Managing risk on the web

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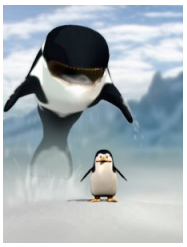
Overview

- Risk and risk management
- Exploration of the risks involved
- Analysing risk
- Using external services
- Terms of Service

How much do you actually know about the risks involved?



Risks?
What risks?

I know I should get across this area, but being in Web Two World is just too much fun, I love to play outside and thinking about risk hurts my brain.

I know I should get across this area, but I'd rather not go outside to play because it's dangerous out there and thinking about risk hurts my brain.

What is risk?

- The threat or probability that an action or event, will adversely or beneficially affect an organisation's ability to achieve its objectives.

HEFCE. 2001. Risk Management – A Guide to Good Practice for Higher Education Institutions. (Higher Education Funding Council for England), p. 4. Available at http://www.hefce.ac.uk/pubs/hefce/2001/01_28.htm. Accessed 3 September 2009.

What is risk management?

- A process for controlling exposure to hazards. It involves a careful examination of what could cause harm, weighing up the probability of its occuring, the impacts of its occuring, and then mitigating against those probabilities and impacts through prevention and response measures and strategies.

Over to you ...

1. What risks are involved in using externally hosted web services?
2. What risks are involved in **not** using externally hosted web services?
3. Looking at number 1, how would you prevent or manage those risks?

How to analyse risk

1. Description
   - Identify the risk: "There is a risk that X could occur"
   - Identify what could cause the event: "Caused by Y"
   - Identify the consequences if the risk event were to occur, i.e., "Resulting in Z"
2. Mitigation strategies
   - How could you prevent the event?
   - If the event were to occur, what would your response be?

What do you know about

1. Legal and policy issues
   - Copyright and IP
   - Your University's copyright and IP policies?
   - Privacy and confidentiality
   - Accessibility
   - Spam
   - Staff contractual observations
   - Indemnity and insurance
   - Cookies and monitoring

What do you know about

2. Service considerations
   - Terms of service
   - Content distribution
   - Data security arrangements
   - Spam and notifications
   - Business robustness, reliability and longevity

What do you know about

3. Service considerations
   - Educational use and models
   - Creating backups
   - Help and support available
   - Student bandwidth quotas
   - Visibility of students' work to each other
   - Preventing changes from being made after the due date
   - Posting of offensive material

Understand the Terms of Service

- "By submitting Content to Automattic for inclusion on your Website, you grant Automattic a world-wide, royalty-free, and non-exclusive license to reproduce, modify, adapt and publish the Content solely for the purpose of displaying, distributing and promoting your blog." (WordPress)

Understand the Terms of Service

- "By submitting, posting or displaying the content you give Google a perpetual, irrevocable, worldwide, royalty-free, and non-exclusive licence to reproduce, adapt, modify, translate, publish, publicly perform, publicly display and distribute any Content which you submit, post or display on or through, the Services. This licence is for the sole purpose of enabling Google to display, distribute and promote the Services and may be revoked for certain Services as defined in the Additional Terms of those Services." (Google)

Understand the Terms of Service

- "For content that is covered by intellectual property rights, like photos and videos ("IP content"), you specifically give us the following permission, subject to your privacy and application settings: you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook ("IP License")." (Facebook)

Don't freak out

If you read the Terms closely and make an effort to understand them, you should find that

- The service *has* to ask you sign such an agreement -- otherwise your work simply cannot be displayed on the web
- The service should require only a non-exclusive licence to your IP
- **The service should not require a sub-license to your content**

Tips: Choose a service that ...

- Is reliable, robust and has been around for a while
- You can backup (inbuilt backup, site sucking software, whatever)
- Allows you to control email notifications
- Allows you to retain your copyright
- Does not require an exclusive licence to your IP
- Allows you, as site administrator, to delete inappropriate material and information

Tips: Choose a service that ...

- Allows you to make the site, or parts of the site, private
- Will not delete idle data
- Uses a standard file format, such as html, xml or opml
- Datestamps contributions and whose datestamp cannot be changed by anyone other than an administrator
- Provides the basic functionality you require for free
- Works in the major browsers

Other tips

- Backup regularly
- Require students to keep html copies of their own work
- Do not require students to sign up
- Do not use University branding
- Tell students how to turn off cookies and monitoring

Thanks for coming!

Picture references

- Risk blocks http://www.icarusfiresafety.co.uk/image_uploads/risk.jpg
- Penguin http://2.bp.blogspot.com/_A9rHuD6kgoo/R2797-AiABI/AAAAAAAAAB0/Tjm1_yx9tOE/s400/unaware+penguin+3+copy.jpg
- Dog having fun http://farm4.static.flickr.com/3406/3531774053_ab910c3249.jpg
- Cat and fish http://wealthcatalyst.net/wp-content/uploads/2009/05/the-risky-business-of-living.jpg
- Acrobats http://artfiles.art.com/5/p/LRG/7/798/S1KI000Z/acrobats-on-the-empire-state-building.jpg
- Builders http://drx.typepad.com/psychotherapyblog/images/2007/09/26/lewis_hine_phot_nyc_empire_state__2.jpg
- Wordpress http://www.antilopnewmedia.com/images/wordpress_bleu.jpg
- Freak out http://dummidumbwit.files.wordpress.com/2010/01/freakout.jpg
- Advice http://thesmarterwallet.com/images/free-financial-advice-2.jpg