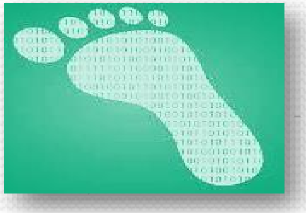

A

s

media sites or by using websites.

A passive digital footprint is made when information is collected from the user without the person knowing this is happening.

- Websites that install cookies in our device without disclosing it to us
- Apps and websites that use geo location to pinpoint our location
- Social media, news channels and advertisers that use our likes, shares, and comments to profile us and to serve up advertisements based on our interests.

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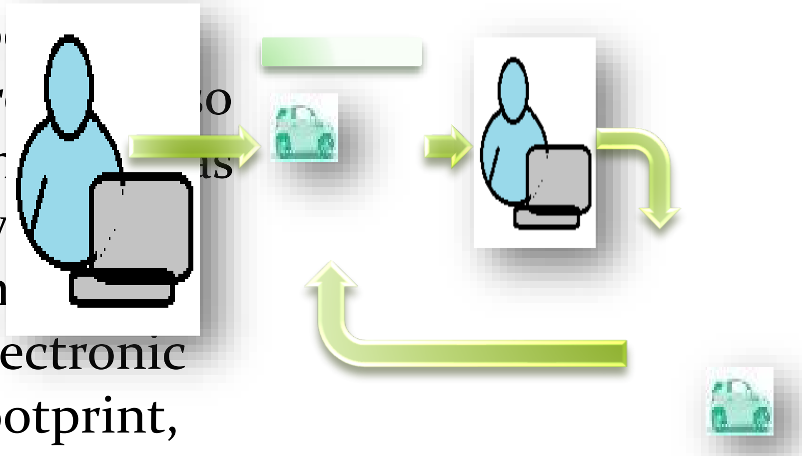
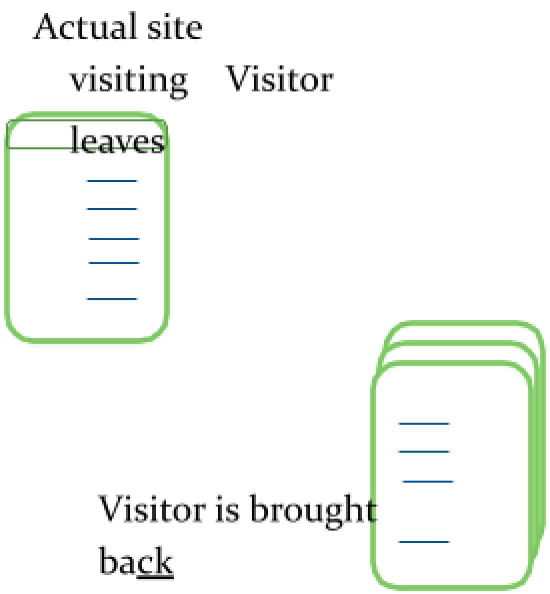
Society, Law and Ethics 1

*How digital footprint is being used for marketing purposes





Digital fo ar o kr is cy sh electronic footprint, or digital shadow are generally collected with the help of tracking cookies .these cookies are created while using popular sites. Whatever we search is stored in these along with our

dates, GPS relevant data. These are shared by actual site we are visiting to the popular sites. Popular sites in tern analyze these data and revert back in the form of advertise later on.
For e.g. SEARCHING

Popular sites

4. To preserve our freedom

Risk due to digital footprint

- Privacy concern
- Scam
- Identity theft

- Double-check privacy settings, but don't trust them

- Create strong, memorable passwords

- Keep all our software up to date.

- Review our mobile use. Delete useless files(temp.)

- ❑ Build reputation through behavior.

gaming, and other types of online communication.

*Social Media Etiquettes

- Avoid over-automation.
- Be authentic and genuine.

- Don’t be overly promotional.

- Handle your hash tags carefully.

- Don’t bad-mouth your competition.

of this information, and more.

- Targeted by hackers

- Suffer from DDoS(Distributed denial of service)

- Lose of money

- Intellectual property at risk

- Damage downtime

- Use Security Software

- Avoid Phishing Emails

- Be Wise About Wi-Fi

- Be Alert to Impersonators

- Safely Dispose of Personal Information

the discloser of his/her IP in an IPR application.

