Legislation

When I am making my interactive multimedia product, I need to consider laws such as copyright. The Copyright and Patent Act 1988 is the current UK law and it means that creators of literary, drama, musical and artistic works have a right to sue people for using their content. They can decide who can use their content. When I am making my interactive product and searching for images, assets and sound I need to make sure I avoid this by contacting the owner of the image/sound by email or by phone and asking them if I can use them. If the owner says I cannot use them, then it is illegal for me to use the image/sound as the law states the image of the owner will not be available when copyrighted until 50-70 years after the owner’s death. Alternatively, I can create my own images to avoid copyright but I must also consider that if I take a picture myself of Milton Keynes’ attractions and there are people in it, I need to ask them for permission to be in the website and if they do not want to be in the website, then I need to blur their faces so that they are not visible in the image.

I need to make sure that my website is legal and contains no invasive advertising. For example I cannot include any buildings, attractions and activities in my website if they are not in or local to Milton Keynes as this would be false advertising and a fine may have to be payed as a punishment. I need to make certain that any accommodation, activity and attractions are available in my chosen place by researching on the background of the image before I implement it into my interactive product.

In addition, I need to make sure that my data is protected and that it follows the Data Protection Act 1998. This is a series of UK laws designed to protect individuals and their personal data. Organisations cannot collect and keep your personal information without following this law and everyone has the right to view and correct their own personal information that is held by an organisation. Also, the data has to be accurate, used fairly and stored securely. The most essential part is that data can only be held for a reasonable period of time and not forever. It cannot be passed to other countries without adequate protection. If these rules are not followed then it can result in an investigation by the Information Commissioner’s Office (ICO) and potentially a fine for the organisation.

I will also need to take into account the permission needed to take pictures of certain locations. For example before I take a picture of Brew dog restaurant in Milton Keynes I will need to ask for permission from the owners of the restaurant and ask them if it is permissible to take a picture. If they do not allow this then I will need to find another place to take a picture of because I do not have permission. Also, I can take my own pictures of the town but if the pictures contain people’s faces in it then I need to ask them first if they want to be in it. If they do not then I need to blur their faces so you can’t see it as I do not have permission to reveal their face online.

I need to make sure that the secondary sources I use is royalty free. This means that the work can be used without the need to pay royalties (a fee) each time. If the person’s work requires a fee, then I will have to pay that fee to use that work as it will be illegal not to. If it doesn’t require a fee I can use it but I need to remember that the work is still copyrighted so if I don’t have permission from the person then I cannot use it. If I do have permission and the work is royalty free then I can use it with no charge.

My logo needs to be trademarked and registered so my target audience is aware of the website and can easily recognise it and access it quickly. The trademark protects my website as no one can claim it is theirs and the symbol shows this. I need to register my logo so that people are aware of which website this is so they can refer to it whenever they need to.