

Digital rights management and standard setting



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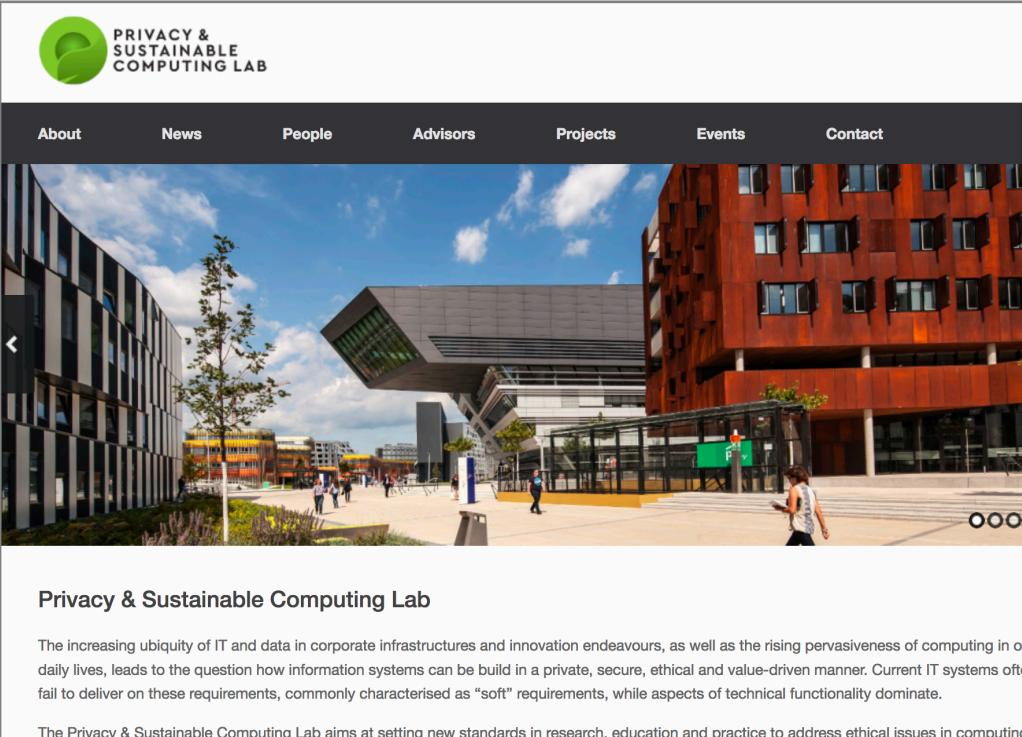
Sabrina Kirrane
Vienna University of Economics &
Business



Digital Rights Management

A multidisciplinary perspective...

- **Privacy & Sustainable Computing Lab**
- Launched September 2016: launch event with various important stakeholders: technologists, standardization, activists...
- Mission: Developing sustainable and privacy-preserving computer systems by bringing together computer science & human-centric behavioral science



The screenshot shows the homepage of the Privacy & Sustainable Computing Lab. At the top left is the lab's logo, a green stylized leaf or gear icon with the text "PRIVACY & SUSTAINABLE COMPUTING LAB". Below the logo is a navigation bar with links: About, News, People, Advisors, Projects, Events, and Contact. The main content area features a large photograph of a modern university campus with several buildings, including one with a distinctive red, textured facade. Below the photo is the text "Privacy & Sustainable Computing Lab" and a brief description: "The increasing ubiquity of IT and data in corporate infrastructures and innovation endeavours, as well as the rising pervasiveness of computing in our daily lives, leads to the question how information systems can be built in a private, secure, ethical and value-driven manner. Current IT systems often fail to deliver on these requirements, commonly characterised as "soft" requirements, while aspects of technical functionality dominate." At the bottom of the page, it says: "The Privacy & Sustainable Computing Lab aims at setting new standards in research, education and practice to address ethical issues in computing."

