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## Digital rights (future perspectives and horizons)

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### ABSTRACT

Digital rights include those legal issues that appear on the Internet and various software platforms, which include many instances and areas of the rights of real and legal persons. Among them are the right to access the digital space, the right to remain anonymous, political and public rights, the right to data justice, private rights and the like. If the field of digital rights is not managed properly, it will cause many problems and challenges. Among those challenges, we can mention threats to privacy, lack of management strategy, lack of sufficient expertise in the field of digital transformation, and security concerns. It seems that until these challenges and ambiguities are accurately identified and explained, it will not be possible to pass effective laws and adopt appropriate operational packages that can lead to the order of the digital space, and in this regard, the goal should be to inform users and develop and strengthen their skills in this space.

## **1. Introduction**

From the second half of the 20th century, the world of communication and information entered a new era called the digital age, and thus virtual space and internet communication appeared as a part of the relations between real and legal entities. Just as a system for human communication in the real world is an unavoidable necessity, and in this direction, the science of law has emerged and expanded in its various fields and trends. In the digital space, this necessity is undeniable, and in this field, digital rights have shown their necessity in many topics and categories, in this regard, national legislative circles have compiled and approved numerous regulations and laws in international forums. However, this field still faces many challenges and uncertainties. Studies indicate that the most important challenge of the digital space is the existence of numerous management crises in this field. In explanation, it should be said that due to the importance of monitoring and managing virtual space or social media, it is necessary to pay special attention to some important concepts and their functions in the field of public law; Therefore, monitoring the activities of people, especially children, teenagers and young people in the virtual space, has some aspects that are considered in the field of theorizing, such as "digital rights and digital citizenship" and some are also considered in the field of policies and means of their realization. (Esadi, 2016: 4) The issue of rights and the theories of rights is one of the major topics that is given a lot of attention in the present era. By studying legal texts, we find out that the rights of individuals in the field of modern communication technologies have been looked at from this point of view, and a long list of these rights has been presented without support.

The issue of realizing electronic government is also one of the topics that is important in the modern governance of society. Dealing with issues such as digital rights and digital citizenship is one of the essentials of realizing electronic government. According to the dimensions of the aforementioned triad, the basic question of the research is about the concept and nature of digital rights and examples. It is. (Map, 1401: 6).

However, as mentioned, digital rights are facing challenges and ambiguities in the field of management and operationalization. In explanation, it should be said that due to the role of information as a valuable commodity, it seems necessary to protect it in today's world. To achieve this goal, it is necessary to design a system for managing information security so that one can protect one's information assets. (Annella, 2021: 341)

To achieve this goal, digital rights management has been proposed. Of course, the desire to have strong digital rights management systems in today's world is not new. The system of scientific and industrial development and progress with digital rights management methods has a long history. However, the industry has not yet had much commercial success in sending goods with this system. There are many factors in non-acceptance. Common digital rights management systems are involved, and Microsoft's Lamkia believes three factors are of particular importance in this context, which are: the lack of comprehensive accounting methods, secure and robust management engines, and rights in a general sense.

Therefore, it seems that to organize the digital space, compiling an efficient, comprehensive and universal legal system is one of the needs of the present age. In this regard, in the following topics, he first explained digital rights with its components and examples. And then we study the important challenges of this field.

### First speech: Digital rights

In this regard, the following topics are proposed and explained.

#### A- Background of digital rights

Digital rights, initially in the form of copyright and after the formation of the digital rights movement in the United States in the late 1990s and early 2000s with the proposal and approval of the Digital Millennium Copyright Act in 1998, because with the advent of the Internet, a part of it has entered this field from business, which is called electronic business. The supply of electronic content was another wave of e-commerce, with the supply of electronic content, internet advertising and online sales and delivery of products, the dimensions of this right became more complicated. For this reason, digital rights management, in addition to the supply and sale of digital content, also includes online delivery of products, which promises to achieve new business horizons. Kumik, 2001: 21) Digital rights management plays a very important role in the music and film industry. (Siamak, 2019: 258) and regulates the competition market in these two areas.

