EU legislative and partner countries' rules

European Union and national legislative connected with:

- **Use of Internet**

- **On-line communication**

- **Social networks**

Table of contents

1. Introduction.
2. Spanish laws connected with the European Directives.
3. Data protection.
4. Social networks.
5. E-commerce.
6. Intellectual and trademark protection.
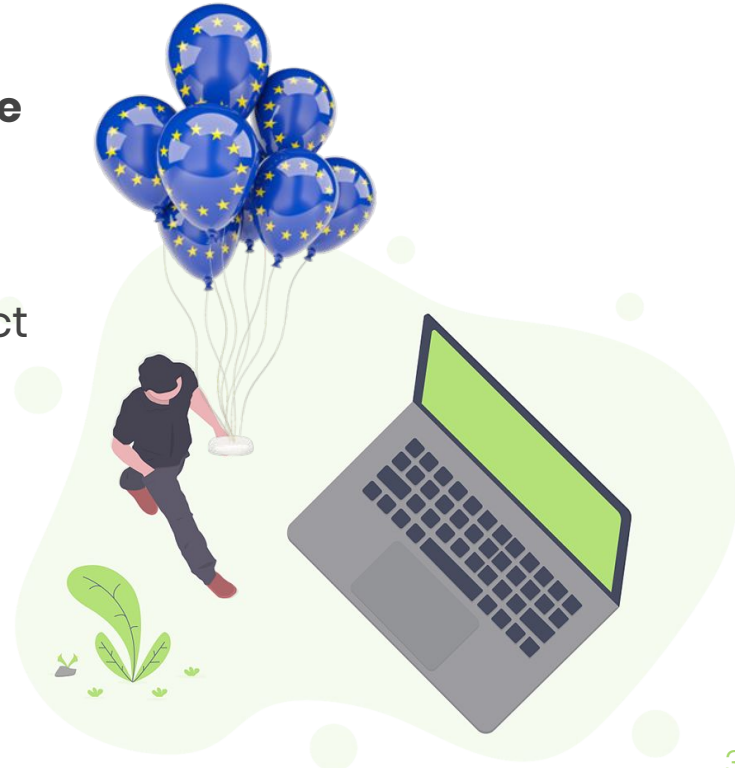7. Your privacy as a consumer: practical advice.

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1. Introduction

European Digital Agenda objectives: construction of a **digital, free and secure single market.**

How?: introducing legislative changes that affect member states to **harmonize legislation.**

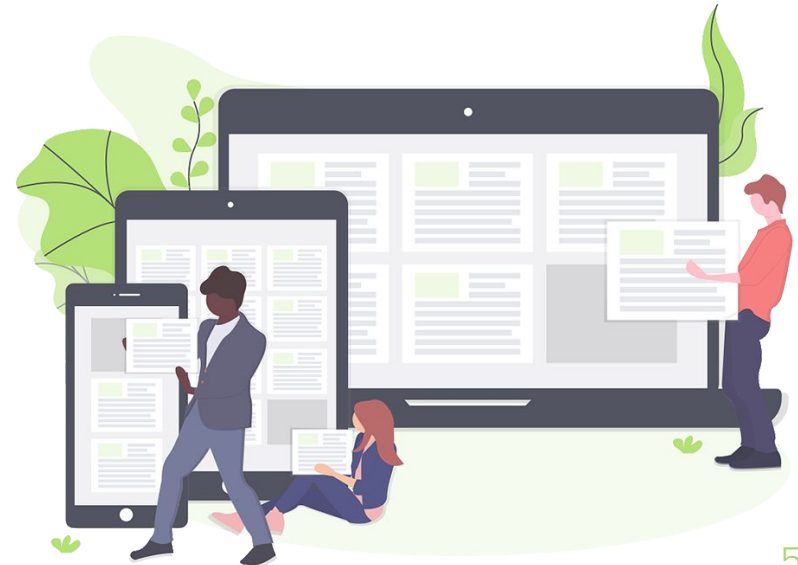# 2. Spanish laws connected with the European directives

- **Personal Data Protection Organic Law.**

- **Law of Services of the Information Society and Electronic Commerce and the ePrivacy Regulation.**

- **Intellectual Property Law.**

- **Other laws as Electronic Invoice, Electronic Signature, etc.**

3.1 Personal data identification

Personal data is any information that relates to an identified or identifiable living individual.
(European Commission)

- ID number
- Name
- Surnamess
- Email
- Etc.

