

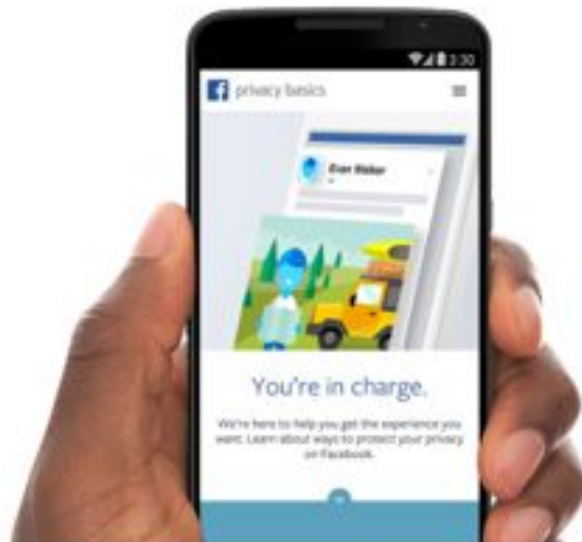
Social networking by the terms

M. Farcot / SMILE g.i.e.

Introduction

By using our services after January 30, 2015, you agree to our updated terms, data policy, and cookies policy and to seeing improved ads based on apps and sites you use. Learn more below about these updates and how to control the ads you see.

Updating Our Terms and Policies: Helping You Understand How Facebook Works and How to Control Your Information



Over the past year, we've introduced new features and controls to help you get more out of Facebook, and listened to people who have asked us to better explain how we get and use information.



Creation & Maths

PART 1

Kitten facts included



Part 1 – Creation (& maths)

- **Intellectual property** is a legal term that refers to the ownership of creations of the mind.
- Creations of the mind, meaning?
 - Artistic creativity
 - Commercial exploitation
 - Industrial production

Kitten can't own IP ☹️



Quizz time

- **What is the different between**

Owning

and

Renting

a flat/house/(idea)....?

Kitten are nice



Quizz time

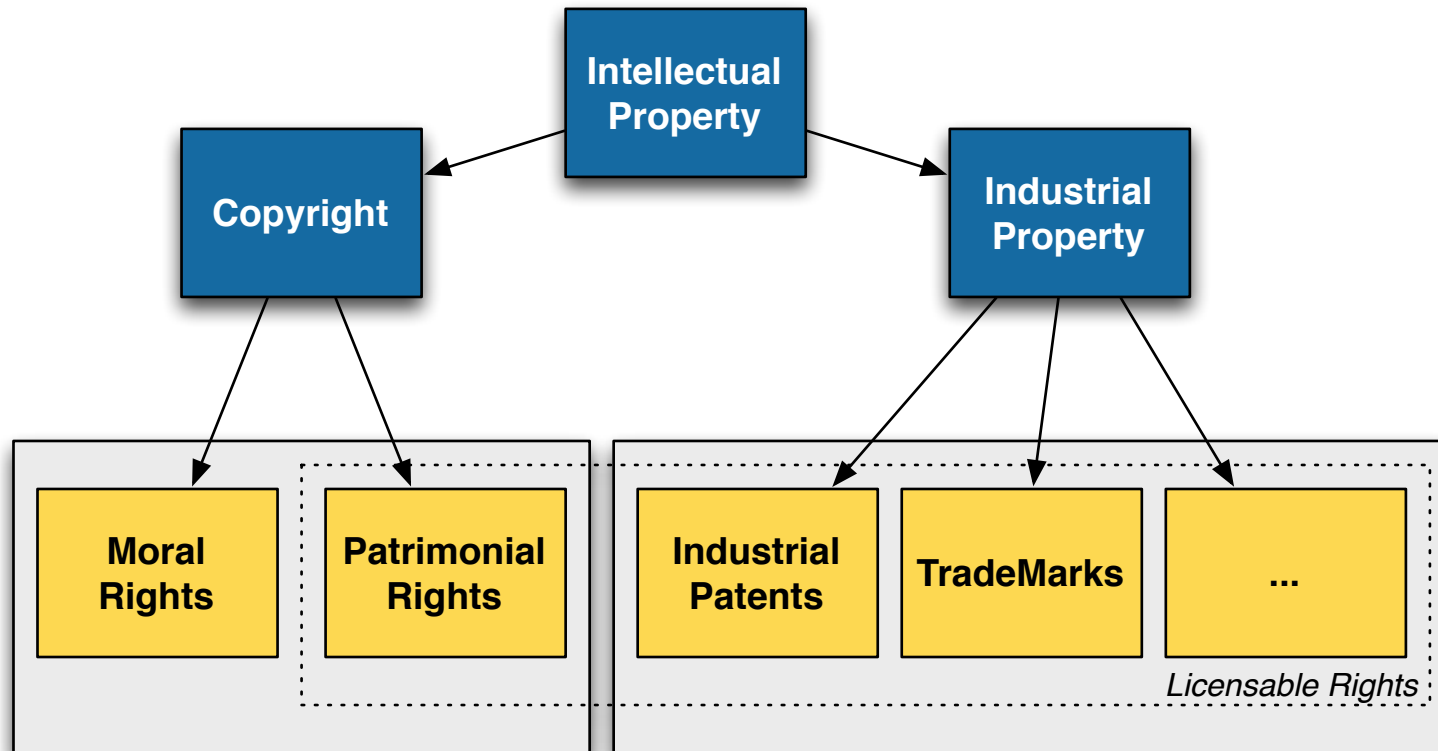
- Owning – « **transfer of ownership** » on a given intellectual property asset
- Renting – « **licensing** » an IP asset