After this, there were whispers to compile a global draft for the protection of people's online rights and freedoms, and many countries such as France, Brazil, Italy, and the Philippines changed their laws (Livingstone & Third, 2017:658-659) and some regional documents. About "digital rights" were written, such as the African Declaration on Internet Rights and Freedoms, the Declaration of Principles Governing the Internet, the Charter of Rights in the Digital Space 10 and the Charter of Digital Fundamental Rights of the European Union, etc. Increasing efforts at international, regional and domestic levels show the position of countries is in the domain of internet governance and exercising power in it, which, of course, requires policymaking at national levels (2018: 315, Redeker et al).

In 2016, a law entitled Data Protection Regulation was adopted in the European Union, which updated the previous data protection law (65/46/EC) and aims to protect the fundamental rights of citizens, especially the right to privacy and the right to protection. From personal data, there was the right to access personal information and data and the right to modify or delete existing personal data. (Macenaite, 2017: 766)

Despite all the efforts to implement the protection of people's rights in the digital age, in the past laws, except for the mentioned law, the rights of children in the cyberspace have not been given much attention, and the main focus of these countries has been on the rights of adults; While paying attention to children's rights as vulnerable groups can meet their needs. Based on various researches (Livingstone & Third, 2017: 666), presence and activity in virtual space on formal and informal learning, health and well-being, media literacy, political and civic participation, play and recreation, identity, sense of belonging, relationships with family members and intergenerational relationships. Individual and social resilience and consumption style of children are influential.

#### B- The nature of digital rights

Some jurists consider them simply individual rights. The second group has moved from the individuality of rights to collective rights or third generation rights. The third group does not consider the issue of these rights as human beings, but they consider the issue as data or information, and as a result, different methods of managing and monitoring cyberspace in the relationship with the production of data about people or the production of data by them is examined with a theoretical and practical approach. (Third, 2017: 666 & Livingstone)

The nature of digital rights can be looked at from another perspective that can be used in the process of this article. From this point of view, most examples of digital rights can be assumed to be rights mixed with duties, so that we can also talk about digital citizenship and the duties and responsibilities of citizens. It seems that the mere right to know digital rights only makes it difficult for the government to manage this field, although the enjoyment and fulfilment of any legitimate right is the right of members of society, the fulfilment of rights must be realized in the right framework so that others and the society are not harmed by the fulfilment of these rights.

#### C- Examples of digital rights

What can be seen so far in the legal texts about digital rights are often scattered examples of individual rights that are enumerated regardless of the nature of digital rights. Some of these

examples are tools for the realization of digital rights, or in Hofeld's interpretation, they are superior rights without which other basic rights will not be realized. The rights that come below are not examples of "digital rights", but are considered to be material and spiritual accessories for realizing the aforementioned rights:

### **1-The right to access the Internet**

The Human Rights Committee of the United Nations recognized this right in 2016 (Bulger 751: 2017, et al), which includes the quality of services, freedom in choosing software platforms and the use of software, ensuring digital inclusion, neutrality, and equality. Network fairness is for consumers. (Anonymous, 2014: 13);

-The right to security on the Internet, which includes security against Internet crimes and malware (Anonymous, 2014: 15)

-The right to access tools and devices needed to connect to the Internet (Redeker et al, 2018: 311)

-The right to education on the Internet and about it, including the right to education on the Internet and education about the Internet and human rights Anonymous, 2014: 20.((

-The right to access, use and manage the Internet equally and without discrimination

-Anonymous consumer rights, 2014: 25)

-The right to privacy.

Some (Roberts, 2015: 545: Albury, 2017: 716) do not consider the right to privacy as an example of digital rights and have even seen its justification in conflict with digital rights. Based on this, the enforcement of digital rights provides the power of intervention to the government or any private or government institution to interfere in the personal affairs of individuals and to protect one's personality in cyberspace, the right to remain anonymous, the use of encryption, and freedom from surveillance and defamation. The right to privacy is 2014: 18), Anonymous)

In contrast to some, 2017: 725) (Bulger et al developed the understanding of the right to privacy to the extent of private use of media and communication tools, especially smartphones connected to the Internet in the bedroom or bedroom culture, and asserting the right of children to participate online. considered to include privacy and protection against the intervention of child guardians. Bulger et al. 2017: 759). Of course, regardless of this difference, it is better to consider the right to privacy as one of the tools for realizing digital rights; That is, it is one of the essentials of digital rights and all digital rights", it is a restriction on people's access to other people's information.