3.2 Data protection in the news

- **Telefonica**: millions of customer data revealed.

3.2 Data protection in the news

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> 57 million

- Car rental company
- Personal data records

Uber

3.2 Data protection in the news

> 87 million data

- by the **Cambridge Analytica company**
- used in **Donald Trump**'s election campaign
- without authorization to develop a **computer program** that predicted and influenced election options

3.3 Law infringement penalties

The **old RGPD**: three large groups of sanctions depending on the level of the infringement.

Minor infringement: "Collect personal information without providing information to the affected".
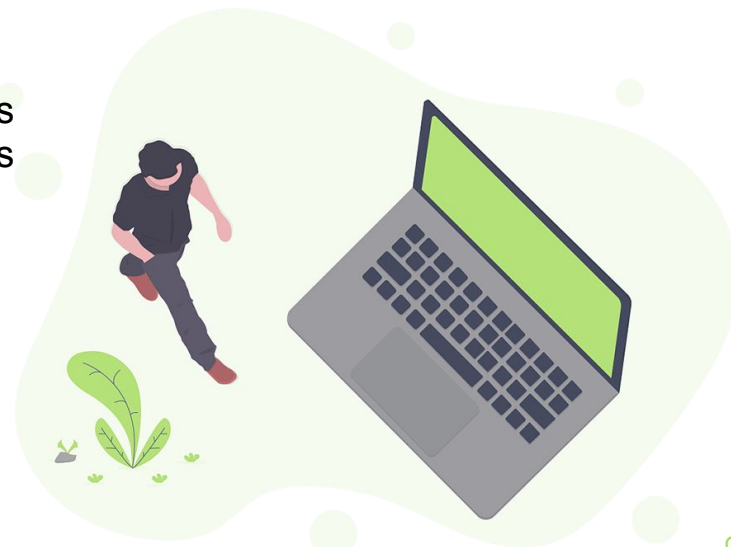From 601,01€ to 60.101,00€.

Serious infringement:
"Communicate or transfer personal data without consent".

The **current RGPD**: different and wider criteria according with particular cases.

New sanctions
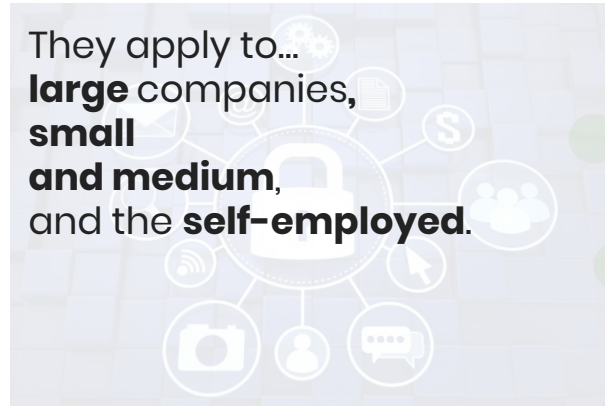
- Up to 10 million euros
- Up to 20 million euros

3.4 Personal Data Protection Organic Law

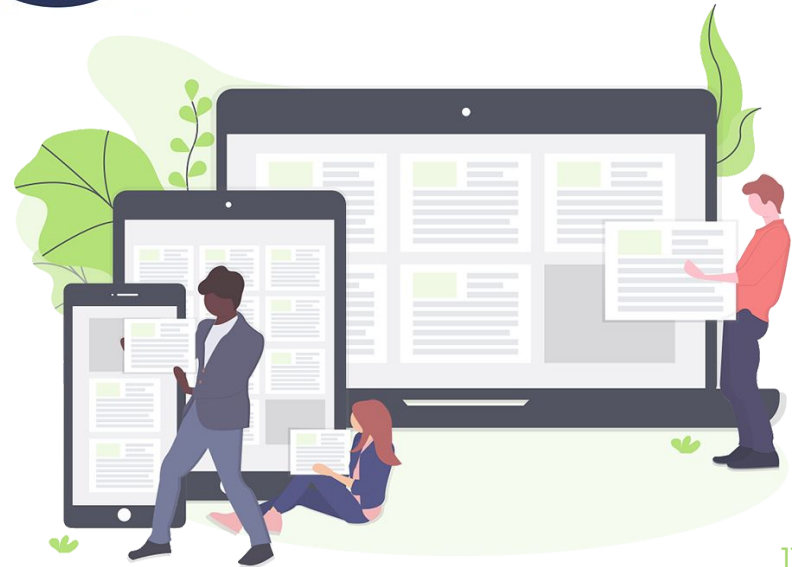*Ley Orgánica de Protección de Datos (LOPD)*