<http://www.privacylab.at/>



**Dr. Sabrina
Kirrane
(Director)**



**Dr. Ben
Wagner
(Director)**



**Prof. Sarah
Spiekermann
(Founder)**



**Prof. Axel
Polleres
(Founder)**

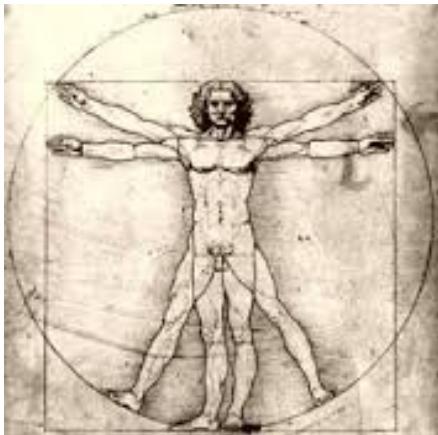
Digital Rights Management

A multidisciplinary perspective...

Online Privacy

Public Policy and Legislation

Ethical Design



Humanities

Net Neutrality

Fragmentation

Open Data

Open Standards

MISSION

Developing sustainable and privacy-preserving computer systems by bringing together computer science & human-centric behavioral science.



Computer Science

Big Data Analytics

Artificial Intelligence

Data Science



Legal

Digital Rights Management

A Data Licensing Perspective...



PIRATES HOOKED Bought a Kodi box? You're probably under investigation, UK's official copyright protectors warn

As UK officials try to tackle copyright infringement, people who buy illegal IPTV boxes 'may be investigated'

EXCLUSIVE By Margi Murphy 4th May 2017, 11:05 am | Updated: 4th May 2017, 11:06 am



COMMENT NOW

KODI box owners "may be investigated" as part of a crackdown on copyright material across the UK.

That's according to the chief executive of FACT, the federation against copyright theft, who warned that soon "some poor, unfortunate person may be the first that is made an example of".



INDEPENDENT

Recent European Court of Justice ruling means:

Anyone caught streaming TV shows, films and sports events illegally using websites, torrents and Kodi add-ons could technically face a decade behind bars.

INDY/TECH

DIGITAL ECONOMY ACT: ILLEGAL KODI STREAMS COULD NOW LAND USERS IN PRISON FOR 10 YEARS

Amazon and the Premier League are also cracking down on illegal streams fed to media players running Kodi / REUTERS/Tobias Schwarz

Authorities are becoming increasingly concerned about media players loaded with the open-source software and a variety of third-party add-ons

<http://www.independent.co.uk/life-style/gadgets-and-tech/news/digital-economy-act-kodi-stream-illegal-users-prison-10-years-sentence-copyright-data-sharing-a7716131.html>

<https://www.thesun.co.uk/tech/3478956/bought-a-kodi-box-youre-probably-under-investigation-uks-official-copyright-protectors-warn/>

Digital Rights Management

A Data Licensing Perspective...



<https://pixabay.com/en/data-computer-businessmen-monitor-2899902/>

dalicc
DATA LICENSES CLEARANCE CENTER

<https://www.dalicc.net/>

DALICC is funded by the Austrian Federal Ministry of Transport, Innovation and Technology (BMVIT) under the program "ICT of the Future" between November 2016 - October 2018. More information <https://iktderzukunft.at/en/>

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A Data Licensing Perspective...



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NETFLIX



the guardian



OpenStreetMap

amazon.com.



