**Legal and ethical considerations**

Copyright

The copyright, designs and patents act was created in 1988. This was put in place to make sure that people can be rewarded for their own work, otherwise people wouldn’t know who work it was. The other purpose is that you as a creator can feel safe with their work isn’t going to get stolen. Before 1988, people had a hard time as people could steal their work and you couldn’t do anything legal to stop them. This copyright law makes it so that people can’t copy software, mp3 files, songs, videos, image, text, blueprints etc. Anything that someone else has created you can’t take it without their permission as you are within breach of breaking copyright law.

In the UK you don’t have to apply or register for copyright as they are enforced automatically. The copyright law lasts a lifetime and then for an additional 70 years after the creator’s death. The copyright holder is the person who can authorise and reproduction of work by another party.

In terms of getting software, if you buy a software package then you have done is purchased a licence and you can use the software at your own free will. Each software package will usually contain one licence this means it can only work on one computer, so if you want to get the software on another computer you will need to buy another licence for that computer. Sometimes the software companies will give out a multi-user licence which means that your computer will log into the network and use the program, this can only be one computer at any particular time.

In obtaining photos and images you can gain access to them if you can get in touch with the creator, once you have got in touch with the owner, you can then see if you have it for free. Or you might need to pay for it, only the owner can decide how much he wants for it. You don’t actually buy the asset, but you do buy the right to use it in your product.

Ethical

When working on a multimedia product you will have restrictions on what you can say or what you can actually do. This will protect people from things such as racist comments or negative comments that will offend people.

When online or in real life, you should never reveal any private information on multimedia product. This will include financial and personal information as people can get your money and other different things. You need to be careful with social media sites this is Facebook, Twitter as whatever you post may sometime suffer and you will get consequences. For example, if you say that you are having a small get together people will make a riot and this can leave things damaged and make people upset.

The decency and libel this will cover and ensure that you haven’t said anything that I fake and untrue, about any product indecent information. You can’t make a fake written statement about anyone as it can be seen as abusive or this may lead to harming their self’s and reputation. You also can’t make a verbal statement about someone as it will lead to the same thing.

When talking to someone online or in real life you need to make sure you are both unbiased and accurate. This will apply to:

* Race: Black, white and Asian
* Gender: Male and female
* Sexuality: Homosexual or bisexual or heterosexual
* Religion: Catholic, Islam, Judaism, Hinduism etc.

This means you need to think about what you are going to say before you say it. There are some laws which work alongside rules, these are the Race Relations Act RRC.

Web and TV

The Copyright, Designs and Patents Act 1988 is the Law that means you have to get permission to use anything on-line. There are some certain boundaries and limits in the legal, that sites have to do, this is so they are covered. Media such as newspapers and radio, the laws that govern advertisements on TV and on the web, are strictly regulated, so nothing bad and legal happens. Popular websites such as YouTube have strict content regulations that filter what can be displayed on a site, if you want to watch an 18+, then you have to be 18 and signed in to do this. Any advertisement has to go through serious and detailed examination before it can be aired on TV and the internet.

The Copyright Designs and Patents act of 1988 in chapter 3 states that some things can be as an exception. These are; Temporary copies- If I used an image that was only intended as a temporary copy that had no economic value. This has been deemed necessary to the production of work, this is what I will be doing. Reporting on events- If I include important updated news in the advertisement, in some cases, including copyrighted material is acceptable. Incidental inclusion- If I were to accidently including any copyrighted material, for example a picture of another bottle logo, then I can be taken to court but most likely not prosecuted.

If I were to include any opinion of a certain product that is copyrighted, I have the right under the copyright designs and patents act of 1988 to include my opinion as long as it doesn’t conflict with any acts such as the communications and decency act of 1996.