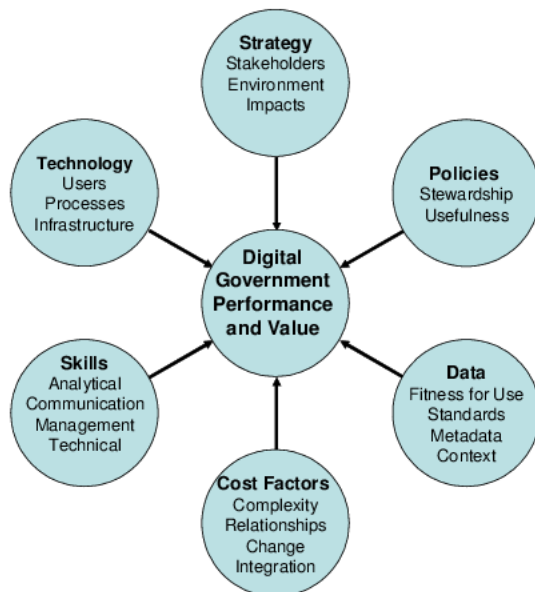


Public policy

Public policy is the process by which governments translate their political vision into programmes and actions to deliver ‘outcomes — desired changes in the real world’. The ‘real world’ is constantly changing and this has resulted in the movement towards greater use of evidence in policy design, making and implementation. Rational choice theory, or now more frequently known as evidence-based policy, argues that focusing on scientific evidence, instead of history and culture, should guide our public policy making.



Legal Issues To Privacy

Evidence collection, searching of private premises, obtaining samples for genetic and various biochemical examinations, and questioning suspects are all parts of a forensic investigation. Although the need to acquire evidence is pressing, the need to preserve and protect the privacy and liberty of individuals is also paramount.

Among the foundational principles of the Western liberal tradition that binds the American political system is the belief that the rights of the individual, wherever possible, must be preserved against the authority of the state. Emanating from that principle is the implication that individuals have a right to privacy, a right implied—as noted by several distinguished Supreme Court justices over time—in the [United States](#) Constitution. Balancing, and sometimes contradicting, this right to privacy is the need for security on a national and local level, which can include the collection of forensic evidence and the use of forensic testing.

EC Related to Legal Issues

Legal issues related to e commerce

Described below are some of the common legal issues an e-commerce business faces.

- Incorporation **Problem**. If you are a company operated merely via a website, not being incorporated is a crucial **problem**. ...
- Trademark Security **Problem**. ...
- Copyright Protection **Issue**. ...
- Transaction **Issues**. ...
- Privacy **Issues**.

Legal Incidents

INCIDENT. A thing depending upon, appertaining to, or following another, called the principal. 2. The power of punishing for contempt is **incident** to a court of record; rent is **incident** to a reversion; distress to rent; estovers of woods to a tenancy for a life or years.

Ethical & Other Public Privacy Issues

Ethics and Issues in Public Policy. **Several reasons can be identified which discourage issues from being defined as “ethical” issues in public policy making. ... However, to avoid definition of issues as ethical problems tends to push aside some concerns which it is important to address as part of human life.**

Legal , Ethical And Other Policy Issues

- The most important issues facing the internet were:-
 - Validity of contracts
 - Unethical distribution of software
 - Privacy
 - Taxation
 - Free speech
 - Consumer protection
 - Intellectual property rights

Protecting Privacy

1. Don't fill out your social media profile. ...
2. Be choosy about sharing your social security number—even the last 4 digits. ...
3. Lock down your hardware. ...
4. Turn on private browsing. ...
5. Use a password vault that generates and remembers strong and unique passwords. ...
6. Use two-factor authentication. ...
7. Set up a Google alert for your name.



Protecting Intellectual Property

Here are five different ways to protect your intellectual property.

1. Register copyrights, trademarks, and patents. ...
2. Register business, product or domain names. ...
3. Create confidentiality, non-disclosure or licensing contracts for employees and partners. ...
4. Implement security measures. ...
5. Avoid joint ownership.



Free Speech

Freedom of speech^[2] is a principle that supports the [freedom](#) of an individual or a community to articulate their opinions and ideas without fear of retaliation, [censorship](#), or legal sanction. The term "**freedom of expression**" is sometimes used synonymously but includes any act of

seeking, receiving, and imparting information or ideas, regardless of the medium used.

