



IP AND PRIVACY ON INTERNET

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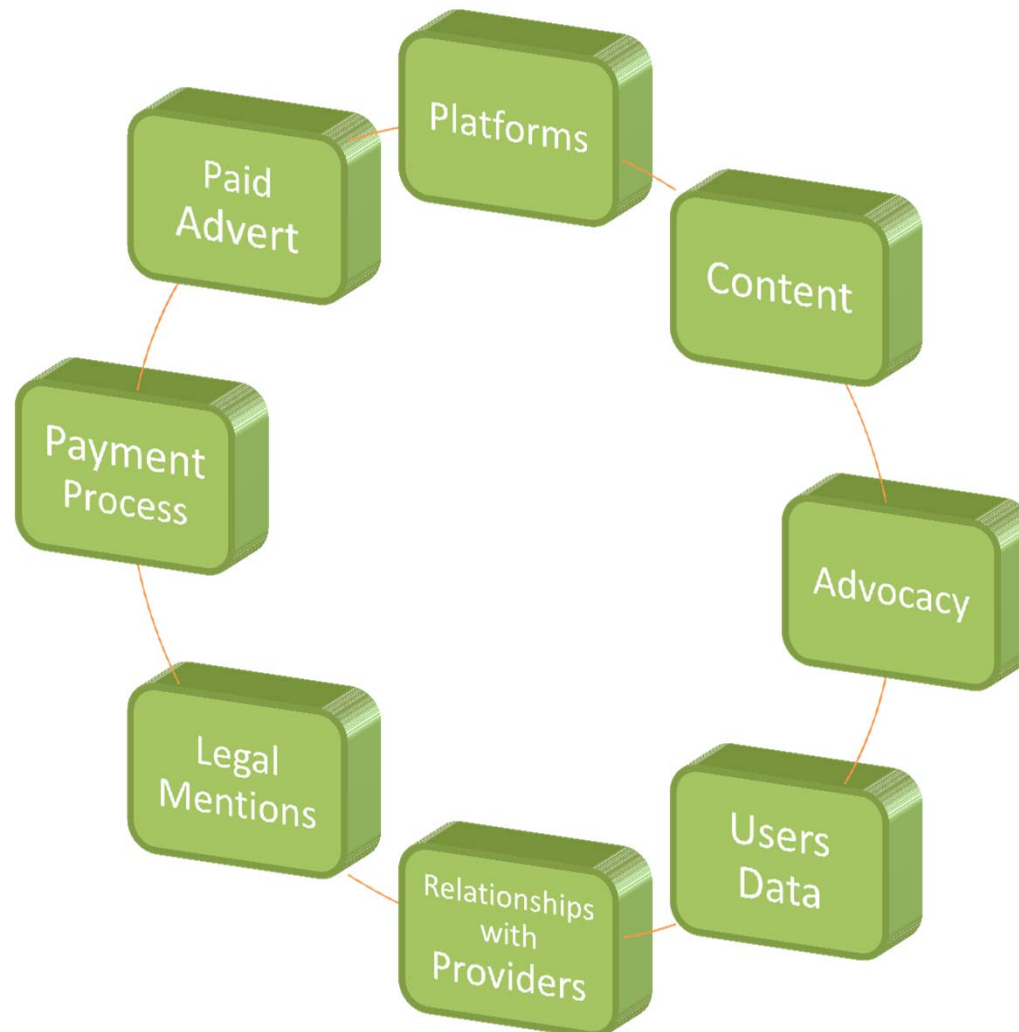
AIBL, 29 September 2017 - Geneva

Caroline Perriard, CEO und Co-founder BrandIT Consult

That's the New Product !



