**Seminar 5 - André**

**Why should we promote IPR?**Intellectual property protection is critical to fostering innovation. Without protection of ideas, businesses and individuals would not reap the full benefits of their inventions and would focus less on research and development.

**What are the benefits of IPR for the average consumer?**Strong IP rights help consumers make an educated choice about the safety, reliability, and effectiveness of their purchases.

Enforced IP rights ensure products are authentic, and of the high-quality that consumers recognize and expect.

Intellectual property promotes innovation and supports progress in technology that gives consumers access to new goods. It's what puts a smartphone in your pocket rather than keeping that technology in a lab, and permits an open and free market for you to easily enjoy the video games and music of others

**Why is it important from an IPR aspect that you document and audit the source code before releasing the code?**

In case someone tries to steal your idea and code?

Code audit - a manual code audit is beneficial for the seller as it gives them the chance to confirm that their codebase is written according to common standards and that it is mature and secure.

**According to GDPR, what personal data is considered “sensitive”?**

Definition under the GDPR: data consisting of racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, genetic data, biometric data, data concerning health or data concerning a natural person's sex life or sexual orientation.

**According to GDPR, may a company register data about a customer’s hobbies? Why? Why not? Under which circumstances?**

Yes, but only if the customer gives consent to the company and if the data they register is suitable for the company.

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# Task 2: Essay assignment

In addition to the aspects in Task 1, give examples from your own essay assignment

product on aspects that may be protected by the different types of legislation.

Consider if and how data protection is relevant to the system analysed in your essay.

| Aspect | Patent | Copyright  (Upphovsrätt) | Trademark  (Varumärke) | Design  (Mönsterskydd) | Secrecy  (Företagshemlighet) |
| --- | --- | --- | --- | --- | --- |
| Netflix-tjänsten | X (se länk) | X |  |  | X |
| Innehåll på Netflix tjänsten |  | X |  |  | X |
| Netflix varumärket |  |  | X |  |  |
| User Interface |  |  |  | X (se länk?) |  |
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