These laws ensure **people's privacy.**

They apply to...
large companies,
small
and medium,
and the **self-employed**.

3.5 Approved changes about data protection

The approved changes affect companies, in general terms, as follows:

➜ Companies are required to have a **Data Protection Delegate.**

➜ No need to register the files in the S**panish Agency for Data Protection** (AEPD)

➜ **Increase penalties**.

3.6 The consumers' rights

Companies' respect of **consumer protected rights**.

right to be informed

right to suppression
(right to be forgotten)

right to access

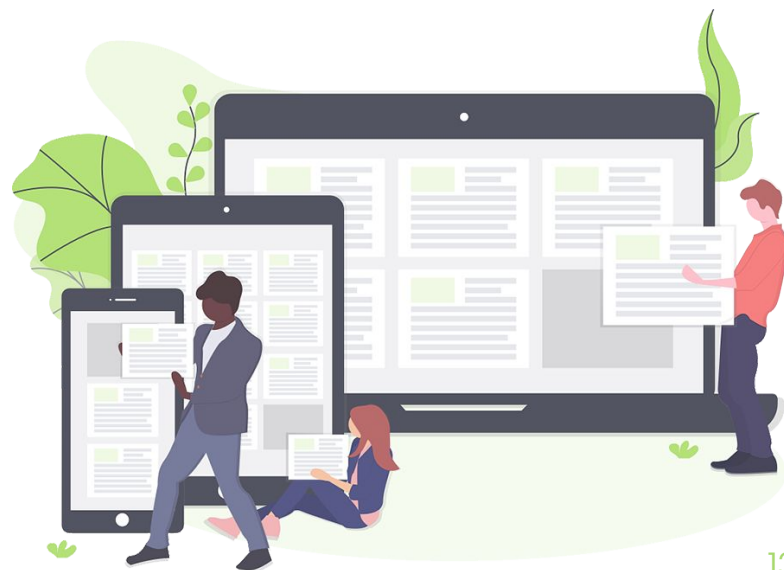right to limitation of
treatment

right of rectification

right to portability

right of opposition

4. Social networks

Communicate with other people, share ideas, photos… in conclusion expand our relationships. **But**, you should:

- Beware of apps permissions.

- Take care of your digital identity.

- Be careful with what you post.

- Take care of your privacy.

- Act in front of stalkers.

4.1 Digital identity and permissions

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Beware of apps permissions

Some games or other apps, ask for the access to our photos or contacts.

Many times it isn't necessary.

Take care with your digital identity

The identity theft = another network profile with our photos and data? Is it true?

14

4.2 Privacy choices

Be careful what you post

Even when we delete a photo or opinion the servers keep them. In addition, someone could have shared it or have copied before.

Take care with your privacy

Have you learnt anything about

your privacy choices in Facebook or Twitter?

4.3 The most serious tip:

Act in front of stalkers

Cyberbullying? Three rules:

- Ignore and block the cyberbullies.
- Keep all the evidences, as screenshots, or don't erase the messages.

- Report the situation to the same social network and, of course, to the police.

4.4 Privacy settings on Facebook.

4.4 Privacy settings

5. Electronic commerce. The e-privacy regulation

Law of Services of the Information Society: security guarantees in electronic commerce and online transactions**.**

For companies that carry out lucrative or economic activities on the Internet.