Where Legal Comes Into Play

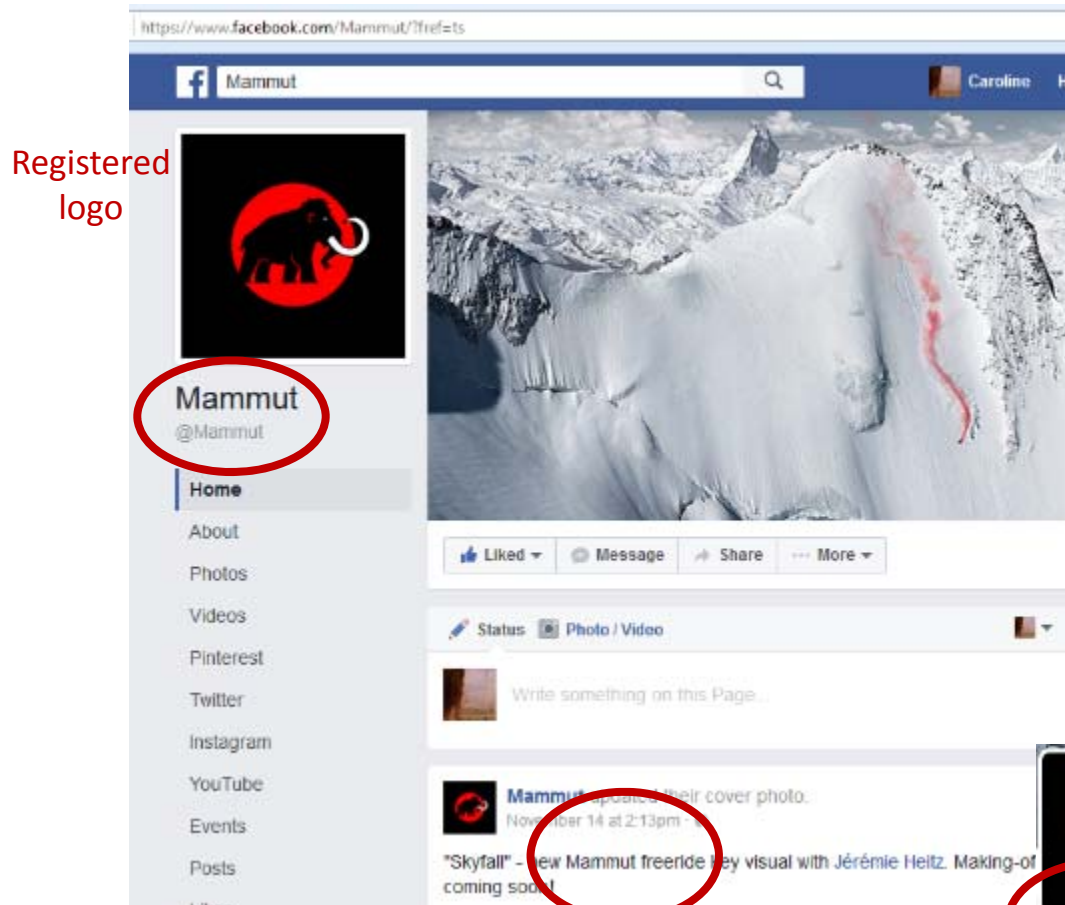




Social
Media
Forums

- ✓ Platform's Terms
- ✓ Trademark Identity

Use and Naming Strategy



Naming Convention

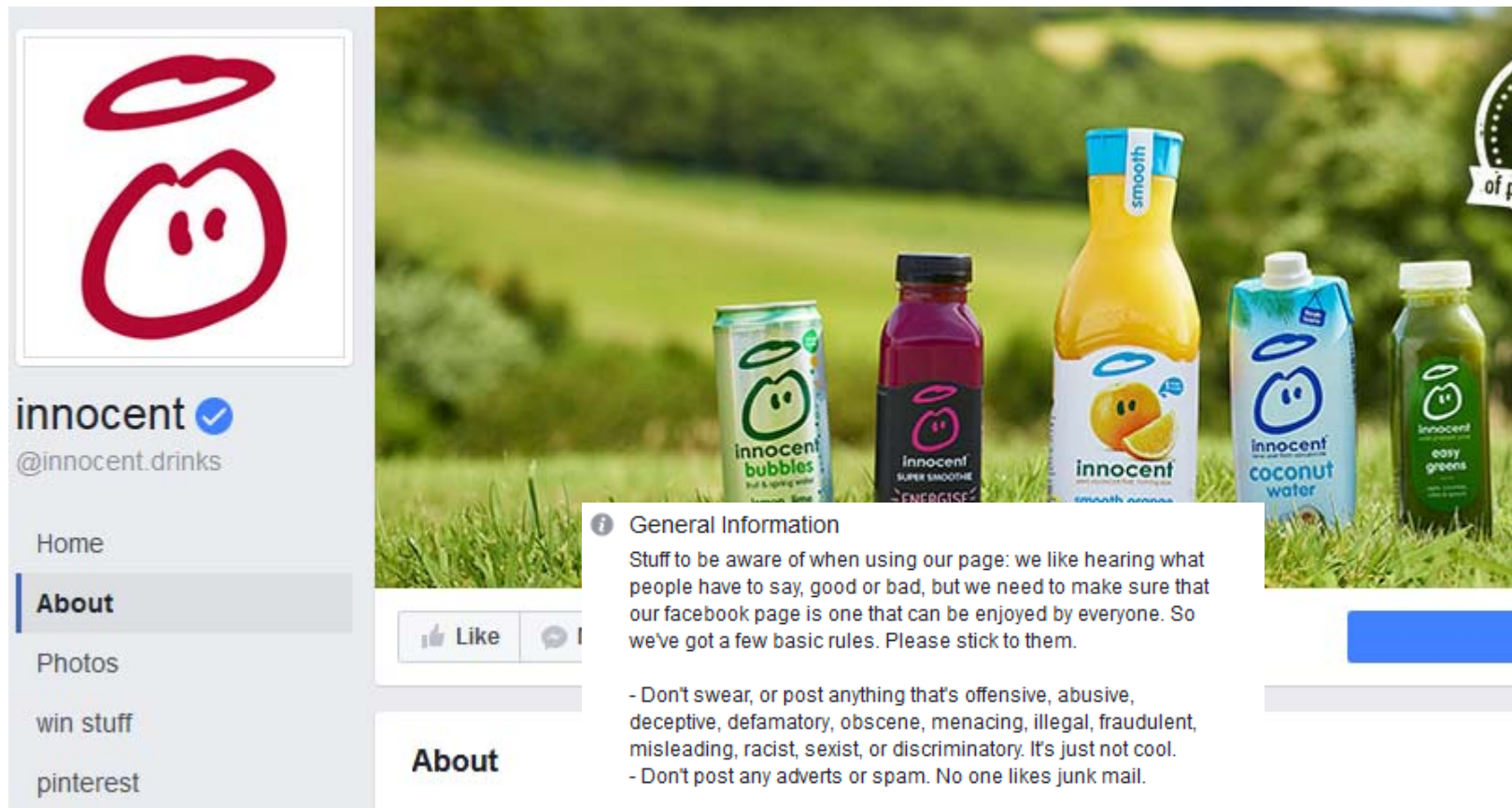




Social
Media
Forums

- ✓ Platform's Terms
- ✓ Trademark Identity
- ✓ Created Content
- ✓ Code of Conduct
- ✓ Moderation
- ✓ Monitoring

Etiquette



innocent ✓
@innocent.drinks

Home
About
Photos
win stuff
pinterest

About

General Information
Stuff to be aware of when using our page: we like hearing what people have to say, good or bad, but we need to make sure that our facebook page is one that can be enjoyed by everyone. So we've got a few basic rules. Please stick to them.

- Don't swear, or post anything that's offensive, abusive, deceptive, defamatory, obscene, menacing, illegal, fraudulent, misleading, racist, sexist, or discriminatory. It's just not cool.
- Don't post any adverts or spam. No one likes junk mail.

We're not a fan of deleting anyone's comments, but we're even less of a fan of the stuff listed above, so if you post anything that breaks the rules we'll need to delete it.

Serious bit over. We're off to mash up some fruit.

