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# *Privacy, copyright, and Creative Commons*

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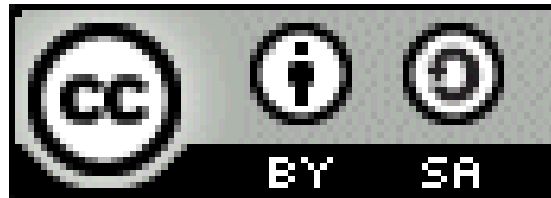
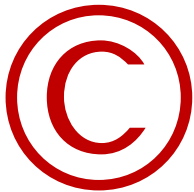
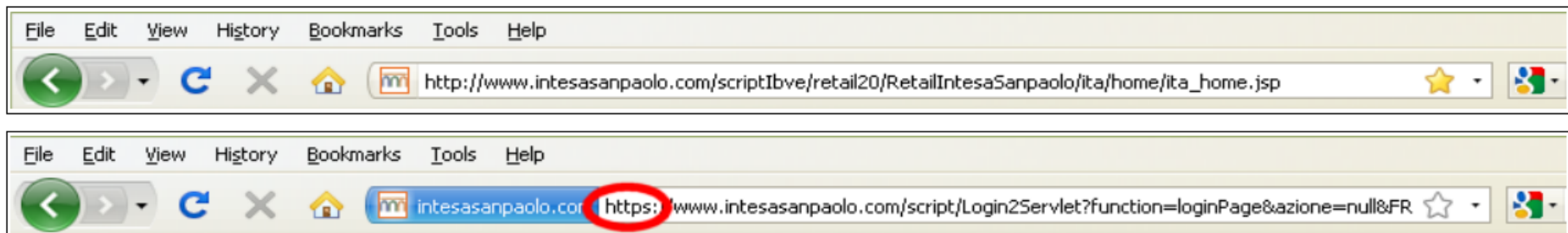
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# Privacy, copyright, and Creative Commons

*What are we talking about?*

1. What privacy is about?
2. Cryptography
3. Security
4. Copyright
5. Creative Commons





## Privacy, copyright, and Creative Commons

### *What privacy is about?*

**Privacy** is a concept of Anglo-Saxon origin linked to the idea of **human rights**, which concerns the right of everyone to **live** their lives **free** from prying eyes. (Privacy does not have limitations shared – much less standardized – and in the eyes of different people, or different cultures, can mean different things.)

It is argued that privacy is now **disappearing**. For example, telecoms collect data on where (in which cell) any caller's and recipient's cellphones are located – even when phones have no call in progress –, and data on each and every call are recorded.

This is among the results of the **“digital revolution”**.



## Privacy, copyright, and Creative Commons *Legal responsibilities*

From a customers' point of view, **privacy** means that

1. if someone collects data on you, he must inform you that he keeps those data, who's **legally in charge**, and what data have been collected;
2. you must be assured that any data collected about you is certainly and radically **erased**, if you ask so (with the obvious exceptions of data collected by public services, like city councils or hospitals, and public business data, like invoices);
3. webpages containing critical data (such as a bank accounts ID, sensible data, or any serious passwords) should be **encrypted**.



## Privacy, copyright, and Creative Commons *Cryptography*

The concept behind encryption is quite simple – make the data unlegible for everyone else except those specified. This is done using **cryptography** – the study of sending “messages” in a secret form so that only those authorized to receive the “message” be able to read it.

The easy part of encryption is applying a **mathematical function** to the plaintext and converting it to an encrypted cipher.

The harder part is to **ensure** that the people who are supposed to decipher this message can do so with ease, yet **only those authorised** are able to decipher it.



## Privacy, copyright, and Creative Commons *Security*

To be accurate, what financial institutions and commercial firms must guarantee to their customers while encrypting their message is not simply their privacy. It is rather called transactions' **security**. Encrypted webpages use a different transmission protocol: **https** instead than **http**.



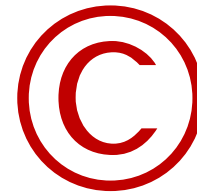


## Privacy, copyright, and Creative Commons

### *Copyright*

Another concept dealing with human rights and the Web is the **copyright**. It concerns the intellectual property of a product (a song, a poem, a piece of software, a new type of wash basin...) that someone has created. Let's put it this way. If you've written a best seller, you wouldn't be happy if someone reprints it, and earn money from the copies sold...

According to international laws, you **cannot** take a picture from someone else's website, and publish it on your website. Why? Because that picture is not yours, while your website is!



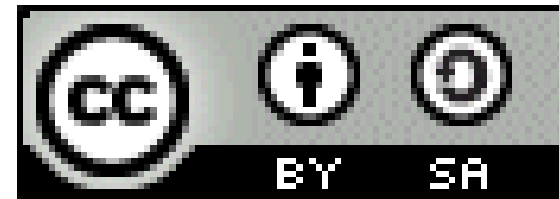


## Privacy, copyright, and Creative Commons *Creative Commons*

In a shared world like the Web, copyright has always been a problem. A sort of “right to copy” has always been perceived as assured – think of Wikipedia, from which you can copy whatever you want.

The most serious attempt to contribute a solution to this problem is run by **Creative Commons**.

The infrastructure provided by Creative Commons consists of a set of copyright licenses and tools that create a balance inside the traditional “all rights reserved” setting that copyright law creates.





## Privacy, copyright, and Creative Commons

### *Creative Commons in short*

In short, if you adopt Creative Commons, you can decide whether

- ✓ you **allow** a free reproduction of your product (picture, video, text) by someone else
- ✓ you **allow** such free reproduction, and **also** allow your product be transformed, edited, adapted etc.
- ✓ you **allow** any of the free reproductions above, but want the original **creator** be **mentioned**
- ✓ you **don't allow** any reproduction, unless under specific conditions to be discussed about.

