



DAVAO CENTRAL COLLEGE, INC.
ACSCU-ACI ACCREDITED
Juan dela Cruz St., Toril, Davao City



EGE LITE LIVING IN THE IT ERA STUDY GUIDE

Unit 5: Ethical Considerations and Evaluating IT Potential Lesson 14: Ensuring Security and Respecting Intellectual Property

Introduction

In today's digital age, where technology and information flow freely across the internet, safeguarding digital assets has become paramount. Both individuals and organizations must protect their data, secure communications, and uphold the rights of content creators. The growing digital economy has heightened the need for secure IT practices and respect for intellectual property. With the rise of e-commerce, online content, and digital transactions, respecting intellectual property (IP) and ensuring robust security measures are no longer optional—they are vital to creating a fair and sustainable digital ecosystem. This is particularly important in the Philippines, where increasing digital engagement presents both opportunities and challenges related to cybersecurity and IP protection.

In the Philippine context, numerous laws govern digital security and intellectual property rights, such as the **Cybercrime Prevention Act of 2012**, the **Data Privacy Act of 2012**, and the **Intellectual Property Code of the Philippines**. These laws aim to protect individuals' personal data, combat cybercrimes, and preserve the intellectual rights of creators. This lesson will explore how ethical IT practices, particularly in the areas of digital security and IP, not only help protect privacy and assets but also foster an environment of trust and innovation.

1. What are the major cybersecurity risks faced by individuals and organizations in the digital age?

2. Why is it essential to respect intellectual property rights in a country like the Philippines, where digital content is rapidly expanding?

Learning Objectives

At the end of the term, you will be able to:

LO4: Identify and discuss the ethical considerations surrounding the use of IT, such as Privacy, Security, Intellectual property, Digital divide.

LO11: Recognize and promote responsible and ethical behavior in the use of IT.



Intended Learning Outcomes

At the end of this lesson, you will be able to:

Explore the importance of implementing strong security measures and respecting intellectual property rights in the digital age.

At this point, we will now start the actual lesson. Just enjoy the ride, and I hope you will learn a lot.

Key Concepts

IT Security Measures in the Philippines

With the increasing use of digital platforms, personal and organizational data is at risk of cyberattacks. Securing data is critical to prevent harm, such as financial loss or reputational damage. In the Philippines, businesses and individuals must adhere to the **Data Privacy Act of 2012** (Republic Act No. 10173), which requires entities to secure the personal data they handle. Effective IT security measures include:

Concept	Description	Example
Cybersecurity	Protection of systems, networks, and data from digital attacks and breaches.	Using firewalls, anti-virus software.
Security Threats	Risks like hacking, phishing, identity theft, and malware that target data.	Phishing email, ransomware attacks.
Local Legal Frameworks	Philippine laws protecting personal data and cybersecurity.	Data Privacy Act of 2012, Cybercrime Act.

With cybercrime increasing in the Philippines, especially in sectors like banking and government services, these security measures help mitigate risks such as data breaches and identity theft.

Intellectual Property (IP) Protection in the Philippines

Intellectual Property (IP) plays a pivotal role in the country's economy, particularly in sectors like creative industries, technology, and research. The **Intellectual Property Office of the Philippines (IPOPHL)** is responsible for administering and enforcing IP laws to protect creations and innovations. This includes:

Concept	Description	Example
Types of IP	Legal protection for creations like inventions, designs, and creative works.	Copyright for books, trademarks for logos.
IP Violations	Unauthorized use or distribution of protected works.	Downloading pirated software, copying designs.
Ethical Considerations	Respecting IP to encourage innovation and fair competition.	Licensing software, paying for digital content.



In the Philippines, IP protection ensures that creators retain control over their innovations and can reap financial rewards. With the rise of online piracy and counterfeit goods, IP protection is increasingly essential to support local industries and international trade.

