permission is a risk of a lawsuit.

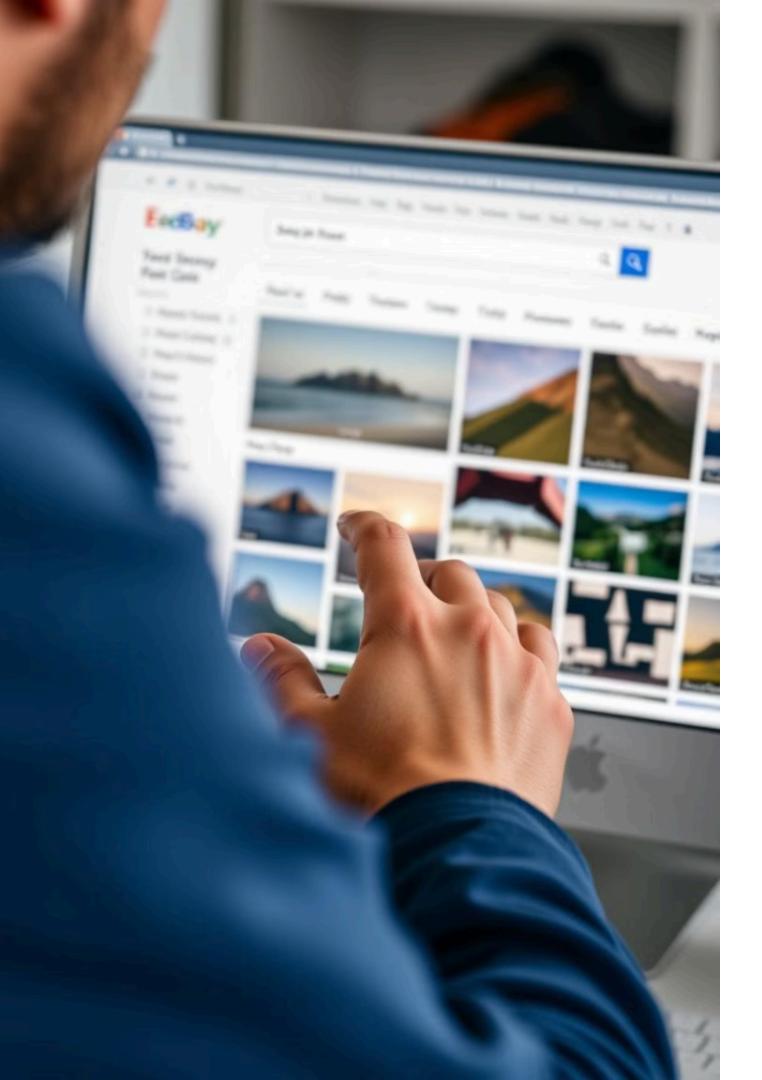


### New technologies



- new challenges

- Al generating images: who owns the rights?
- Facial recognition: privacy risks, especially for children.
- Geolocation and metadata: photos can reveal more than you can see.