Why is this kitten here?



Part 1 – Creation (& maths)

- **Intellectual property**



« I don't know any kitten facts » (S. Clement, 2015)



Part 1 – Creation (& maths)

- **Copyright**

- *Copyright or Author's right?*

- **Protects** all the **creative dimensions** embedded in a eligible creation, provided they are original

- **Patrimonial rights (economic life)**

- **moral rights (personality of creator)**

Kitten is hungry



Part 1 – Creation (& maths)

- Maths fun
 - If I take a tangible good of yours, you don't have it anymore
 - $1 - 1 = 0$
 - If I copy a digital good of yours, you can still use it
 - $1 - 1 = 1$

Kitten hates maths



Evil lawyer's magic

PART 2

Kitten left. Sad Kitten.

Just a perspective issue

« *Your privacy is very important to us.* »



User view



Turned around
(read the terms)



Understand (part
of) the business

To restate the phrase

- Sharing Your Content and Information



- **You own all of the content and information you post on Facebook, and you can control how it is shared through your privacy and application settings.** In addition:

- For content that is covered by intellectual property rights, like photos and videos (IP content), you specifically give us the following permission, subject to your privacy and application settings: **you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook (IP License).** **This IP License ends when you delete your IP content or your account unless your content has been shared with others, and they have not deleted it.**



Privacy?

- Unstated business goal: to sell more advertising

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What?

- Device information.
 - **We collect information** from or about the computers, phones, or other devices where you install or access our Services, depending on the permissions you've granted. **We may associate the information we collect from your different devices, which helps us provide consistent Services across your devices.** Here are some examples of the device information we collect:
 - Attributes such as the operating system, hardware version, device settings, file and software names and types, battery and signal strength, and device identifiers.
 - Device locations, including specific geographic locations, such as through GPS, Bluetooth, or WiFi signals.
 - Connection information such as the name of your mobile operator or ISP, browser type, language and time zone, mobile phone number and IP address.
 - Information from websites and apps that use our Services.
 - **We collect information** when you visit or use third-party websites and apps that use our Services (like when they offer our Like button or Facebook Log In or use our measurement and advertising services). **This includes information about the websites and apps you visit, your use of our Services on those websites and apps, as well as information the developer or publisher of the app or website provides to you or us.**
- Information from third-party partners.
 - **We receive information** about you and your activities on and off Facebook **from third-party partners**, such as information from a partner when we jointly offer services or from an advertiser about your experiences or interactions with them.
- Facebook companies.
 - **We receive information** about you from companies that are owned or operated by Facebook, in accordance with their terms and policies.

Source: <https://www.facebook.com/about/privacy/>

Who's responsible?

- **We collect information** about the people and groups you are connected to and how you interact with them, such as the people you communicate with the most or the groups you like to share with. **We also collect contact information you provide if you upload, sync or import this information (such as an address book) from a device.**

Source : <https://www.facebook.com/legal/terms>

Who's responsible?

- If you collect information from users, you will: obtain their consent, make it clear you (and not Facebook) are the one collecting their information, and **post a privacy policy explaining what information you collect and how you will use it.**

Source : <https://www.facebook.com/legal/terms>



KITTEN BREAK



Facebook?



Fact is, facebook is now much more than a social network

Source: lightbeam plug in

In conclusion

On Internet, you are a product



*“Remember when, on the Internet,
nobody knew who you were?”*