Ethical Considerations in IT Security and Intellectual Property

As we navigate the digital landscape, ethical considerations become central to the responsible use of technology. In the Philippines, **ethical data practices** are governed by the **National Privacy Commission (NPC)** and the **Cybercrime Prevention Act**. Key ethical principles include:

Concept	Description	Example
Transparency	Clear communication on data usage and privacy policies.	Publishing a privacy policy on a website.
Accountability	Responsibility for securing data and respecting IP rights.	Implementing security protocols in a company.
Data Ownership	Users' control over their personal and digital content.	Deleting personal data from a service, controlling rights to creative works.

In the digital era, respecting privacy and intellectual property rights is crucial for fostering trust, particularly with the increasing number of Filipinos engaging in e-commerce and online platforms.

Emerging Trends in Security and Intellectual Property

As technology continues to evolve, new challenges arise in securing data and protecting IP:

- **Cloud Security:** In the Philippines, many businesses and individuals rely on cloud storage and services. Protecting data stored on the cloud from hacking and breaches is a growing concern.
- **Artificial Intelligence (AI) and Data Privacy:** As AI becomes more integrated into industries like healthcare and retail, concerns about how AI processes personal data and creates original works must be addressed.
- **Internet of Things (IoT):** With the growing popularity of connected devices in homes and businesses, protecting IoT networks from cyberattacks is a significant challenge.
- **Blockchain for IP Protection:** Blockchain technology offers new opportunities to secure and verify the ownership of IP, such as digital art and music, in a decentralized manner.

These technologies present both opportunities and challenges, requiring ongoing adaptation of security measures and IP protection strategies.

Laws and Regulations Protecting Security and Intellectual Property in the Philippines

Several laws in the Philippines are designed to protect digital security and intellectual property:



DAVAO CENTRAL COLLEGE, INC.
ACSCU-ACI ACCREDITED
Juan dela Cruz St., Toril, Davao City



- **The Cybercrime Prevention Act of 2012 (Republic Act No. 10175):** This law criminalizes various cybercrimes such as hacking, online fraud, identity theft, and cyberbullying.
- **The Data Privacy Act of 2012 (Republic Act No. 10173):** Ensures the protection of personal data by regulating how businesses collect, store, and use personal information.
- **Intellectual Property Code of the Philippines (Republic Act No. 8293):** Protects the rights of creators, innovators, and businesses, covering patents, trademarks, copyrights, and trade secrets.
- **Anti-Cybercrime Act (Republic Act No. 11315):** Addresses online fraud and other digital crimes, enforcing stricter penalties for digital offenders.

These laws help maintain a secure digital environment, providing safeguards for personal information and creators' rights.

Best Practices for Security and Intellectual Property in the Philippine Context

- **Adopt robust cybersecurity practices** such as encryption and multi-factor authentication.
- **Regularly update software and devices** to protect against malware and other vulnerabilities.
- **Respect IP rights** by using licensed software, avoiding plagiarism, and giving proper credit to creators.
- **Create strong privacy policies** that comply with Philippine laws like the Data Privacy Act, ensuring transparency in data handling.
- **Encourage digital literacy** by educating people on recognizing and avoiding cyber threats such as phishing scams.

As a BSIT Student:

Deeper understanding of how security practices and intellectual property protection are critical components of ethical IT use. These practices not only safeguard personal data but also encourage innovation and respect for the work of others, which are fundamental to a fair and thriving digital environment.



Accredited by ACSCU-ACI

DAVAO CENTRAL COLLEGE, INC.
Juan dela Cruz Street, Toril, Davao City
Landline No. (082) 291 1882



Additional Learning Resources

To further explore this topic, let us read and analyze these resources.

5-Minute Lessons by Victor. (2020, November 4). Intellectual property [Video]. YouTube.
<https://www.youtube.com/watch?v=YIQFRzW6USQ>



Study Questions

I hope that you gained new knowledge from the additional learning materials. Shall we put that newly discovered information to the test by answering the questions below?

- What security measures can individuals take to protect their personal information while using public Wi-Fi or browsing the internet?

- How does the intellectual property code in the Philippines help protect local creators, and what steps should individuals take to ensure they respect IP rights?

- What are the key differences between ethical considerations in cybersecurity and intellectual property?