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## Editorial Introduction

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If *SCRIPTed* had its own word of the year like the Cambridge Dictionary or Oxford University Press,<sup>1</sup> this year's pick would undoubtedly be 'change'. As mentioned in our previous issue, *SCRIPTed* changed its online home. Additionally, during the last quarter of 2025, *SCRIPTed* changed its Author, Peer Review, and Format and Style Guidelines in light of its new submission portal. We thus welcome you to explore these amendments and send your submissions by following the guidance provided here: <https://journals.ed.ac.uk/script-ed/about/submissions>.

Our social media presence changed, too. *SCRIPTed* is now part of the [LinkedIn](#) and [BlueSky](#) realms. Make sure to follow the new pages in order to stay on track with *SCRIPTed*'s latest developments.

Another major change occurred within *SCRIPTed*'s governance structure. The journal returned to an exciting collaborative model adopted in the past. Namely, seven enthusiastic students, pursuing their LLM at the University of Edinburgh, were hired as Assistant Editors to support *SCRIPTed*'s Editor-in-Chief, Managing Editor, and Technical Editor in the operation of the journal. For the duration of the academic year 2025/26, *SCRIPTed* welcomed as Assistant Editors:

- Aaditya Bajpai, LLM Student (Intellectual Property Law)
- Helena Broj, LLM Student (Innovation, Technology and the Law)
- Francis Kaiser, LLM Student (Innovation, Technology and the Law)
- Audrey Lepez, LLM Student (Innovation, Technology and the Law)
- Anuj Nakade, LLM Student (Innovation, Technology and the Law)
- Tanya Proshak, LLM Student (General)
- Isabelle Webb, LLM Student (Medical Law and Ethics).

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<sup>1</sup> Cambridge Dictionary, 'The Cambridge Dictionary Word of the Year 2025' <<https://dictionary.cambridge.org/editorial/word-of-the-year>> accessed 17 December 2025; OUP, 'Oxford Word of the Year 2025' <<https://corp.oup.com/word-of-the-year/>> accessed 17 December 2025.

SCRIPTed is also delighted to welcome Aubrey Wasden as the journal's new Managing Editor. Aubrey received the torch from Claudia González-Márquez. We express our heartfelt gratitude to Claudia for her great support of SCRIPTed in the last few years!

As always, our new issue would not have been possible without the creativity of the authors, thorough work of our peer-reviewers, and vivid interest of you – our esteemed readership!

Against the backdrop of the recent developments, we would like to welcome you to the second issue of the 22<sup>nd</sup> volume of SCRIPTed! The core issues addressed in this issue showcase both a continuity and diversity of topics through which authors have engaged with the intersection between law, technology and society.

Starting off, Jingyi Zhang discusses the protection of intellectual property rights (IPRs) amidst a backdrop of globalisation and a growing digital economy. Entitled “Intellectual Property Rights Protection in International Investment: Legal Risks and Strategic Responses for Multinational Companies,” Zhang specifically works to highlight how IPRs are key components through which multinational companies (MNCs) make overseas investment decisions. Finding three main difficulties that MNCs face in protecting IPRs in cross-border investment, namely (i) uneven enforcement of laws across countries, (ii) insufficient provisions in existing agreements, and (iii) a divergence between the application of international agreements and domestic legal systems, Zhang concludes by putting forth recommendations for addressing these difficulties. These recommendations largely revolve around constructing a more coordinated and efficient IPR governance system.

Sharing a similar “global” examination to that of Zhang, the second peer-reviewed article titled “Cross-Border Data Transfers and Data Localization Mandate under the Data Protection Regime” delves into the discussion of data localization and the

safeguarding of personal data regarding India's Digital Personal Data Protection Act (DPDPA). Zooming in and out of this specific case, authors Khushi Malviya and Eeshaan Singh, conduct a comparative analysis between India's legal framework and the EU's GDPR. By doing so, the authors suggest that comparing the regulatory framework in India with that of best practices set by the GDPR, highlights a need for greater precision in delineating permissible transfer mechanisms within India's developing framework. Specifically, suggestions that are highlighted refer to needing a more balanced regulatory framework that upholds national interests and supports India's participation in the global digital economy while also protecting individuals' privacy.

Next, Sommya Kashyap addresses the challenges and legal responses linked to the proliferation of deepfake technology in India. In the article entitled "The Digital Mirage: India's Evolving Legal Battle Against Deepfake Technology", Kashyap reveals the gaps in India's present legal architecture and proposes solutions thereto by relying on doctrinal examination, empirical case studies, and comparative jurisprudence. Kashyap recommends the adoption of a comprehensive regulatory framework through a Synthetic Media Regulation Act, incorporating graduated harm-based penalties, platform accountability standards, and victim compensation mechanisms.

Lastly, rounding out this volume, the final work included is a book review of the edited collection "Data Protection, Privacy, and Artificial Intelligence: To Govern or to be Governed that is the Question" commented on by Anil Sena Bayındır. Bayındır states that the book focuses on the impacts of Artificial Intelligence (AI) with a view to values of democratic societies such as: right to privacy, right to data protection, right to effective remedy, right to a fair trial, freedom of expression and freedom of peaceful assembly. Specifically, Bayındır contends that the book is a thought-provoking piece that engages readers in further contemplation and consideration through its questions and exploration. Structuring the review based on the lessons and questions that are raised

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throughout the book, Bayındır concludes that the main takeaways from the piece can be summarized into four main points: (i) AI's application sphere is remarkably diverse, (ii) AI literacy and understanding impacts the responsible human-rights-oriented use of these technologies, (iii) the EU AI Act adopts a risk-based approach to regulation but leaves many issues unaddressed, and (iv) AI is like 'fire' considering its negative impacts on society.

We wish you happy reading and a wholesome and fulfilling end of the year!