- IP can be used to establish the goodwill and brand value in the market.
- IP can be mention in resumes of it’s creator and thus show competence of it’s creator.
- IPR certificate establishes legal and valid ownership.

can be used to indicate trademarks; the latter is only for use by the owner of a trademark that has been registered.

A patent is an intellectual property (IP) right for a technical invention. It allows you to prevent others from using your invention for commercial purposes for up to 20 years.

*What Is Copyright?

Copyright refers to the legal right of the owner of intellectual property. In simpler terms, copyright is the right to copy. This means that the original creators of products and anyone they give authorization to are the only ones with the exclusive right to reproduce the work.

*IPRs Act

- **Patent** (to protect technologies - The Patent Act)

- **Trade Mark** (to protect words, signs, logos, labels –The Trade Mark Act)
- Design (to protect outer ornamental configuration –The Designs Act)
- Geographical Indications (GI) (to protect region specific

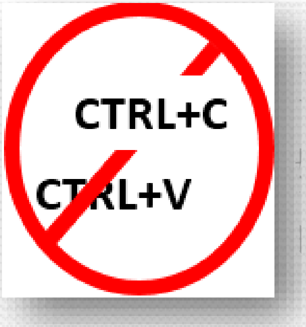
  product –The Geographical Indications of Goods Act)

- **Copyright** (to protect literary and artistic work –The Copyright Act)

4- The Geographical Indications of Goods Act,
1999, 5- The Copyright Act, 1957,
6- Protection of Integrated Circuits Layout and Designs Act,

2000,

7- Protection of Plant Varieties and Farmers Rights Act, 2001, and also Trade Secret


CTRL+C
CTRL+V

- Plagiarism is stealing of intellectual property
- Plagiarism is cheating
- Plagiarism is an *Academic offence*
- Plagiarism is *Academic theft*!

Society, Law and Ethics 1

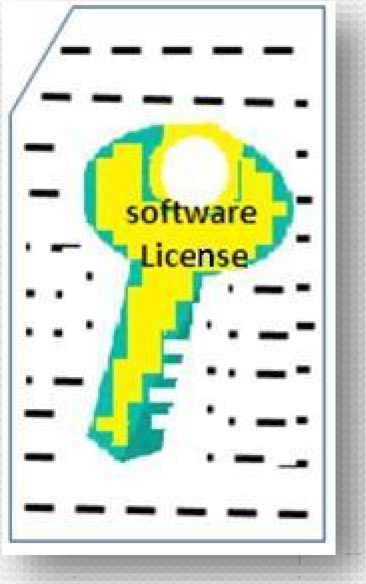
*Two Types of Plagiarism

- Intentional Plagiarism
  - *Copying other's work
  - * Borrowing/buying assignments
  - * Cut , paste from electronic resources
  - * Downloading essays/text from the Internet and presenting as our own work

- Unintentional Plagiarism
  - * Not knowing how to acknowledge or incorporate sources of information through proper paraphrasing, summarizing and quotation
  - *Careless copying or cutting and pasting from

electronic
databases

*Quoting excessively
* Failure to use our own “voice”


software
License

- Using Unlicensed Software Against the Law

- The Right Software License Can Save our Money

- We can Receive Around-The-Clock License Support

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*Software copyright is used by software developers/software companies/proprietary software companies to prevent the unauthorized copying of their softwares. Free and open source licenses also rely on copyright law to enforce their terms.

Reason for copyright our software

Our work(software development) is an
asset Protect our rights

It protects our software structures

It protects software code, sequencing and organization It enhances protection against license agreements

used for and the duration of the license.

- Source code must be included.

- Anyone must be allowed to modify the source code.

- Modified versions can be redistributed.

- The license must not require the exclusion of other

- As internet browser/webserver – chromium, firefox/ apache http server, apache tomcat

the Author’s integrity. A software which is FREE as well as OPEN, called Free & Open Source Software (FOSS)

Types of Software based on use:

- **Proprietary Software**: These Software are neither open nor freely available. They must have some cost and Source code is also not given since it is property of the developer organization. No change, copy and distribution are allowed.
- **Freeware:** These are available free of cost. They can be used, copied, distributed but no modification is allowed

because Source Code is not available.

- **Shareware:** These software are freely used, copied and distributed for a certain period of time. After expiry, you have to purchase or uninstall them. Modification is not possible due to non-availability of the source code. These are the Demo version and freely distributed for trial