### **2- The right to be forgotten or the right to remain anonymous**

Some have considered the right to be forgotten as an example of the right to privacy, but others consider it an independent right, of course, this right seems to be one of the examples of the right to privacy to empower children and adults, because the personal information available on the Internet The world can access and search, they cannot be removed easily. Accordingly, if data is collected based on the individual's consent, people can request the removal of their personal information from websites to protect their personality and reputation. The exceptions to this right are the right to freedom of expression and conducting scientific and historical research (Macenaite, 2017: 770).

The ruling of the European Court of Justice in the case of Google and Spain is also in this context that people have the right to ask search engines in certain circumstances to remove links containing false personal information, although this ruling has caused wide discussions because it hurts Estefai has the right to access information and the right to freedom of expression. (Reitz, 2006: 186)

The enforcement of this right by children may cause more problems, because over time, an anonymous child may become an official and public figure, and as a result, his data are no longer private (it is worth deleting) and valuable to the public interest ( worth preserving) become Maeenaite, 2017: 770.((

### **3 -The right to preserve and maintain data or data confidentiality**

Although some (Roberts, 2015:45) do not consider the right to data privacy as an example of "rights

in the digital space", it can be considered as a "right in the digital space" or at least the right to privacy or one of its manifestations in the digital space.

#### **4 –Political rights**

" A person's right to participate in public authorities and government organizations is like the right to choose and be elected in legislative assemblies and to accept citizenship" (Katouzian, 2017: 255) in the existing texts, the right to participate in the digital space (Bulger et al. 2017: 752) The right to assemble and the right to be present or not present in the virtual space (Alper & Goggin 2017: 731) examples of this right are listed on the Internet, which includes the right to participate in elections, the right to use the Internet space for advertisements and election contests, and other cases. added

#### **5 –General rights**

" Public right is related to human personality and oversees the relationship between the government and the people, like the right to life" (Katozian, 2003: 255). Examples of this right in the digital field include the following:

-Cultural rights and acquiring knowledge on the Internet, which includes things such as the right to participate in the cultural life of society, linguistic and cultural diversity, the right to speak in the mother tongue, the right to not be restricted in accessing knowledge through licenses and copyrights, the right to acquire public knowledge and access Open and free software and the existence of open standards in this regard (Anonymous, 2014: 20.((

#### **6 –The right to transfer data**

Internet users can therefore transfer their data from one service provider to another. According to the European Commission, this right should benefit individuals and companies, because start-ups and small companies can enter the dominated data markets. Big digital companies like Facebook are reaching out and attracting more consumers by offering the right privacy solutions. Creating diversity enables people to choose software platforms that protect their privacy more (Macenaire, 2017: 770).

#### **7-The right of access to the public in the digital space**

This right, as one of the examples of digital rights, means "to be heard and seen in the public space, which, although it is not a universal right, its enforcement depends on social and economic conditions" (Albury, 2017: 722). Of course, there is another interpretation of this right, which has been proposed in the case of children as their right to be heard, and they are different from each other in terms of their nature. The meaning of this right is to consult children in matters related to them, such as using their photos in their parents' profiles or monitoring them in cyberspace.

-The right to freedom includes all types of freedom, such as freedom of religion, freedom to participate in assemblies and associations, freedom of speech (Bulger&others, 2017: 752), freedom to protest online, freedom and freedom from censorship, freedom from hateful speech, and finally freedom of the media (Anonymous, 2017: 16).

-The right to development and progress on the Internet, including poverty reduction, progress and individual growth, and environmental sustainability (Anonymous, 2014: 15).

-The right to free access to information (Bulger et al., 2014: 16).

-The right to protection against government surveillance (2014: 16), Anonymous.(

-The right to access Internet facilities and tools to manage life affairs such as banking (Anonymous, 2014: 16).

#### **8- The right to justice**

Although data justice theorists are against its design in the form of rights (Taylor, 2017: 7), it was raised as one of the examples of digital rights so that it can be examined. Data justice is related to some complex multi-dimensional problems such as climate justice, terrorism and poverty, which are known as super wicked problems. Explanation of the concept of data justice in the following three ways is possible. Second, how - data technologies provide the basis for the expansion of distributive justice by showing more poverty; Third, how to monitor data that is effective in the performance of social justice organizations (Taylor, 2017: 6).

