ICTICT451: Comply with IP, ethics and privacy policies in ICT environments.

Session 1

Introduction to IP, Ethics and Privacy.

ICTICT451

This unit describes the skills and knowledge required to comply with the protection and lawful use of intellectual property (IP) and to implement relevant organisational ethics and privacy policies.

It applies to individuals who are required to use IP owned by other persons and organisations, and to support organisations and stakeholders with the compliance of organisational ethics, and privacy policies.

What will I learn?

This unit focuses on ensuring ICT professionals:

- Understand and follow organisational policies

- Apply IP, ethics and privacy rules in daily work

- Protect organisational data and information assets

- Identify legal risks and prevent inappropriate use of information

- Professionally handle sensitive or confidential material.

To complete each week

- Weekly session exercises

- Class activity book questions (note taking)

- Revision!

Attendance & participation expectations

- You **must attend** your timetabled weekly sessions

- You must contact your lecturer (email) if you are unable to attend a session (with valid reason of absence)

- Complete one class activity book question each week

- Consistent absences or **failure to submit** assessments on their due date will put you at risk of **not successfully completing** the unit.

Withdrawal from the unit

- If for any reason you would like to withdraw from the unit, you may do so up to week 4.

- If you do not attend all sessions up until Session 4, you may be at risk of being automatically withdrawn from the unit.

- You will not be withdrawn if you have a valid (medical) reason for being absent and the lecturer has been notified.

Assessments

Assessment Task 1 (AT1): Knowledge Questions
Due: End of Session 5

Assessment Task 2 (AT2): Case Study
Due: End of Session 10

Assessment Task 3 (AT3): Project

- Activity 1, 2 and 3

Due: End of Session 14, 16 and 18.

Availability of Assessments

Assessments will be made available according to the **due dates listed** in Blackboard (under the Assessments tab).

- You will be given **2 weeks to access** the assessments
- The assessments **will no longer be available after due date.**

If you miss the due date, you will forfeit one of your two attempts.

How to successfully complete this unit

- **Attend** timetabled weekly sessions

- Have an **inquisitive mindset!**

- **Complete** exercises **every week**

- **Submit** assessments **on time**

- **Avoid** "copy/pasting" from the internet (especially AI)

- **Help** your classmates: the best way to learn, is to teach, but…don't just give them the answers.

Additional resources

Online resources, to **enhance your knowledge**.

- [NMTAFE Library](#)
- [Office of the Australian Commissioner (OAIC)](#)
- [Australian Computer Society (ACS)](#)

About Blackboard

It's your **online learning platform**, containing:

- Weekly session slides
- Resource links
- Assessment information
- Submission links
- Your Grade Centre (My Grades: assessment results)
- Lecturer contact details.

What will I learn today?

- Establishing organisational requirements

- Intellectual Property (IP)

- Copyright

- Patents

- Trademarks

- Organisational ethics

- Legal and ethical considerations in ICT environments.

Key concepts

- **Organisational IP:** Protects the creations and inventions of the organisation.

- **Ethics:** Guidelines that define acceptable behaviours within the organisation.

- **Privacy Policy Procedures:** Measures to protect personal data and ensure compliance with privacy laws.

Principles

These are the foundational values and standards that guide how an organisation protects intellectual property (IP), supports ethical conduct and maintains privacy.

- Promotes respect for ownership of ideas and creations (IP).

- Encourages ethical decision-making and integrity.

- Enforces compliance of laws and protection of personal data.

- Promotes accountability and fairness.

- Aligns with legal and regulatory frameworks.

Establishing organisational requirements

Organisational requirements help ensure consistent and safe ICT operations.

These include:
- Company policies and procedures
- Security requirements (passwords, access controls)
- Privacy expectations
- Acceptable use guidelines for devices and data
- Documentation standards
- Reporting and escalation processes

Employees must **understand**, **follow**, and **apply** these requirements at all times.

Why organisational requirements matter

They help organisations:

- Protect sensitive data
- Reduce legal and regulatory risks
- Ensure staff behaviour aligns with professional standards
- Prevent misuse of digital resources
- Safeguard intellectual property
- Maintain trust with clients, partners and the public.

What is Intellectual Property (IP)

IP refers to creations of the mind — such as designs, software, written content, brand names and inventions.

IP gives the creator or owner the exclusive right to:
- Use, share, sell
- License, control how work is used by others.

In ICT, IP heavily influences software development, system design, branding and content creation.

Why IP matters in ICT workplaces?

- Protects unique creations
- Creates a competitive advantage
- Prevents unauthorised use of code, images, or digital assets
- Ensures compliance with copyright and licensing rules
- Helps organisations manage purchased software rights.
- Supports ethical and legal behaviour in technology environments.

Why is IP important to an organisation?

Protecting IP also shows customers and investors that the organisation values creativity and legal responsibility.

- If an organisation buys an **existing product** (e.g.: software), the organisation **does not own the IP**.

- However, if the organisation **developed the software** themselves, in-house, then they **will own the IP**.

What are IP rights?

Understanding IP is essential for any organisation that develops :

- creative content
- innovative ideas.