### Good practices for online publishers



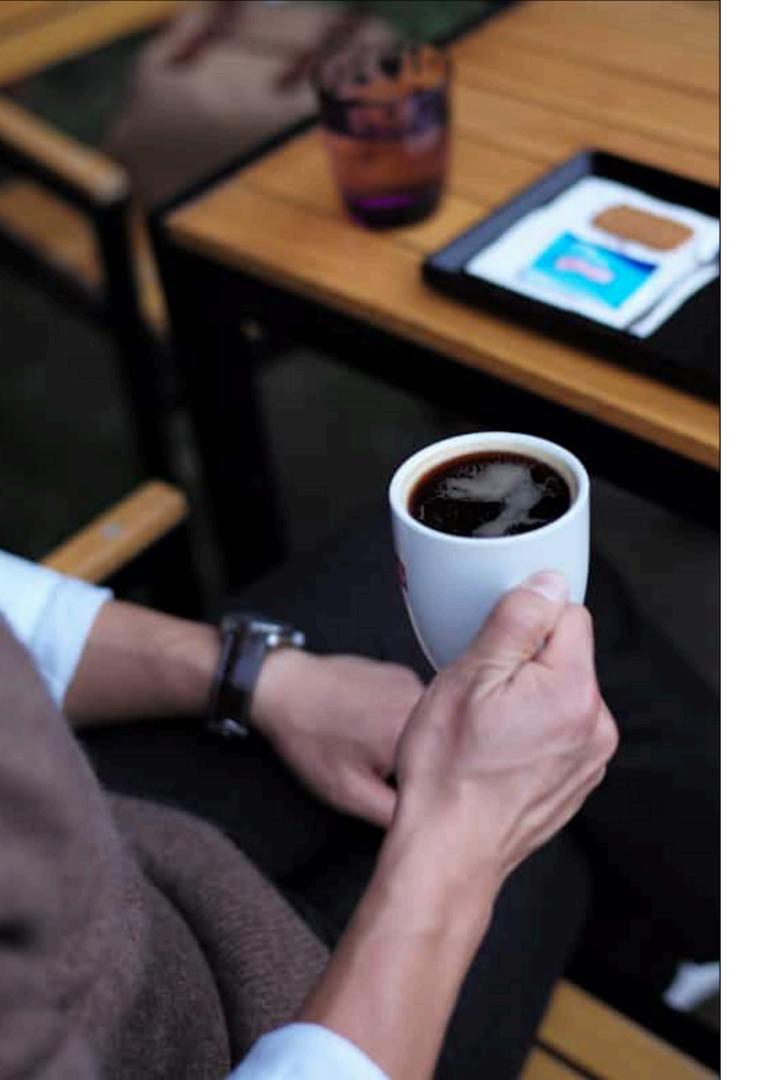
- 1 Obtain consents and archive them.
- Limit the visibility of third parties in images.
- Use legitimate sources for graphics and photos.
- Always sign the author if required by the licensing rules.
- Regularly update your knowledge of the law.

### Summary

- The right of publicity and data protection are inextricably linked.
- Anyone publishing content online is responsible for its legality.
- Do not publish the image of others without asking, even if "it's just a story".
- To act consciously is not only to protect yourself from penalties, but also to respect other people and their privacy.









# Ethics in a digital world



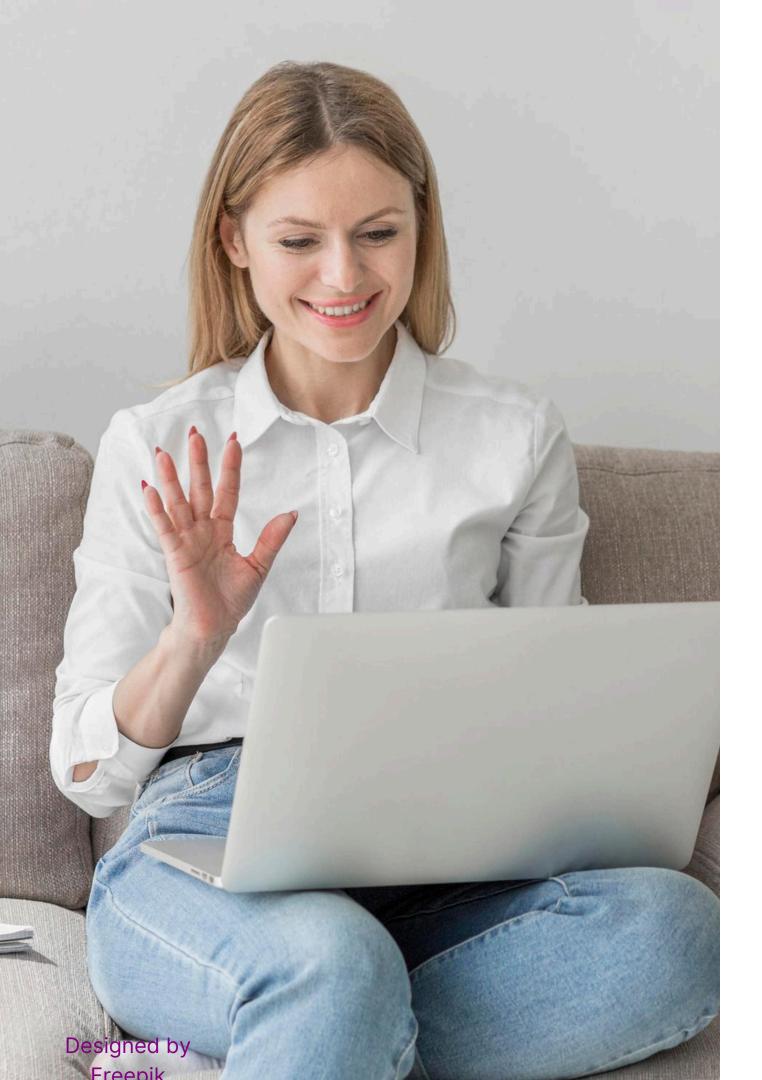
### What is digital ethics?