The sellers must show the **general conditions** of purchase
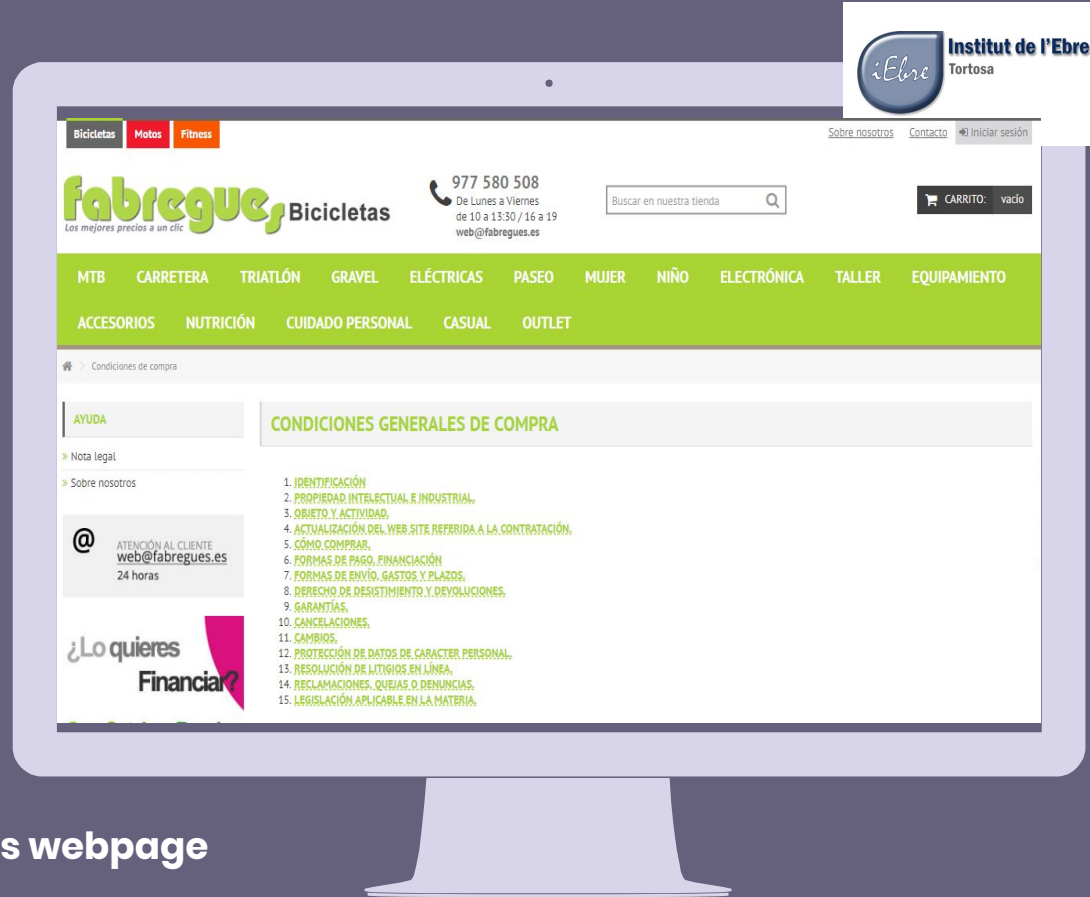
The online payment and invoice.

The end of roaming charges.

5. 2 An e-shop in our town

- bicycle store in Tortosa
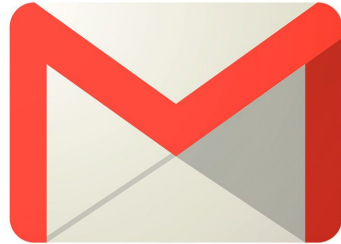- motorcycles and spare parts
- around Spain on internet

conditions to respect?

general purpose terms on its webpage

5.3 e-commerç shopping conditions

1. HOW TO BUY?
2. PAYMENT METHODS, FINANCING
3. SHIPPING METHODS, EXPENSES AND DEADLINES
4. RIGHT OF WITHDRAWAL AND RETURNS

5.4 Shipping methods, expenses and deadlines

BUY IT BEFORE 4 PM AND RECEIVE IT TOMORROW

24-48 HOURS IF YOU LIVE IN IBERIAN PENINSULA
72 HOURS IF YOU LIVE IN BALEARIC ISLANDS

5.5 Withdrawal and returns

YOU HAVE A TERM OF 14 DAYS FROM DELIVERY TO RETURN THE PRODUCT

6. Intellectual Property Law

Records of works and regulations

- books, brochures, printings, writings, speeches, conferences

- architectural and engineering projects,

- graphics, maps and designs related to topography, geography, science in general,

- photographic projects,

- computer programs.