The purpose of data justice is to design a database based on anti-discrimination principles, how to publish data to achieve a fairer participation relationship and presence, and not to publish data to support the activities of organizations that seek to achieve social justice (Taylor, 2017: 8). Data justice has three basic pillars in being visible, using or not using technology and dealing with data-based discrimination. The first pillar is related to privacy and presence in cyberspace; The second pillar supports human growth and development and the possibility of access to information and communication technology, the development of data production and analysis technologies, and freedoms related to this field, such as the freedom to use or not use certain technologies and become a part of databases Commercial is related as a by-product in the development process; The third pillar (non-discrimination) consists of two parts: the power to identify and challenge bias in the use of data, and freedom from discrimination (Taylor, 2017: 9-10). The right to data justice in its broadest sense also includes the following rights:

-The right to work on the Internet includes respecting the rights of workers to access the Internet at work and to work on the Internet and earn money through it (Anonymous, 2014: 24).

-The right to participate online in public affairs, including the right to equal access to electronic services and the right to benefit from electronic government (2014:24), Anonymous.

-The right to health and the benefit of online social services, the only example of which is access to health content (Anonymous, 2014: 25). Of course, the dimensions of the right to health are much wider about cyberspace.

-The right to compensation and fair proceedings for actions on the Internet, including the right to compensation, the right to a fair trial, and the right to follow legal procedures (2014: 25), Anonymous.

-The right to establish internet order in the social and international arena, including internet governance for the enforcement and realization of human rights, the need for multilingualism and pluralism on the internet, and effective participation in internet governance (Anonymous, 2014: 26).

## **9- Private law**

"It is a choice that each person has against others, such as the right to sovereignty" (Katozian, 2003: 256), the right to control personal data and self-determination, and the right to express sexual desires are among this group. On this basis, some define the domain of "digital rights". Expressing one's sexuality or representing one's sexuality or showing oneself sexually or offering sex (both individually and collectively) in cyberspace or sexual visibility are also widespread, and at the same time, they talk about protecting people's privacy in sexual matters (Albury, 2017: 718).

A clear example of this "self-sexual representation" is known as "sexting", which means exchanging photos and messages with sexual content on smartphones or software platforms (Albury, 2017: 719), which in Iran is also called "sex chat" or It is interpreted as "virtual sex". From the point of view of the supporters of considering the right to express sexuality as "digital rights", this sexual representation faces criticism in the society that prevents their affirmation; To put it more precisely, the right of young women to participate in digital life and play a role in the digital space, due to the possibility of being exposed to risks, has been lost and the only defense against this public attack is to withdraw and avoid expressing sexual desires in the space. It is digital. In the current frameworks of education, young women and girls are not addressed as sexual (or digital) citizens who have

rights and duties, but as "risky individuals" who are unaware of the inevitable "consequences" of their actions (2017: 719, Albury).

This point of view is in serious conflict with what is defined as the right to sex or the right to sexual health in international documents, because in international documents the right to sexual health means the protection of a person against any sexual abuse and exploitation in the family or outside. It and having proper education is related to the fulfillment of sexual rights and the right to have children" (Alper & Goggin, 2017: 733).

From this point of view, although the digital space provides new opportunities for individual and collective sexual participation and expressing intimacy, a wide range of threats are shared in it, such as parallel communication and the misuse of shared images, not only for the destruction of one's image. Rather, they exist to undermine his management of himself and his affairs. These cases are paradoxes caused by the evolution of social norms that surround emerging sexual cultures in the digital age.

(2017: 721, Alper & Goggin) Of course, apart from these conventional examples, we can also mention other examples that may not be considered as examples at first, but in fact, they will be examples. At this stage, some examples of this right for children are mentioned, which include the right to benefit from the Internet, the right not to abuse children the right to hear their opinions (Anonymous, 2014: 22) and the right to protect the child. Of course, the right to identity, the right to play, and the right to have fun and entertainment for children, and the right to know for adults and children are also discussed in cyberspace, and here only one of the important examples is mentioned.