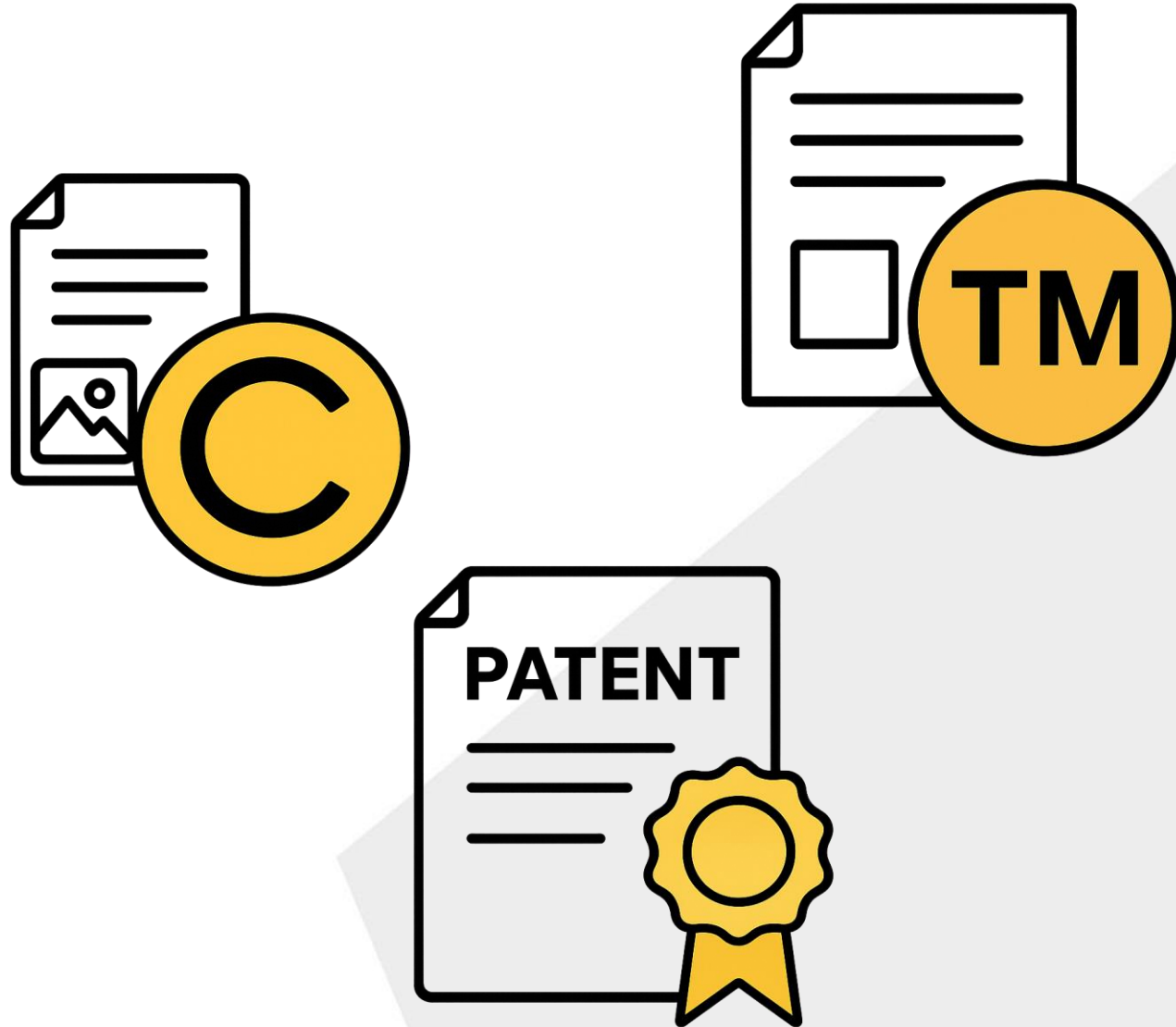IP laws protect the rights of creators and provide them with control over their work.

Class activity

Question:
What ethical or privacy issue have you seen/experienced in technology (apps, websites, workplaces)?

Types of IP

1. Copyright

2. Patents

3. Trademarks.

Copyright

- Protects original creative works (text, images, software, videos).
- Gives creators exclusive right to copy, share, or modify their work.

Important in ICT:
- Avoid copying code, images, or content without permission.

Examples:
- Software code, website content, photos, training materials.

Patents

- Protect new inventions, designs, and technical processes.
- Give inventors exclusive rights to make or sell the invention.

Important in ICT:

- Avoid using patented tech or algorithms without approval.

Examples:

- Hardware designs, new algorithms, unique software features.

Trademarks

- Protect **brand identifiers** like names, logos, symbols, and slogans.
- Help customers recognise a company or product.

Important in ICT:
- Use correct branding; do not use others' logos or names.

Examples:
- Apple logo, Google name, Microsoft product names.

Organisational Ethics

Defines acceptable behaviour in the workplace.

Common ethical principles include:

- Honesty and integrity
- Respect for confidentiality
- Transparency
- Professional conduct
- Responsible use of technology
- Avoiding harm to people or organisations.

Examples of Ethical Issues in ICT

- Misuse of confidential data
- Installing unauthorised software
- Copying code or resources without permission
- Manipulating or falsifying data
- Sharing private information without consent
- Using work resources for inappropriate activities.

Legal and ethical considerations

ICT professionals must follow:

- Privacy laws (e.g., handling personal data)
- Workplace policies
- Copyright legislation
- IP ownership rules
- Cybersecurity requirements
- Duty of care obligations.

Failure to comply can lead to:

Disciplinary action

Legal penalties

Loss of employment

Reputational damage

In summary

- This unit focuses on IP, ethics and privacy in ICT workplaces.
- You learned the basics of copyright, patents and trademarks.
- We explored why these concepts matter in ICT.
- Ethical conduct in ICT roles
- Legal responsibilities when handling information.

Next session: We'll explore privacy policies and practical compliance procedures.

Activities to complete

Revise what you have learned today!

Go to your **Session 1 - Introduction** folder and complete the following:

- Read pages **3 – 11** of your **Student Learning Guide**.
- Answer **Question 1** in your **Class Activity Book**.