7.1 Your privacy as a consumer. Practical advices

How can you avoid the unwanted advertising?

Robinson list: web where consumers can register.

Companies: legal obligation to consult the Robinson List

7.2 Tips for citizens

- **Free:** The Service has no cost to citizens. It is totally free.

- **Less publicity:** When you sign up, only the companies to which you have given your consent can send you advertising.

- **Easy to use:** You just have to register and indicate by what means you do not want to receive advertising: telephone, postal mail, email or SMS.

- **Revoke your consent:** You may revoke the consent for commercial calls from companies to which you have given your consent.

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Our last tip:

Be careful with confidential or sensitive data

For your attention!!

Big concept

Bring the attention of your audience over a key concept using icons or illustrations

A picture is worth a thousand words

A complex idea can be conveyed with just a single still image, namely making it possible to absorb large amounts of data quickly.

Use diagrams to explain your ideas

75%
- Donec risus dolor porta venenatis
- Pharetra luctus felis
- Proin vel tellus in felis volutpat

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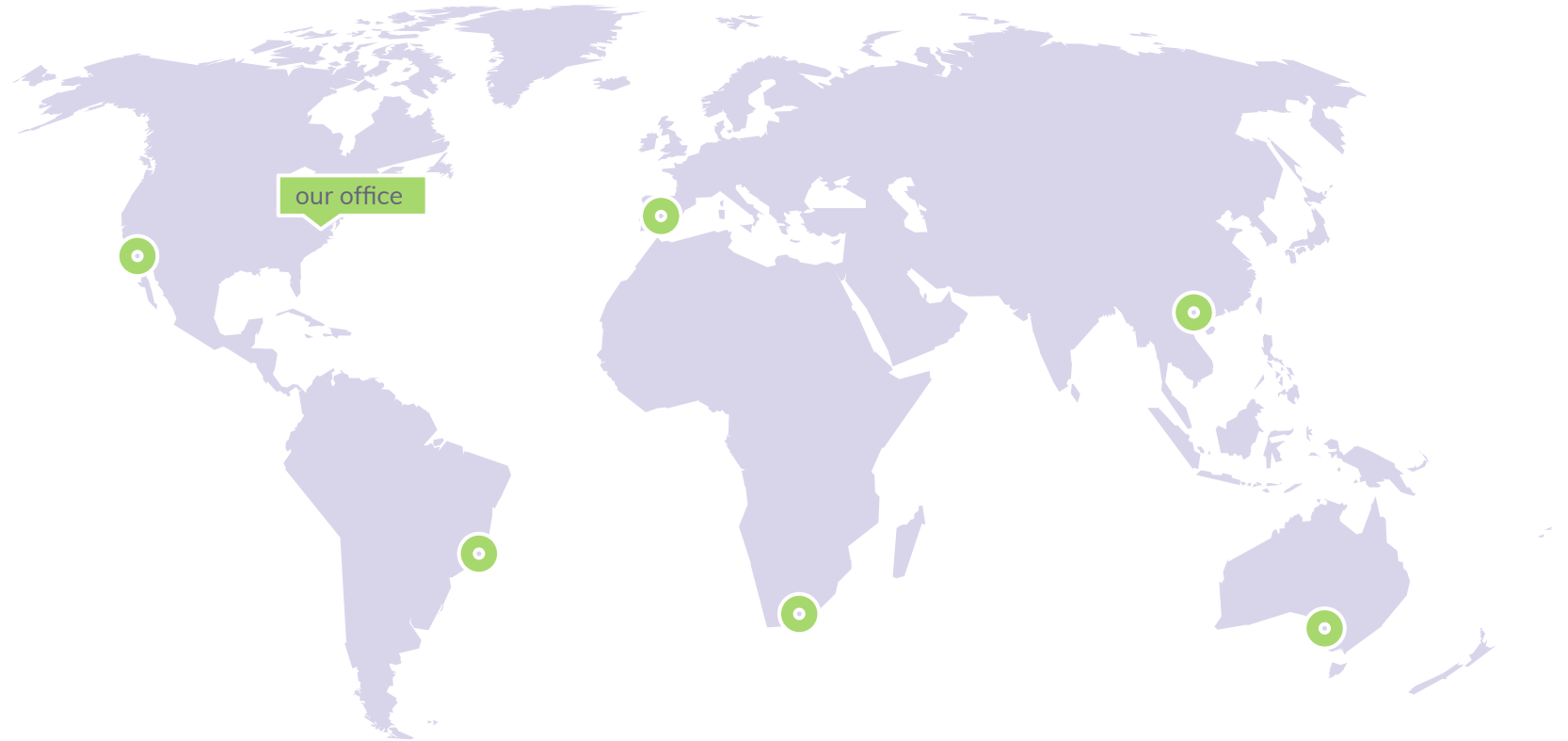- Proin vel tellus in felis volutpat