### **10- The right to protect the child**

Before dealing with the concept of the right to protection, some terms are explained. The term data monitoring refers to the collection of information in the form of data, which is now done repeatedly using digital technologies according to the level of knowledge and satisfaction of people. The types of this collection, depending on the person who collects it, can include the following: first, the people themselves choose voluntary monitoring using tracking devices and software; second, "intimate supervision" or supervision of other people with whom they have close personal relationships (such as family members and spouses); Third, by being on social media and uploading their personal information and pictures (creating a profile) in software platforms such as Facebook, Twitter, YouTube, LinkedIn, Tumblr, Instagram, etc., they invite others to watch them, which is a mutual and consensual monitoring. has been called "social or participatory surveillance" (Lupton & Williamson, 2017: 781)

Children are also subject to multiple methods of digital surveillance that record the details of their lives. Although children can participate in these processes, most of the time, parents and other caregivers and family members, friends, teachers and health care providers, but also commercial entities do this on their behalf to use the children's personal information. Moreover, already through technologies such as mobile phones, wearable devices, social media, and educational software, the data collected in these technologies are often used to monitor data or to monitor and evaluate children by themselves or others, which may include the recording and evaluation of the external details of growth, the health of relationships, social, mood and behaviour, academic achievements and other things (Lupton & Williamson, 2017: 781).

The risks of digital data monitoring include commercial or non-commercial misuse of children's data violation of children's rights during the collection and use of their data by others and violation of privacy and data security (Lupton & Williamson, 2017: 781). ). Prohibition of digital monitoring of children can strengthen the use of textual online advertising instead of behavioural online advertising on websites targeting children (Macenaite, 2017: 771). Of course, the requirement to identify children to completely exclude them from any behavioral targeting may lead to the collection of excessive data from adults, which instead of protecting the privacy and anonymity of a person on the Internet can threaten his privacy and hinder (2017: 771-772).

## **Macknaite**

The right of child protection imposes duties on individuals. Data controllers have a negative duty to prevent illegal data collection, and parents also have a positive duty to participate in activities that guarantee the fulfillment of their child's fundamental rights, because empowerment Undoubtedly, it is the best kind of support. All these things are imaginable for adults too, but talking about children is important because the role of parents in raising digital citizens is very important.

## **The second speech: the challenges of digital rights**

### **A- Management challenges**

Digital rights management is concerned with copyright protection of electronic content, and in this regard poses the greatest challenges to unauthorized copying. By limiting the activities and use of the desired contents to the user, it is allowed to protect the copyright. In the Wikipedia encyclopedia, digital rights management is defined as a broad umbrella that refers to the various technical methods used to describe the layering of analysis, business evaluation, and rights monitoring of digital works. DRM gives digital content publishers the ability to securely distribute their valuable content, such as publications, books, photos, educational materials, videos, etc., to control their use and prevent their unauthorized distribution. (McCoyd, 2017: 319)

Digital rights management enables the growth of electronic content commerce by enforcing digital rights management (DRM) laws to encrypt movies, music, and other digital products and prevent them from being secretly copied. In this way, only those who have paid to receive the keys will have the right to access the relevant works. Unfortunately, until 2001 an acceptable definition of DRM was not provided among the consortia that had developed DRM systems until the W3C (World Wide Web Consortium) formed a DRM Working Group in January 2001. It gathered 65 main representatives to discuss and think about digital rights management. (Doctorow, 2018: 115)

Digital Rights Management proposed at W3C was Digital Rights Management, not Digital Rights Management; which included the description of identification, trade, protection, control and follow-up of all forms of rights use and management of rights owners' relations.

After that, digital rights management has been defined as follows in recent years:

DRM is an acronym for "Digital Rights Management". A general term used to describe a number of techniques that restrict the free use and transmission of digital content; And it is a concept for managing, controlling, accessing and using digital assets. DRM is a series of technologies that digital content owners can use to protect their content from illegal reproduction; A system that encrypts digital media content and provides access only to those who are authorized to use that content. (Anonymous, 2014: 157)

Digital rights management is a system that provides distribution, distribution and sale of content on the Internet. Digital rights management technology prevents mass and unauthorized copying of music files and makes such files that are shared over networks unplayable.

