

INTELLECTUAL PROPERTY

Protecting yourself against Digital Piracy

If you are a creator, a business or a consumer concerned about protecting your content online, this article explains **how to prevent digital piracy**, what tools you can use and the best legal and technological strategies to safeguard your Intellectual Property.

WHAT IS INTERNET PIRACY?

Digital piracy has become a significant problem nowadays, as this illicit practice involves the **unauthorized duplicates, distribution and commercialization of copyrighted works**, infringing the rights of creators and also undermining the legitimate market by offering unauthorized versions that compete with the original creations.

The industries that broadcast intellectual creations are indeed the ones most harmed by piracy, because they depend on **strong and effective legal protection** for the survival of their work. This is necessary to face significant threats to those creations on a regular basis.

Digital piracy encompasses a wide range of infringements, from the downloading and distribution of content such as music, films and software to the illegal circulation of literary and artistic works.

Infringers utilize a range of online platforms to carry out these activities, facilitating **copyright infringement** and making it challenging to control access to content. This not only affects authors and creators, but also harms publishers, production companies and other parties involved in the creation, distribution and marketing of the works.

The sophistication of these crimes is increasing, and the use of advanced technologies by pirates to circumvent protection systems such as digital rights management is a major challenge.

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This technological and digital evolution has resulted in the emergence of large-scale piracy, frequently orchestrated by criminal networks that exploit content without the consent of the right holders.

The evolution of technology is leading to the emergence of new and sophisticated distribution methods, which poses significant challenges to legal strategies aimed at combating this issue.

The impact of digital piracy on copyright is significant, affecting both **authors** and the **industries** that invest in the production of original content.

Creators rely on the protection of their works to generate revenue, but when their works are pirated, the legitimate market shrinks, limiting their opportunities for profit.

Furthermore, they **forfeit control over the usage of their creations**, which can have a detrimental effect on their reputation and the value of their works. This, in turn, results in significant financial losses for publishers and producers as their investments are eroded by such unlawful activities.

HOW TO COMBAT INTERNET PIRACY

Legislative measures against digital piracy have been implemented in many countries, but significant challenges still need to be addressed.

National, European and international legal frameworks, such as **the WIPO Copyright Treaty and the Trade-Related Intellectual Property Rights Agreement** (TRIPS), exist to criminalize copyright infringement and promote international cooperation.

However, **the effectiveness of these measures is limited** due to the rapid emergence of new technologies and, consequently, new methods of illegal piracy, making it difficult for the authorities to act.

Furthermore, the transnational nature of the Internet complicates matters, as it allows offenders to **operate outside the reach of local laws**, necessitating closer cooperation between countries.

This underscores the **persistent challenges associated with safeguarding copyright in the digital landscape**.

Despite the existence of protection tools, those seeking to infringe copyright continue to find ways to circumvent these mechanisms. Consequently, the most effective anti-piracy measures should encompass not only technological solutions, but also **legal and preventative strategies, including user education and prosecution**.

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The challenge lies in striking the right balance between protecting intellectual property rights and ensuring free access to information in a digital world.

While access restrictions can play a role in reducing piracy, it is essential that they are implemented in a manner that does not adversely impact creators and legitimate users. It is vital **to cultivate a culture of respect for intellectual property rights**, engaging both users and digital platforms as key allies in the fight against piracy.

Digital piracy remains a complex challenge that seriously affects the intellectual property rights of the owners of intellectual creations and works.

While various legal and technological measures continue to be implemented to combat piracy, the fact is that **piracy continues to evolve and find new ways to circumvent restrictions**.

Sanctions and blockades alone are insufficient; **education and awareness of the value of intellectual property must also be promoted**.

In addition, companies must offer accessible and attractive alternatives that allow users to opt for legal consumption of content. Achieving a balance between copyright protection and access to culture in the digital environment will require a joint effort between governments, digital platforms and society at large.

PROTECTING AGAINST DIGITAL PIRACY

In conclusion:

- 1** **Protect your copyright and intellectual property rights:** ensure that you protect your creations with official entities. You can also use digital watermarks to identify your content.
- 2** Use tools designed to **detect any unauthorized internet-based copying.**
- 3** Consider **hiring intellectual property consultancy services.**

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Do you want to protect your Intellectual Property rights?

At UNGRIA, our intellectual property advisory service provides support in the protection of creations by means of IP registration with the public bodies established for this purpose.

If you have any questions or need further advice or information on protecting your intellectual property rights, please do not hesitate to contact us.

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