GeoNames



Socrata

License Spectrum

Public
Domain

Strongly
Protective

Weakly
Protective

Permissive

Proprietary

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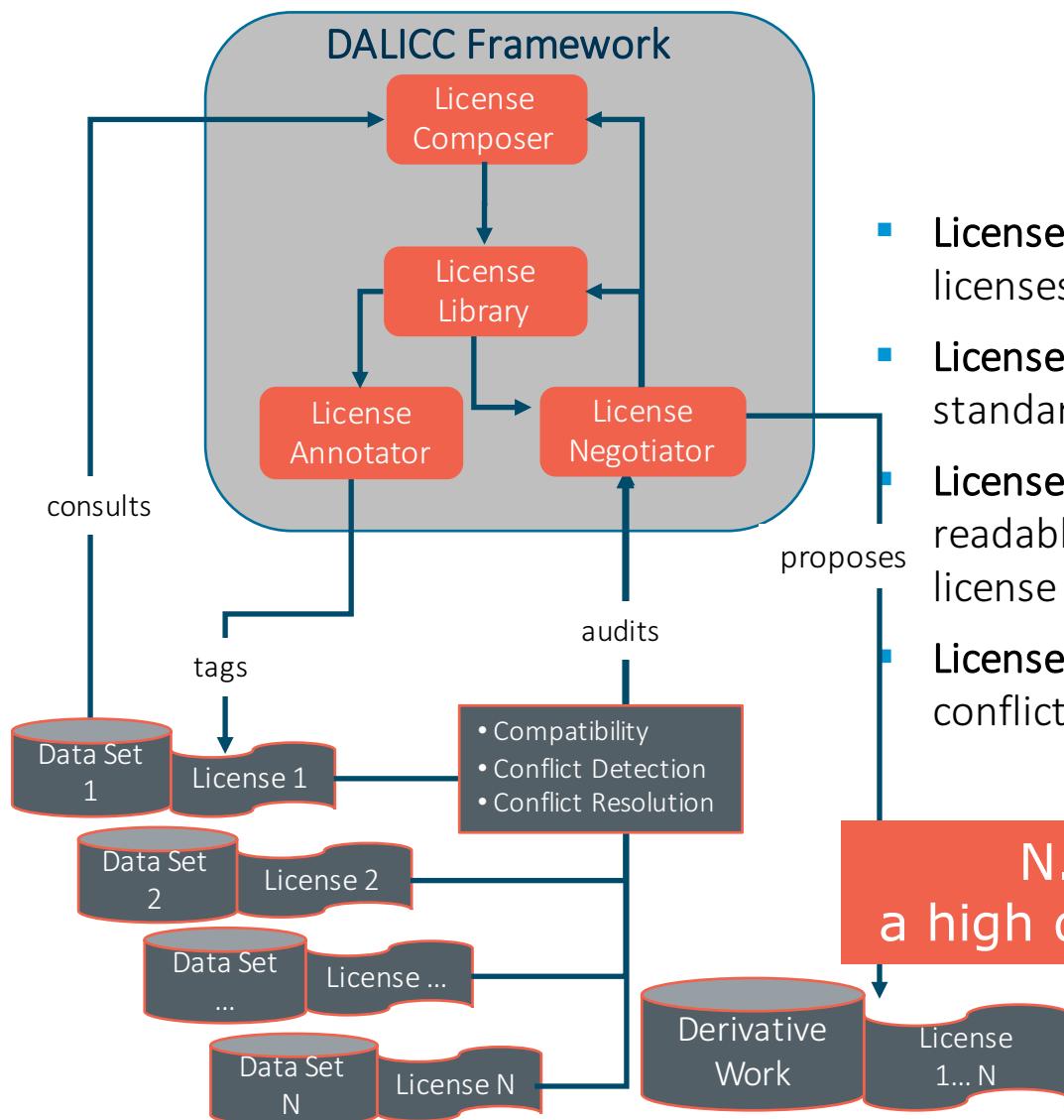
EQUIS
ACCREDITED

AACSB
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AMBA
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Digital Rights Management

A Data Licensing Perspective...



- **License Composer:** Lets you create customised licenses
 - **License Library:** Lets you choose from a set of standard licenses
 - **License Annotator:** Provides you with a machine-readable and human-readable version of your license
 - **License Negotiator:** Checks compatibility, detects conflicts and supports conflict resolution

N.B Very little transparency & a high dependency on legal enforcement

Digital Rights Management

A Data Protection Perspective...