Basically, DRM is a technical method of protecting digital content; which takes actions to protect the rights of the creator of the text. These actions include limiting the number of times the file can be played, preventing the file from being played on an unauthorized device, and monitoring the verification and authentication process that occurs when transferring media files between a computer and a device. It is portable. (Barsaai, 2018: 320)

The issue with the digital rights management debate is that without a robust system in place to ensure that only paying consumers can access media; Illegal reproduction is rampant and dramatically reduces the profits of producers and distributors. Therefore, as the sales decrease, the discussions will continue, the generated input will also decrease and the overall quality of the produced media will decrease. (Kim, 2008: 162)

Digital rights management technologies may be good news for content owners, digital companies, film studios, new organizations or continuous publications (online), but the definite result of implementing digital rights management technologies is unnecessary restrictions and troubles for digital media and network users, an example of It uses region coded DVDs. For example, if a person buys a DVD from Europe, he cannot use that DVD in Canada, even on his system. (Güven, 2018:



77)

Although DRM manufacturers have improved the features of their products, their user interfaces are still not perfect. For example, the user may try to play a song, to make sure it is on one of his PDs, but he does not know which PD it is on. (Kivingstone, 2017: 141)

The argument of civil liberties advocates is that the use of digital technology should be unrestricted, and transferring the right of monitoring to producers even after the sale ultimately harms creative expression and violates consumer rights. Most media is protected by copyright, but there is a fair use clause that allows unrestricted use in some circumstances. None of the current digital rights management technologies can score high enough for fair use. This leads many civil rights advocates to argue that they are restricting the legal use of content. (Verlos, 2020: 169)

Critics of this law believe that the implementation of the DRM system, which was accompanied by a change in computer structures, will provide the possibility of complete monitoring of the network and deprive users of their freedom. When an item is sold under copyright law, the author has no control over how the content is used. But as mentioned, digital rights management systems allow program owners to violate this rule by restricting the programs that can run a file by limiting the versions of the archive. In addition, when DRM technology becomes widespread, content owners can prevent users from removing tracks from their favourite CDs and copying them to a CD recording file for personal use.

The most troubling case is the situation where the risks of some misuse of personal information are exposed by digital rights management. Because DRM systems are implicitly aware of people's preferences, producers who do not adhere to ethical principles can obtain this information and use it to destroy a person or even sell this information. (Roberts, 2015: 192)

William Bush of Digital World Service, one of the founders of the "Keybox" project, defends his plan by saying that the information contained in this field will remain anonymous and no one can give it to another person. However, many critics believe that collecting the digital information of consumers and storing this information in a specific center endangers their security. In this regard, the DRM plan does not want to go to such an extent that at the end there is no safe point for users and everyone becomes glass users. (Resnick, 2005: 312).

Experts believe that no system, including digital rights management or other protection systems, can be kept away from hackers forever, and as soon as a hacker enters the desired defence system, it is as if the doors of the whole world have been opened to it. . Many leading organizations and computer engineers are almost entirely opposed to the various currently proposed DRM formats. Two prominent opponents of DRM are: John Walker and Richard Stallman. (Schofield, 2018: 153) Critics of the new initiatives, including a new movement to "save the private copying of works of art," worry that the new systems will go too far in defending the rights of artistic owners and harm other social values. Because when the DRM system is supposed to be

Monitor even the last copy of a piece of music that a high school student makes for a classmate, and not even allow copying of e-book edits that are a public work. In that case, the creative jungle of the Internet will surely turn into a monotonous and depressing amusement park. (Macenaite, 2017: 219).

John Perry Barlow says: "I look at the common intelligence and creativity of humans and the Internet as a tool for its manifestation in the eyes of an ecological cycle, and I believe that now the owners of industries with their plans and goals want to make the natural forest of human thoughts empty of to plant trees. (Ludlow, 2007: 108)

Of course, Barlow does not know a suitable solution for this problem, but he believes that, for example, a system can be used that receives monthly fixed amounts from Internet users and collects the collected amounts according to the number of downloaded music from Each artist divided between them. (Buger, 2017: 162)

Of course, the problems of digital rights management do not only lead to these issues. DRM raises

different issues in developed and developing countries. For example, DRM has presented great risks to the progress and sustainability of the developed world. The risks of DRM are also greater in developing countries because in addition to the risks of developed countries in these countries, there is also the risk of cultural decay and Progress is also raised in these countries along with their other specific problems. (Gaven, 2018: 99).

