



## **Cyber Law – Evolving Law for an Emerging Media**

*Author: Tracy H. Stroud, Attorney at Law*

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Technology has become an integral part of our society, and Internet Media has become a preferred way to communicate. As with earlier forms of media, the law has evolved to help regulate the Internet. Unfortunately, there is no one Internet law to regulate its usage, partially due to the Internet's international presence. However, there are many new laws that are influencing the Internet, the creation of websites, and user actions online.

For a business operating a website or conducting business online, there are some critical issues to consider. First, a business operating a website should be aware of intellectual property liability laws, which are constantly evolving under federal, state, and common law. In essence, confusion and similarities should not be created between products. Second, copyright violations are an issue. Businesses creating a website are viewed as publishers and are regulated by copyright laws. Third, the business website content could create liability if there are any instances of online slander, libel, obscenity, privacy violations, and fraud, to name a few.

There are steps for businesses to protect themselves against cyber liability. First, be vigilant in maintaining the content of the business website to remove any outdated or erroneous information. Second, think about purchasing a cyber liability insurance policy to protect against hackers and other cyber liabilities. Last, hire a knowledgeable Information Technology (IT) person or team. IT support can be indispensable in not only preventing liability issues, but also in maintaining your website as a user-friendly tool and protecting your business from malicious hackers.

The Internet can be an invaluable tool to promote and maintain your business, but don't let it expose your business to potential liability.

For more information on this author and her law practice, click here: <http://www.ck-attorneys.com>