Digital ethics is a set of norms and values that should guide our actions in the online environment.

It concerns not only compliance with the law, but also responsibility, respect and fairness towards other users.

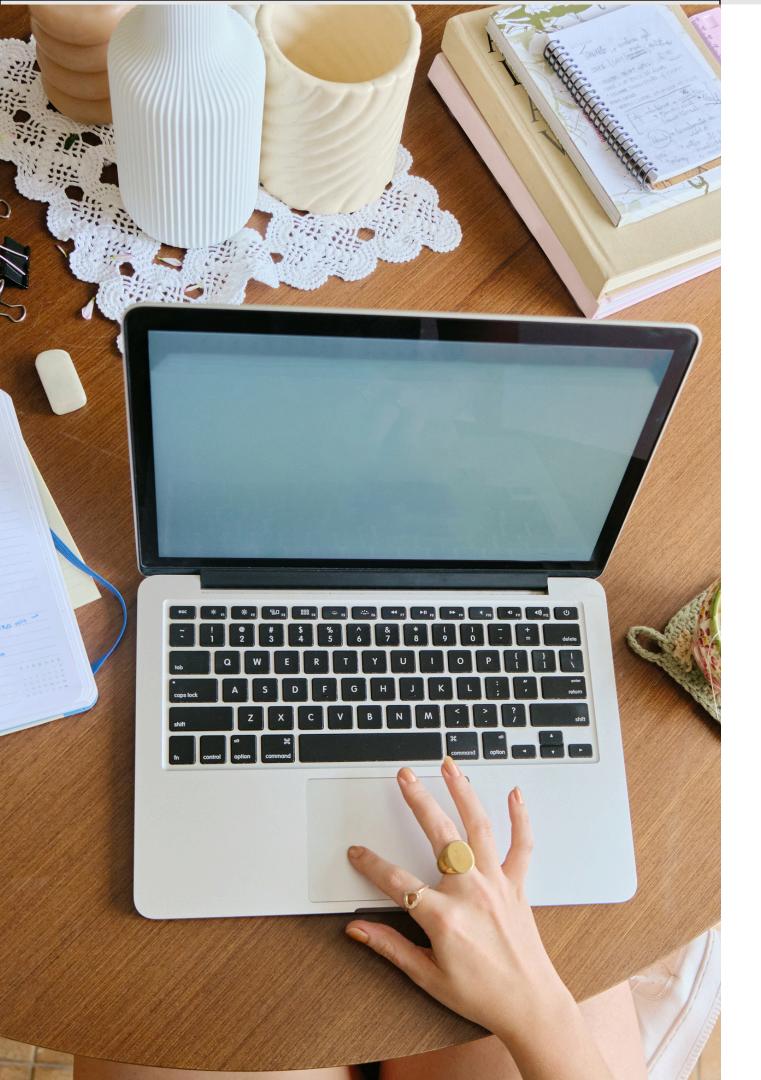
At the centre of digital ethics is the human being - his or her dignity, privacy and security.