American Library Association copyright expert Kerry Russell disagrees with some DRM solutions that threaten to reduce user agency and library electronic equipment. It is still not clear whether the plan of the unconditional monitoring system for the process of information exchange on the Internet will be implemented in the future or not. Perhaps today's unfettered freedoms and the chaotic growth of the Internet in the future will affect ethics so much that consumers will not be willing to give in easily to the use of controlled computers. (Katozian, 2003: 157) Indeed, has the moral system on the Internet declined so much that all users have become information pirates? To the profiteers who do not intend to pay the rights of the artists? Raniter Kohlen gives a firm negative answer to this question, but at the same time, he notes that consumers do not feel comfortable with those who are looking for big profits and do not intend to make the slightest change in the price of their products in an era when prices are constantly decreasing. They will not go with them. He says: "It is not possible to go to war against the new and ordinary beliefs of the people for a long time using successive laws". (Verlos, 2020: 183).

The weakest point in the issue of security will still be people and their attitudes. For a long time, the main cause of most security breaches is the unauthorized behavior of unauthorized people in their daily work. While secure and measurable technical tools and technical platforms are necessary for success in electronic work, they do not compensate for the deficiencies in non-technical aspects of security. Security must be defined, designed and embedded in work processes. People need to be well guided, trained and motivated. Attention should also be paid to monitoring and feedback as well as independent inspection. This requires that entire organizations start working from the top level of their management. The possibilities of electronic work are such that in the long run, it should be ensured that time and work are used in the best way. The capacity and difficulties of digital rights management have been and will continue to be greatly exaggerated. On the one hand, vendors claim to keep content safe, and on the other hand, visionaries predict that content-based commerce will disappear when information flows freely. goes. (Luslow, 2007: 177)

There will undoubtedly be a battle over DRM technologies for years to come. While many in the media industry believe that DRM is the only way to save their current business model, which is based on the idea of collecting royalties for any use, several innovators who foresee the ultimate failure of DRM have begun to look for an alternative. (Kim, 2008: 119)

## **B- Other challenges**

Although the most important challenge of digital rights is its management, but another small challenge has also damaged digital rights, the most important of which are:

### **1- Lack of organizational change management strategy**

In general, organizational change management or OCM is an organized approach that is used to manage changes in an organization and guide organizational changes towards a suitable solution. In the discussion of digital transformation, this strategy should be designed and implemented to manage organizational changes in line with the implementation of digital transformation in the organization. Having a strong and effective organizational change management strategy is vital for success in the field of digital transformation, and its absence can negatively affect the organization's digitization process, this becomes one of the main reasons for the failure of digital transformation activities in an organization. (Resbnick, 2005: 155)

According to the author, to face this challenge, organizations should formulate change management strategies according to the business goals and needs of the organization and evaluate and update them continuously. Also, creating change management teams and improving the knowledge and

expertise of change management in the organization are also among the important measures in managing the lack of organizational change management strategy.

### **2- Not having enough expertise in the field of digital transformation**

One of the main challenges of digital transformation in the organization is a lack of expertise. Because digital transformation is a relatively new and highly specialized issue that is supposed to affect the entire organization and its ongoing activities, and due to the complexities seen in digital transformation strategies, if the people who intend to implement it in the organization lack the skills and if they do not have enough knowledge and expertise in this field, they will face problems during their implementation. (Taylor, 2017: 150)

To deal with this limitation, organizations should seriously develop the expertise of their employees in the field of digital transformation and design and implement appropriate training programs to strengthen the required knowledge and skills. Also, hiring people with the required expertise, collaborating with external consultants and experts, and creating learning and experience environments can help increase employee expertise and manage insufficient expertise in the field of digital transformation. (Robertson, 2010: 169)

### **3- Internal resistance to change**

Changes, especially big changes, can make people feel uncomfortable and stressed, and digital transformation in the organization is a big and fundamental change. For this reason, personnel resistance to changes related to the implementation of digital transformation in the organization is one of the common challenges that we will face during the process of digital transformation in organizations. When organizations move towards modernizing processes and adopting digital technologies, they may encounter resistance from personnel. This resistance may be due to various reasons, such as organizational culture not being ready to accept change, not having enough knowledge about digital transformation, getting used to the current situation, worrying about the effects of changes on the work environment and fear of the unknown are some of these reasons. The best way to deal with this challenge is to keep employees involved in the entire process and be transparent with them. (Roberts, 2015: 311)

In the author's opinion, to deal with the resistance of personnel to the changes related to the implementation of digital transformation, organizations should inform their employees from the beginning and explain the benefits and importance of digital transformation to them. Also, creating a suitable organizational culture, improving the knowledge and expertise of employees in the field of digital technologies, conducting continuous training and supporting employees in the change process, especially through the formation of collaborative teams, are effective measures to manage and reduce personnel resistance to changes.

