

COURSE SYLLABUS

Law, Internet and Privacy

Level: master

ECTS: 6

Course purpose:

The purpose of the course is to develop basic knowledge regarding legal aspects of using the Internet for business purposes. Students will be able to consult management regarding the legal framework for setting up a business on the Internet.

Content (Syllabus outline):

1. Basic concepts of Internet regulation and privacy: legal and ethical aspects of the Internet, legal aspects of electronic communications, electronic commerce, signing and payment, internet neutrality and legal aspects of other information society phenomena.
2. Legal aspects of setting up an online portal for business purposes (eg online store).
3. Legal aspects of using social networks for business purposes (Youtube, Facebook, Instagram, Twitter, LinkedIn, etc.) and online advertising and online analysis of users (customers or customers).
4. Ensuring compliance with the requirements of the law in the processing of personal data in public or private sector organizations: role of data protection officer, employer records, identification of processors, establishment and use of other control technologies (video, GPS location, biometrics, etc.), preparation of approvals, informing individuals.
5. Basic principles of information security and secure internet use.
6. Cybercrime.

Intended learning outcomes:

Knowledge and understanding, skills:

Students will be able to:

Evaluate the importance of ethical principles and privacy when conducting business on the Internet

Identify the necessary activities in the legal field to legally pursue an online business

Establish basic legal frameworks for providing online business activity.

Establish basic steps to ensure compliance with data protection legislation.

Compare different legal approaches to using social networks, advertising and online customer analysis for business purposes.

Analyze and evaluate the most urgent risks and anticipate basic information security measures in the organization.