

what a responsible user of technology owes to everyone else who shares the same network

Digital footprint

- every action taken online, a post, a search, a purchase, a location check-in, leaves a trace that can be tracked and stored
- active footprint**: data left on purpose, a post, a comment, a photo shared knowingly
- passive footprint**: data collected without a deliberate act, browsing history, an IP address logged, a cookie set
- a digital footprint can be searched, copied, and shared long after the person who created it has forgotten it

Managing a digital footprint

- think before posting: once shared, a post can be copied by anyone, deleting the original does not delete every copy
- check the privacy settings on every account, and review them again whenever an app updates
- use strong, separate passwords for different accounts, so one leaked password cannot open every door
- a digital footprint shapes how a person is seen later, by colleges, employers, and anyone else who looks it up

*the internet does not forget on its own,
and neither does a screenshot*

Intellectual Property Rights, IPR *

- IPR protects creations of the mind: an invention, a piece of writing, a design, a brand name
- it gives the creator the exclusive right to decide how their work is used, copied, or sold, for a set period
- the three most commonly examined kinds are copyright, patent, and trademark, each protecting a different sort of creation

Intellectual Property Rights



one root branching into the three kinds of intellectual property right most commonly examined

The three at a glance

Copyright

protects an original creative work: writing, music, software code, art

Patent

protects a new invention or process, for a limited number of years

Trademark

protects a brand's own name, logo, or symbol from being copied