

Chapter 8

Legal Protection of the Web Page

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ABSTRACT

Nowadays the Web Page is one of the most common media used by people, institutions, and companies to promote themselves, to share knowledge, and to get through to everybody in every part of the world. In spite of that, the web page isn't entitled to a specific legal protection, and because of this, every investment of time and money that stay off-stage aren't protected by an unlawfully used.

Seeing that no country in the world has specific legislation on this issue, in this chapter we develop a theory that wants to give legal protection to web pages using laws and treatment that are present in this moment. In particular we maintain that web pages can be considered as a database so to extend database's legal protection to the first one.

We start to analyze each component of database's definition and to find them in a web page so that we can compare those juridical goods. After that we analyze present legislation concern database and in particular World Intellectual Property Organization Copyright Treatments and European Directive 96/92/CE, which we consider as the best legislation in this field. In the end, we outline future trends that seem to appreciate and apply our theory.

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INTRODUCTION

Nowadays, thousands of web pages offer an heterogeneous variety of digital information (i.e., text, audio, video and images). Such contents can be available in a public way: an anonymous user could download, manipulate and use them maliciously, and, thus, establishing their ownership could be a serious problem in many circumstances.

The tendency is to face this problem at the same time, using technical and judicial approaches. On one hand, we can consider strategies oriented to the protection of the intellectual property, such as insertion of watermarks or, directly, limitations in the possibility of fruition of the contents published in the Web page (Braudaway, 2000). Secondly, we can refer to the judicial disciplines created expressly for the protection of the copyrights on digital information. In the specific, in this work, we explain our theory that try to give a legal protection to web page considering it as a database, judicial good that have a specific legislation.

The chapter is organized as follows. At first we look at a judicial generalization of the conception of database analyzing every its components and after we compare web page and database introducing the guardianship of the web page as a database. In the last part we refer about the future trends and propose our conclusions on this topic.

BACKGROUND

The first institution that had issue a database protection is the European Community by the directive 96/9/CE. The course to give a protection to database was started on April 15th, 1992, when the European Commission issued a formal proposal for a Directive on the legal protection of databases, which was later amended by the Commission on October 4th, 1993. After four years of discussions and proposals in the 1996 was approved the last version and issued the directive 96/9/CE.

The EU Database Directive was created to harmonize the intellectual property laws regarding databases of the 18 countries of the European Union by supplementing copyright to protect databases produced by *sweat of the brow* (Boyle, 2001). The Directive creates a new kind of intellectual property protection: a *sui generis* right. *Sui generis* is a Latin expression that means that something is linked to a specific requisite for admission, in other words this particular protection is given only to the database that meet all the requirements (Autelitano, 1999). Is important to observe that the term of protection is 15 years, but each time the database is updated significantly, the entire database and not just the updated parts receives another 15 years of protection. Consequently, active databases can be protected in perpetuity.

The Database Directive has created a two-tiered approach to the database's protection: on one hand database that by originality of selection and arrangement

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