And tables to compare data

	A	B	C
Yellow	10	20	7
Blue	30	15	10
Orange	5	24	16

Maps

our office

89,526,124$
That's a lot of money

185,244 users
And a lot of users

100%
Total success!

Our process is easy

1 Vestibulum congue tempus
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. Donec facilisis lacus eget mauris.

2 Vestibulum congue tempus
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. Donec facilisis lacus eget mauris.

3 Vestibulum congue tempus
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. Donec facilisis lacus eget mauris.

Let's review some concepts

Yellow

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.
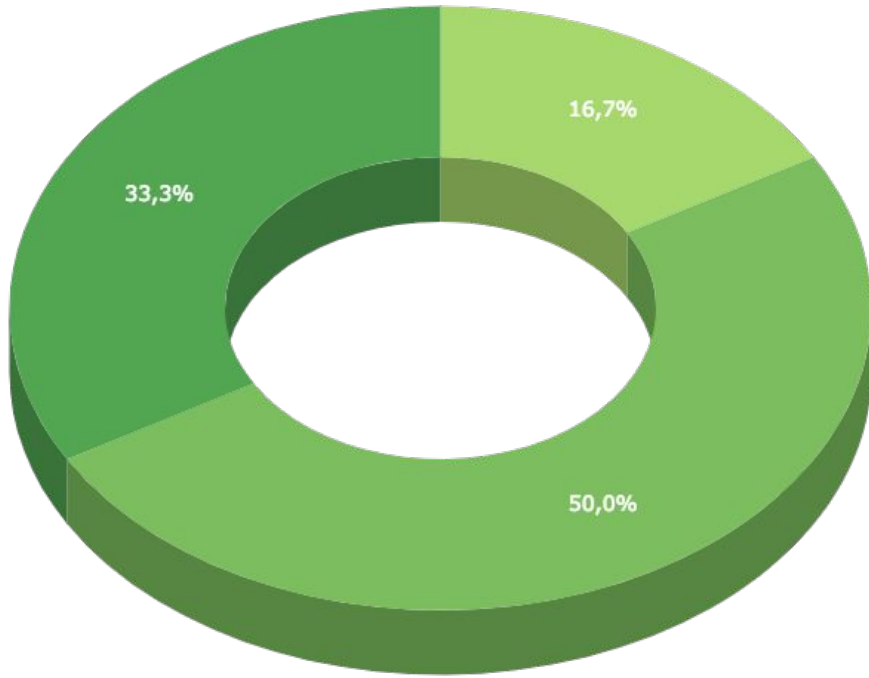
Blue

Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

Red

Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.

