

הפקולטה לניהול  
החוג לניהול מידע וידע  
מזמינים אתכם לסמינר:

**Beyond Online Copyright Enforcement:  
The Misuse of the Notice & Takedown Regime**

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12:00-13:30

Alongside its far-reaching benefits, the digital age has created complex challenges in various aspects of our life. One prominent challenge in recent years relates to the management of online identity, including reputation, based on the notion that one's digital activity in fact reflects one's personality in more ways than one.

The fact that content posted online remains available beyond the limits of human memory, combined with the dramatically increased amount of information accessible online, has revolutionized the creation and management of online identity. Despite the controversy regarding the length of time information is available online, the prevailing view is that "[We] are what Google says [we] are". Thus, not surprisingly, people attribute the utmost importance to their online representation.

Online identity can be managed through a wide-range of online tools and techniques used to continuously monitor and analyze web and social media for myriad purposes. This presentation demonstrates the extent to which online copyright enforcement mechanisms, operating by virtue of the law, are being used for online reputation management purposes. In fact, the online enforcement mechanisms can easily be manipulated, that even a single individual can have a wide-ranging impact by using, or abusing, a powerful mechanism that operates automatically, with no judicial oversight.

This activity has significant implications for access to knowledge, freedom of speech and achieving the mechanisms' original goal - enforcing online copyrights.

The presentation demonstrates some of the risks involved in potential misuse of online copyright enforcement mechanisms and underscores the vulnerability of this non-transparent automated system to fraud and misuse.

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