Internet Indecency & Censorship

Internet censorship is the [control or suppression](#) of what can be accessed, published, or viewed on the [Internet](#) enacted by regulators, or on their own initiative. Individuals and organizations may engage in [self-censorship](#) for moral, religious, or business reasons, to conform to societal norms, due to intimidation, or out of fear of legal or other consequences.^{[1][2]}

The extent of Internet censorship varies on a country-to-country basis. While most democratic countries have moderate Internet censorship, other countries go as far as to limit the access of information such as news and suppress discussion among citizens.^[2] Internet censorship also occurs in response to or in anticipation of events such as elections, protests, and riots. An example is the increased censorship due to the events of the [Arab Spring](#). Other types of censorship include the use of copyrights, defamation, harassment, and obscene material claims as a way to suppress content.

Support for and opposition to Internet censorship also varies. In a [2012 Internet Society survey](#) 71% of respondents agreed that "censorship should exist in some form on the Internet". In the same survey 83% agreed that "access to the Internet should be considered a basic human right" and 86% agreed that "[freedom of expression](#) should be guaranteed on the Internet". Perception of internet censorship in the US is largely based on the First Amendment and the right for expansive free speech and access to content without regard to the consequences.^[3] According

to [GlobalWebIndex](#), over 400 million people use [virtual private networks](#) to circumvent censorship or for increased user privacy.^[4]

Taxation and Encryption Policy

According to Greenstein and Ferman³ "electronic commerce (e-commerce) is defined as the use of electronic transmission medium (telecommunication) to engage in the exchange, including buying and selling of products and services requiring transportation either physically or digitally from location to location."

E-commerce is any transaction completed over a computer-mediated network that involves the transfer of ownership or rights to use goods or services. According to European Commission⁴, e-commerce encompasses more than the purchase of goods online. It includes a disparate set of loosely defined behaviours such as shopping, browsing in Internet for goods and defined behaviours, gathering information about items to purchase and completing the transaction like any other sustained business activity. It also means conducting consumer satisfaction surveys, capturing information about consumers and maintaining consumer databases for marketing promotion and other related activities.

The first phase of e-commerce threw up a new business nomenclature using various combination of business and consumers⁵. It has its own advantages and disadvantages⁶ as in traditional business methods. Thus, e-commerce has necessarily changed the world economy in a dynamic and interactive pattern.



Taxation

E-commerce taxation illustrates complexity of governance / jurisdiction issues

- U.S. sales taxed by states and local government
- MOTO retailing
- E-commerce benefits from tax “subsidy”
- Unlikely that comprehensive, integrated rational approach to taxation issue will be determined for some time to come

Neutrality: All Internet traffic treated

- Equally—all activities charged the same rate, no preferential assignment of bandwidth
- Backbone providers vs. content providers
- December 2010 FCC approved “compromise” net neutrality rules
- Telecom providers adopting compromise position between wired and mobile wireless access

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Contracts

A **contract** is a legally binding agreement that recognises and governs the rights and duties of the parties to the agreement.

A **contract** is legally enforceable because it meets the requirements and approval of the law. An agreement typically involves the exchange of goods, services, money, or promises of any of those.



Gambling & More

Gambling (also known as betting) is the wagering of money or something of value (referred to as "the stakes") on an event with an uncertain outcome, with the primary intent of winning money or material goods. Gambling thus requires three elements to be present: consideration (an amount wagered), risk (chance), and a prize.^[1] The outcome of the wager is often immediate, such as a single roll of dice, a spin of a roulette wheel, or a horse crossing the finish line, but longer time frames are also common, allowing wagers on the outcome of a future sports contest or even an entire sports season.

Consumer & Seller Protection in EC

In India, the interests of the consumers and their rights are protected by the Consumer Protection Act, 1986. The purpose of this act is to ensure that all customers get what they deserve or are promised

6.8: EC Fraud and Consumer and Seller Protection

- Fraud on the Internet
 - **Online auction fraud** (87% of online crime)
 - **Internet stock fraud** (spread false rumors)
 - **Other financial fraud**
 - Bogus investments
 - Phantom business opportunities
 - Other schemes
 - **Other fraud in EC—nonfinancial fraud**
 - Customers receive poor-quality products and services
 - Customers do not get products in time
 - Customers are asked to pay for things they assume will be paid for by sellers

Module: Competing in the Network Economy