Moderation



Netflix *Stranger Things*



Pop Up Bar “Upside Down” from *Stranger Things*



Advocacy Influencers

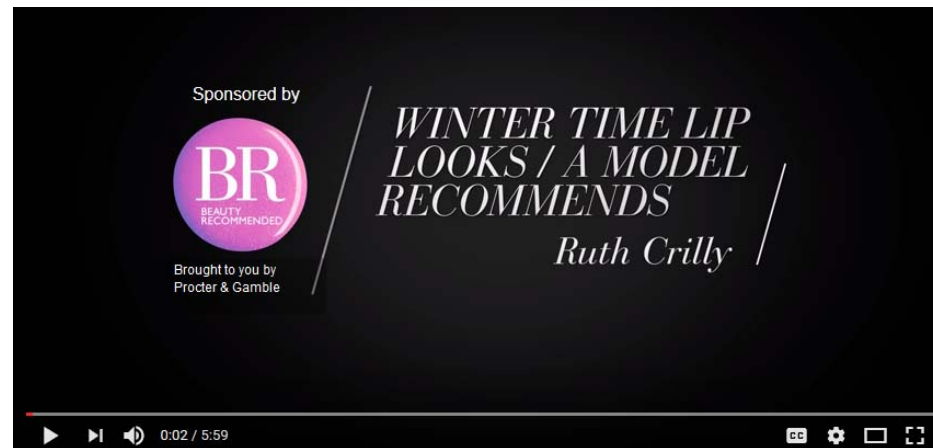
- ✓ Celebrities and Bloggers
- ✓ Disclosure Rules


Not Disclosed Enough...

#spon

#emp

#samp





Advocacy Influencers

- ✓ Celebrities and Bloggers
- ✓ Consumers Reviews
- ✓ Disclosure Rules
- ✓ Submission Rules



