

Team 36 – AR Portal for GOSH

Liability, IP and Privacy Document

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Our task, as assigned by our client was to create a proof-of-concept platform that allows the easy creation of AR Portal worlds. While the platform has an online and a mobile component, the platform as a whole can be considered a single unit for the purposes of Intellectual Property, Data Privacy and Potential Liability.

As the latter two are intertwined, I will define the type of Intellectual Property this project represents. Though the code written by my teammates and myself falls under the UCL Student IP Policy, this policy has been amended for the purposes of the project. Due to the UCL Industry Exchange Network Project Agreement the overall IP for this project belongs to our Client. However, the project does use external code and assets, from two main sources. The source of the external code is the Unity Engine we used to create our application. In particular we made use of the free 'Personal Plan' that Unity offers to students. Given that we are using the engine for educational purposes and are not making more than US\$100,000 dollars from this project, we meet the conditions to use this license.

The other source of possible Intellectual Property issues is our use of assets from Turbosquid and the Unity Asset Store. However, we were careful to ensure that our use of these assets did not break the licences gained upon acquiring the assets. Turbosquid provides "a non-exclusive, perpetual, worldwide right and license to copy, distribute, reproduce, adapt, publicly display, publicly perform, digitally perform, transmit, broadcast, telecast, advertise, create derivative works, and market Stock Media Products within Creations in the uses authorized in this agreement", allowing us to make use of the assets within the grounds of our application. The Unity Asset Store also has a similar clause within their EULA, confirming that all free and non restricted assets can be used in a similar manner to those acquired from TurboSquid. As such, the use of these assets is not infringing upon IP belonging to another entity.

Overall, the resulting IP is roughly analogous to a free software license source code agreement, specifically under a General Public License (GPL) (e.g. GNU GPL, AGPL) especially during this proof of concept stage. However, IP conflicts are not the only source of liability within this project. There are three other major responsibilities regarding Liability. Those being content moderation, ensuring that the system can be used by disabled individuals and to ensure that the privacy of the user is maintained. Before focusing on privacy, I will address the first two areas of concern.

Content moderation in particular is a difficult issue. Given that this project is intended to allow users to create worlds and share them, moderating the content before it can be shared would be prohibitively slow. As with most sites that distribute such content, we will provide a report system that will allow users to flag inappropriate content (including, but not limited to infected files, adult content and private information) and block access to it while the matter is investigated. Furthermore, since the system requires the IDs of the worlds to be shared rather than allowing users to search for the worlds directly, we can limit the chances of a user receiving inappropriate content. Thus it works similarly to online file sharing services such as Google Drive, where the content is not moderated upon uploading, but abuse can be easily reported and dealt with.

The next issue is ensuring the application is operable by as many people as possible. While the inherent premise disallows people who are visually impaired from using this application, we are working to ensure that we comply with the Disability Discrimination Act as much as possible for other cases. Among other design choices made to ensure usability, we designed the interfaces with large, easily operated, buttons in order to allow people who have motor control issues. The color scheme was also selected with the intent of causing minimal issues when used by people with colour vision disorders.

The final area of concern when it comes to Liability is Privacy. As with most online services, this application does store a limited amount of data relating to the user. However, no identifying information with regards to the user is stored, the only information stored by the application is information that identifies the user relative to the application rather than identifies the user directly, such data is limited to the username, password, User ID and the worlds that they have created. All of this information cannot be used to identify the user, rather, the user must provide this information to confirm their identity in order to use the services related to this information. Other possible sources of personal data are also not stored, the email addresses provided in order to distribute world IDs are not retained beyond the process of sending the email to the user.

Furthermore, worlds can be made private. This encrypts the world file in such a manner that it cannot be accessed without a password provided by the user. This password is not stored in any manner ensuring that not even server operators can access confidential information. The online component is also secured using SSL, to prevent user data being viewed by unauthorised individuals. This is done in order to protect any confidential assets or content that a user might include when creating a world, allowing the user to control who can access this information. In doing so, we ensure that all information is kept in accordance with the Data Protection Act of 2018.

In conclusion, we have taken into consideration the legal repercussions of our actions as we worked on our project, ensuring that our product would be not only functional but also usable by the target audience.