### **4- Security concerns**

Digital transformation has created more possibilities for organizations by using advanced technologies such as cloud computing, the Internet of Things, artificial intelligence, automation, etc. But this development also brings with it many security threats. Security threats in the field of digital transformation include hacking attacks, malicious cryptography, Internet fraud, privacy violations, and DDoS attacks. Also, internal threats may be used by employees or business partners to access sensitive information and steal information from within the organization. (Schofield, 2018: 157)

The author thinks that to deal with these threats, organizations should use strong security strategies and solutions, train employees and benefit from modern security technologies. Also, organizations need to create a security culture in the organization so that all team members understand the importance of maintaining the security of sensitive information and thus prevent potential security threats.

### **5- Budget limitation**

Another challenge of digital transformation is its high costs. When an organization plans to move towards digital transformation, it needs to invest in technologies, software, infrastructure, training and human resources. Budget constraints can be caused by not allocating enough resources to digital

transformation projects, not having proper budgeting, or financial constraints in the organization. This restriction may cause closing or delaying the implementation of projects, reducing the quality of services, monopolizing projects based on priorities, and even cancelling important projects. (Bulger, 2017: 186)

To manage budget constraints in digital transformation, organizations must budget accurately and carefully, adjust costs according to business priorities and needs, and use methods to optimize costs and use optimal resources to implement digital transformation projects. Also, managing financial risks and analyzing costs and how profitable projects are important measures in dealing with budget constraints in digital transformation. (Albury, 2017: 113)

It seems that the implementation of digital transformation in organizations is associated with several challenges. Despite these challenges, digital transformation is a turning point that organizations should pay attention to and seriously manage and solve possible problems related to it and develop flexible plans and solutions for its successful implementation. We hope this article was useful for you.

### **Conclusion**

The advancement of technology raises new issues in various sciences and new challenges are presented to society and the government. One of the new topics of "digital rights" is its concept, nature and examples. Explaining the meaning of the nature and determining the examples of digital rights can achieve digital citizenship and find the end of electronic government. One of the challenges that information and communication technologies pose to public rights is the challenge of realizing political and civil participation based on these technologies, which is directly related to the enforcement of "digital rights", the education of digital citizens and finally the realization of electronic government.

"Digital rights" are rights that have been privileged due to their realization platform on the Internet and software platforms, and since virtual space exists parallel to the real world, the same rights of the real world can also be imagined in the virtual space, it also has new dimensions that Technology has brought it, the nature of most examples of "digital rights" is also a right mixed with a duty, because the fulfilment of these rights has a basic prerequisite, which is awareness and knowledge. Countless examples have been listed for it, which are often without support, and some are also legitimate. They don't have some listed examples, they are necessary for the realization and fulfilment of these rights and some are examples of political, public and ultimately private rights.

Identification and enforcement of "rights in the digital space" Digital citizenship and e-government meet in the "user" highway. A user can be a digital citizen who is aware of his rights in the digital space, and accordingly, his needs are emphasized in e-government. On this basis, appropriate measures should be taken in the two areas of legislation and policy. It is necessary to approve a good and user-oriented law based on the rights and needs of cyberspace users and to identify all the harms strengths and weaknesses of cyberspace because until the issue is identified, it will not be logical to issue a ruling or in other words to pass laws for it. Second, in the field of policy-making, it is necessary to adopt appropriate policy packages so that people in society can be empowered in line with these policies about presence and activity in the virtual space and help empower other family members. Therefore, the purpose of passing laws and policies should be to awareness and empower users or develop digital skills, regularize cyberspace, integrating services to users, increase transparency in cyberspace, increase public participation in cyberspace through upholding digital and citizenship rights, determine the principles and values governing cyberspace, etc. be

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