Yellow

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

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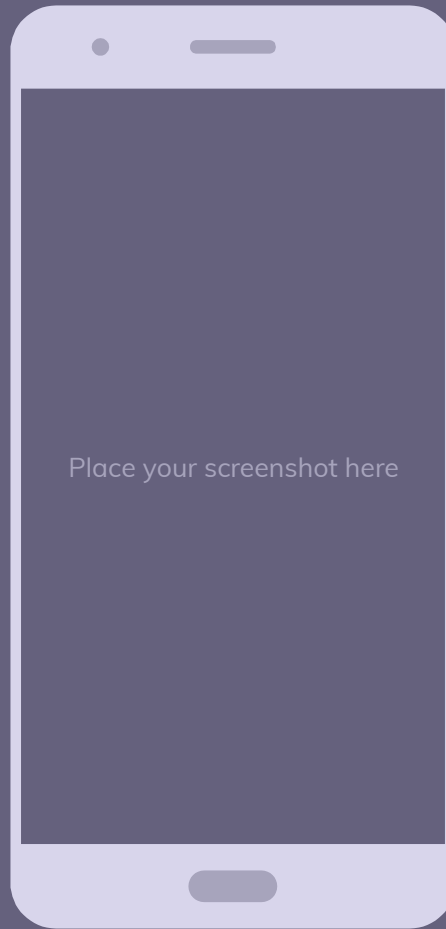
16,7%

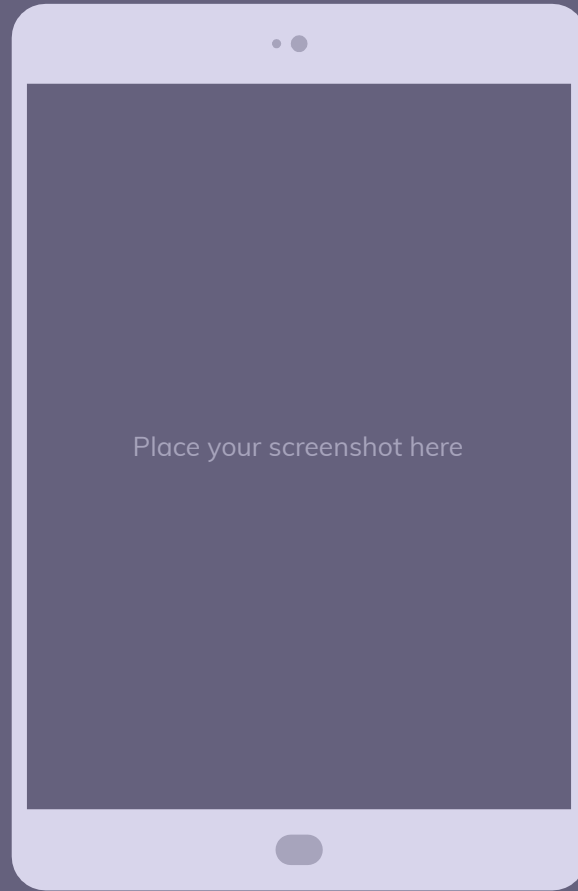33,3%

50,0%

You can insert graphs from Google Sheets

Mobile project

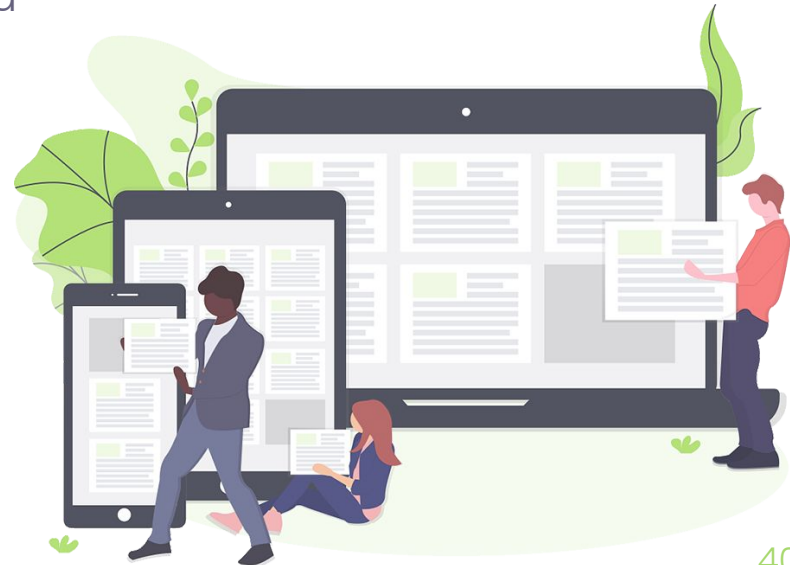Show and explain your web, app or software projects using these gadget templates.