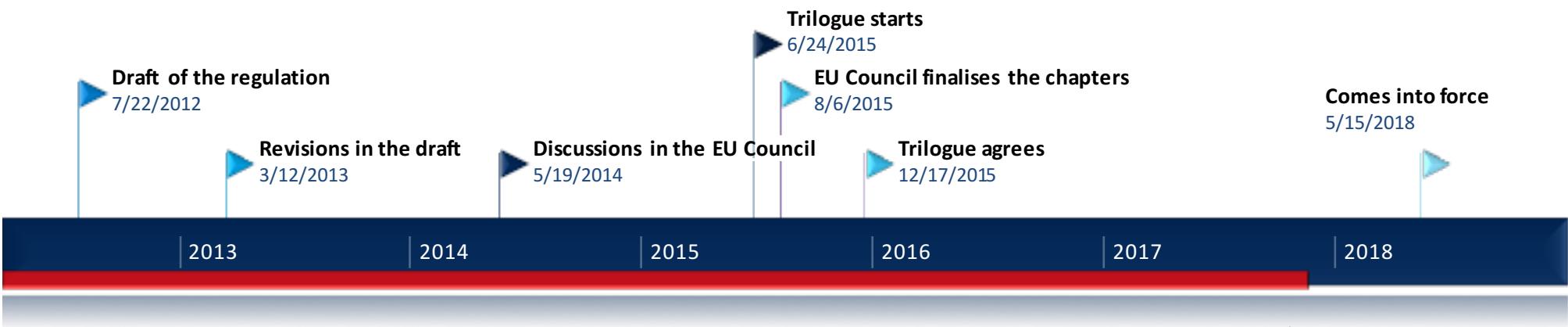
What does GDPR mean for your business?



The General Data Protection Regulation (GDPR) is a new EU data protection regulation that will come into force on 25 May 2018.

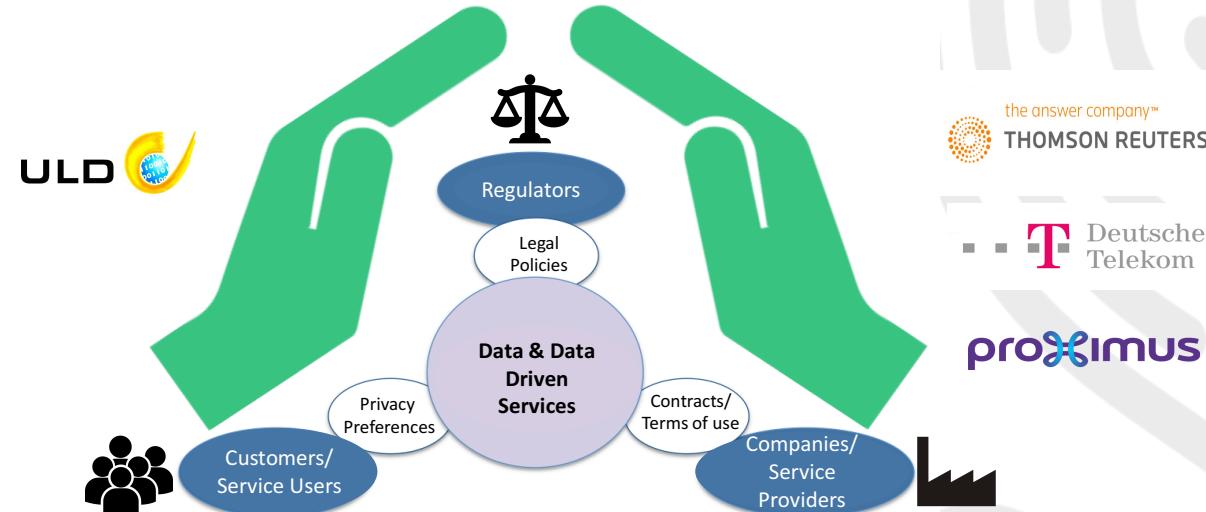
"The GDPR emphasises transparency, security and accountability by data controllers and processors, while at the same time standardising and strengthening the right of European citizens to data privacy."

