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| **Title** | Protecting Personal Data and Privacy |
| **Keywords** | **Personal data, Privacy, GDPR, Reputation, copryright, Intellectual property** |
| **Provided by** | **IHF Institut de Haute Formation Aux Politiques Communautaires** |
| **Language** | English |
| **Area** | *Please select one or more of the following:*   |  |  | | --- | --- | | *Information and data literacy* |  | | *Communication & collaboration* |  | | *Digital content creation*  *Safety*  *Problem solving* |  | | *X* | |  | |
| **Objectives / goals / learning outcomes** | |
| This unit identifies: the basic principles that distinguish Personal Data from Sensitive Data; the new European policies on Privacy and Data processing; the Intellectual Property subject and the main forms of protection | |
| **Description** | |
| This unit indicates the main topics on digital privacy, digital safety and digital privacy normative | |
| **Contents arranged in Multiple levels** | |
| 1. **Module name:** Protecting Perosnal Data and Privacy    1. **Name:** Personal vs Sensitive Data – How to Protect them       1. **Section Name:** What is a personal data       2. **Section Name:** What is a sensitive data       3. **Section Name:** How to protect your privacy online    2. **Name:** Manage one’s Digital Identity and Reputation       1. **Section Name:** What is Digital Identity       2. **Section Name:** What is Digital Reputation       3. **Section Name:** What is Digital Identity and Reputation: How to boost them?    3. **Name:** GDPR – EU regulations on data protection       1. **Section Name:** What is GDPR   **1.4. Name:** IPR (Intellectual Property Rights) & Copyright  **1.4.1. Section Name:** Seeking a definition and types of intellectual Properties  **1.4.2. Section Name:** Trademarks  **1.4.3. Section name:** Patent  **1.4.3.** **Section Name:** Industrial Design  **1.4.4 Section Name**: Copyright | |
| **Contents in bullet points** | |
| * Personal Data vs Sensitive Data:   A *Personal Data* is an information that tracks down traits and features related to an identified or identifiable individual person – even indirectly, by referring to any other indication. A *Sensitive Data* is a Personal Data that holds a stronger law protection and needs to be processed with extra caution measures, upon specific approval of the subject which that data refers to.   * Digital Identity vs Digital Reputation   The way we act, what we say, how we say it, and what we do to portrait out our values online is what systematically defines our Digital Identity.  One’s reputation simply displays and reveals what *the others* think about him/her and his/her overall perception.   * GDPR   GDPR (***General Data Protection Regulation***) is a very recent EU regulation – fully into application across the European territory since May 2018 – that strictly regulates *“the processing by an****individual, a company or an organisation****of****personal data****relating to****individuals****in the EU”.*   * Intellectual Properties * *“…refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names, and images used in commerce”.* | |
| **5 glossary entries** | |
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| **Bibliography and Further References** | |
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| **Related Material** |  |
| **Related PPT** | DELSA IHF Training Module Identifying Alternatives text (email, messaging, video, audio) |
| **Reference Link** | [<https://www.youtube.com/watch?v=JIo-V0beaBw>](https://www.youtube.com/watch?v=JIo-V0beaBw)  [<https://digitalguardian.com/blog/101-data-protection-tips-how-keep-your-passwords-financial-personal-information-safe>](https://digitalguardian.com/blog/101-data-protection-tips-how-keep-your-passwords-financial-personal-information-safe)  <https://www.wipo.int/portal/en/index.html>  <https://www.wipo.int/trademarks/en/>  <https://www.wipo.int/patents/en/>  <https://www.wipo.int/sme/en/ip_business/industrial_designs/index.htm>  <https://www.wipo.int/copyright/en/> |
| **Demo video** |  |