Place your screenshot here

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Tablet project

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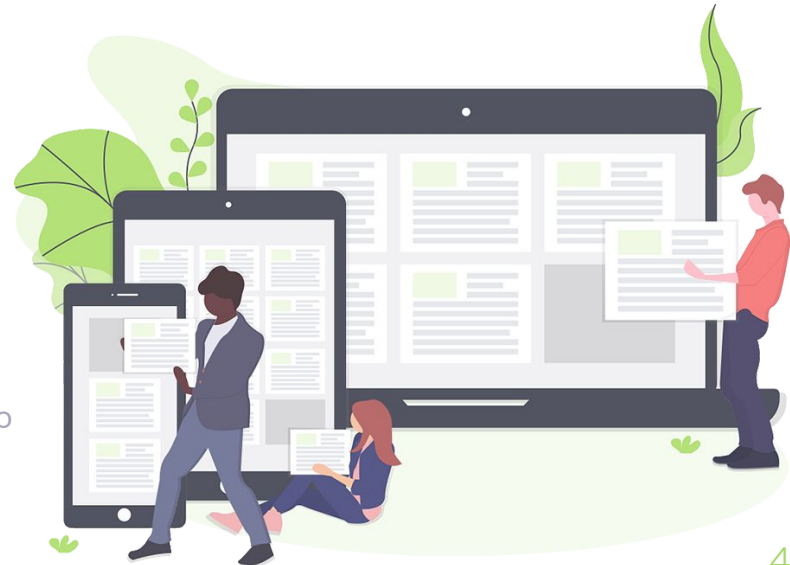
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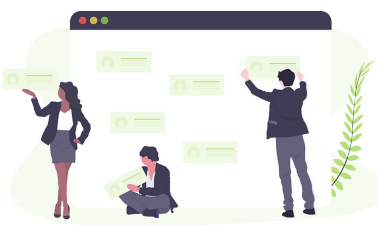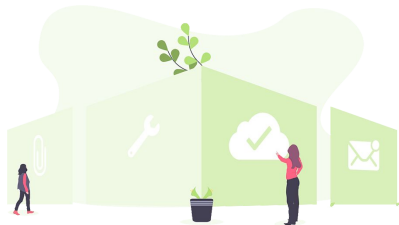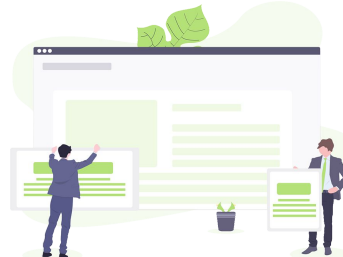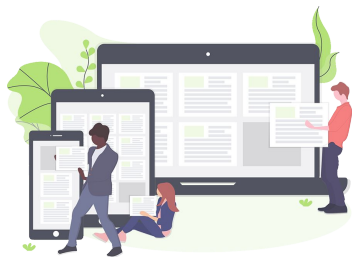
https://www.fontsquirrel.com/fonts/muli

Dark gray #65617d | Medium gray #a7a4bc | Light gray #d8d5eb

Bright green #a7d86d | Grass green #7cbe5f | Bottle green #52a551

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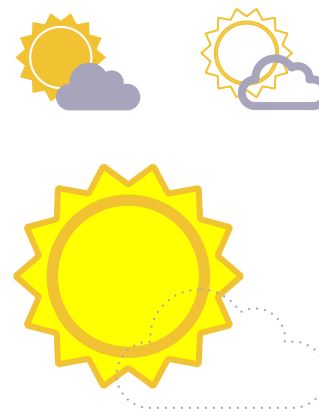Institut de l'Ebre
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SlidesCarnival icons

This means that you c

- Resize them
- Change fill color and opacity.
- Change line color, width and style.

Isn't that nice? :)

Examples:

Now you can use any emoji as an icon!
And of course it resizes without losing quality and you can change the color.

How? Follow Google instructions
https://twitter.com/googledocs/status/730087240156643328

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