[Source: [Dataprotection.ie](#)]



Digital Rights Management

A Data Protection Perspective...



Horizon 2020
European Union funding
for Research & Innovation

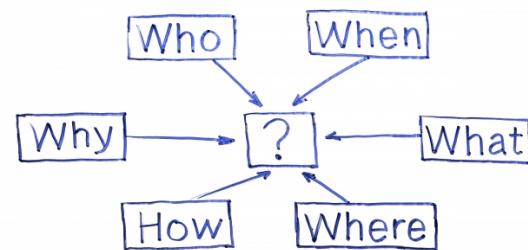
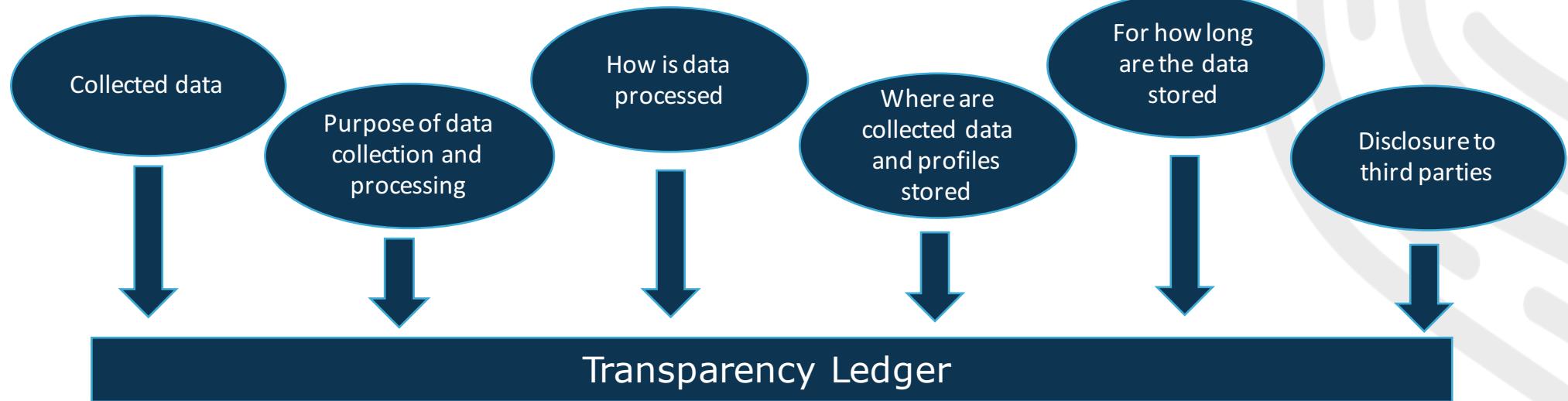
This project receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement
No. 731601