### Netiquette - rules proper online behaviour



- Respect in communication Courtesy to interlocutors, even if they have a different opinion.
- Non-harassment and aggression Banning hate speech, trolling and personal attacks.
- Avoidance of spam Not cluttering the digital space with unnecessary content.
- Protecting privacy Not sharing other people's data without their consent.



# Digital responsibility



- Every internet user has an impact on the digital environment.
- By publishing, commenting or sharing content:
  - Take responsibility for the consequences of your actions.
  - Respect others their views, emotions and privacy.
  - Think critically verify sources of information.
- Build a culture of trust rather than conflict and misinformation.



# Digital responsibility



#### The importance of words

Online publications can have a real impact on others.

#### **Truth and reliability**

The need to verify sources of information.

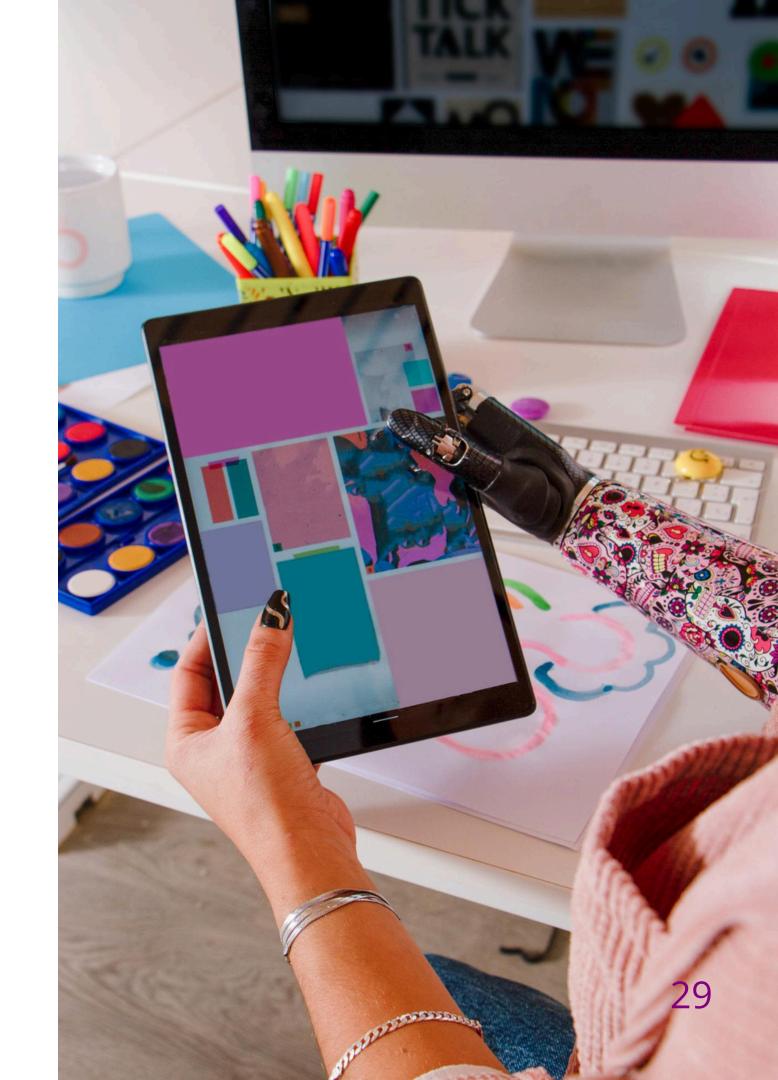
#### **Compliance with the law**

Prohibition on publishing content that violates the law.



# Values in a digital world

- Integrity don't credit someone else's work,
   don't manipulate information.
- Respect don't insult, exclude or hate.
- Responsibility anticipate the consequences of actions.
- Empathy there is another human being on the other side of the screen.
- Ethical behaviour online is not just a good habit - it is a prerequisite for healthy communication and coexistence online.





through Creative Methods and Digital Literacy

Empowering Refugee & Migrant Women

# "STOP DREAMING AND START DOING"





Empowering Refugee & Migrant Women through Creative Methods and Digital Literacy



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