CRM
Analytics

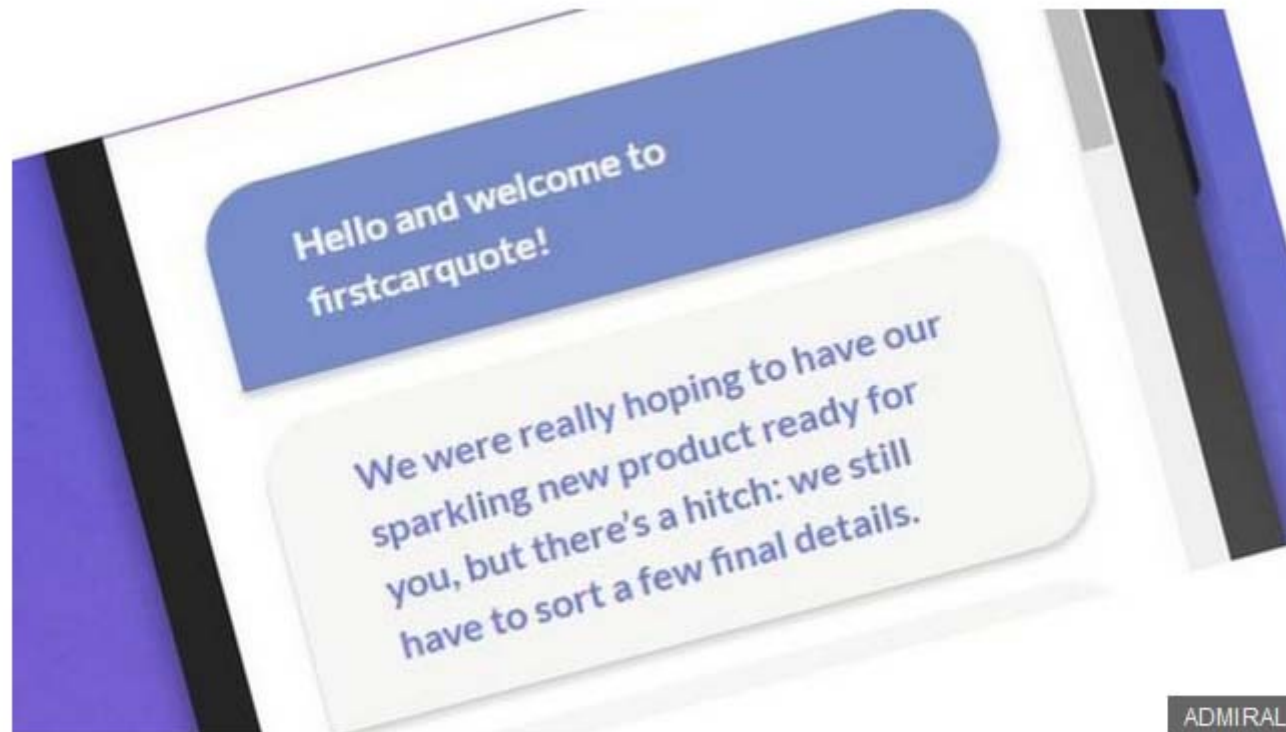
✓ Privacy Policy



CRM
Analytics

- ✓ Privacy Policy
- ✓ Consent
- ✓ Legitimate Interests
- ✓ Collection, processing and transferring Data
- ✓ Security / Data Breaches

Ethics and Public Data ?



Facebook has blocked plans by an insurer to view young drivers' profiles to help set car insurance premiums.

www.bbc.com



E-
commerce

✓ eRetailer's Terms

✓ E-Content

✓ Authorization of Use of IP
Assets

E Content



Click to play video

Fujifilm INSTAX Mini 8 Instant Camera (Blue)
by Fujifilm
★★★★★ 7,898 customer reviews | 1000+ answered questions
#1 Best Seller in Camera & Photo

Price: **\$54.99 & FREE Shipping**. [Details](#)
✓ **Prime** | Try Fast, Free Shipping ▾

In Stock.
Want it tomorrow, Nov. 17? Order within **5 hrs 48 mins** and choose **One-Day**
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Ships from and sold by Amazon.com. Gift-wrap available.

Color: **Blue**



Style: **Base**

★★★★★ **Love it. Tips from personal experience!**

By [Kawthar](#) on February 23, 2016

Color: Pink | Style: Base | **Verified Purchase**

Tips for Taking Photos with Instax Mini!



Mobile
App /
Website

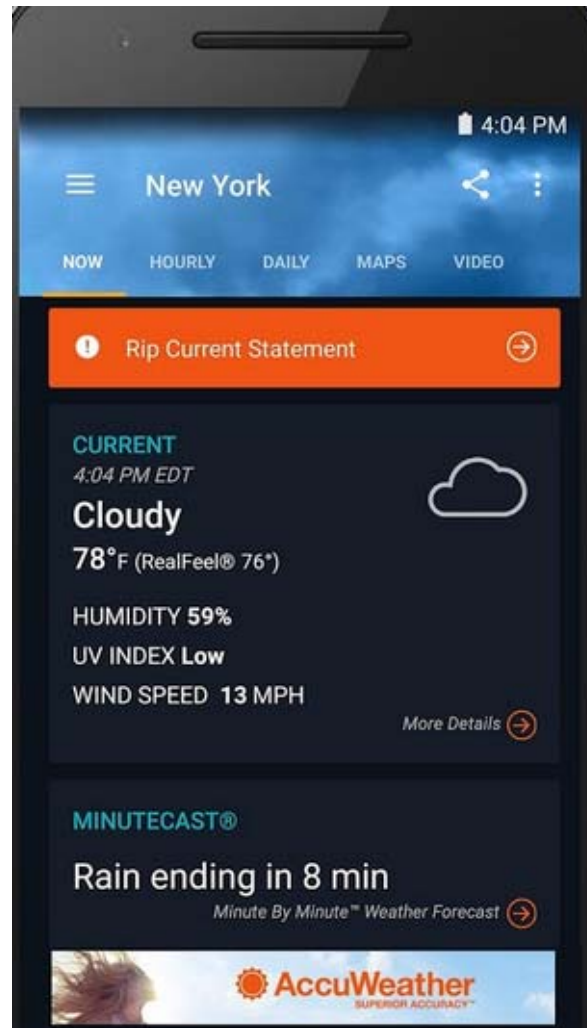
✓ Developer's Contract

✓ Legal Mentions

✓ iOS Terms

✓ Collection of Data

What Data is Collected ?



Take aways

- ✓ Easy to open a page on social media...
.....Heavy to manage
- ✓ Data is today's currency. Ethics and compliance is a must
- ✓ Anticipate better to move faster



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