<https://www.specialprivacy.eu/>



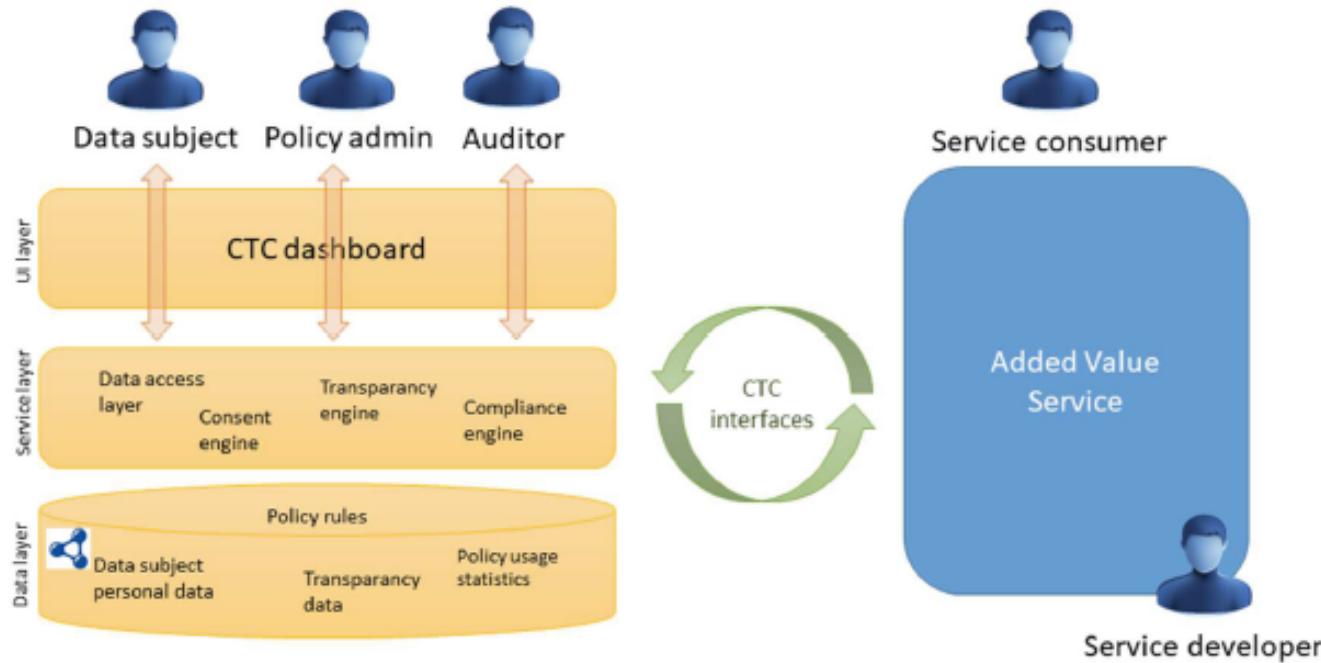
Digital Rights Management

A Data Protection Perspective...



Digital Rights Management

A Data Protection Perspective...



- Enable the acquisition of **user consent** at in a dynamic fashion
- Provide **transparency** on how data is processed and with whom it is shared
- Automatically verify **compliance** with usage control policies specified by data subjects, and legal obligations specified in the GDPR

N.B. More transparency
Although still a high dependency on legal enforcement

Digital Rights Management

What are we doing in terms of standardisation?



COMMUNITY & BUSINESS

[Home](#) / ODRL Community Group

ODRL COMMUNITY GROUP

The W3C ODRL Community Group's aim is to develop and promote an open international specification for Policy Language expressions. The ODRL Policy Language provides a flexible and interoperable way to express the transparent and innovative use of digital content. It supports the consumption of content, application, and communities. The ODRL Policy model can be used by open, educational, government, and other organizations to enhance the model to align to their needs. A semantic layer for interoperability.

Note: Community Groups are proposed and maintained by the W3C. The groups do not necessarily represent the views of the W3C.

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HUB4NGI

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IEEE PROJECT



P7000 - Model Process for Addressing Ethical Concerns During System Design

Engineers, technologists and other project stakeholders need a methodology for identifying, analyzing and reconciling ethical concerns of end users at the beginning of systems and software life cycles. The purpose of this standard is to enable the pragmatic application of this type of Value-Based System Design methodology which demonstrates that conceptual analysis of values and an extensive feasibility analysis can help

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STATUS: Active Project [?](#)

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ware life cycles.
n an
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and technologists
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development,
sign, and,

[Methodologies for Ethical Life-Cycle Concerns Working Group](#)



- **Policy language** for expressing permissions, prohibitions, obligations and dispensations
- The bottom-up development of core **vocabularies** to enable interoperability between systems
- **Transparent Linked Data Web** (data processing in general e.g. data protection, public procurement, media, and political transparency)
 - Support both **open** (publicly accessible) and **closed** (access controlled) data sources
 - **Web Protocols** are necessary to support transparent data processing
 - Plug and play framework for **mashups**, including standard **templates** and interfaces especially in terms of generic policies, events, transparency and compliance controls

Thank you / contact details



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