

Annual Copyright License

RECOMMENDED INTERNAL COMMUNICATION TIMELINE

Whether you are just becoming an Annual Copyright Licensee (ACL) with Copyright Clearance Center for the first time, or are newly responsible for facilitating the ACL, your company has made a smart choice in promoting respect for copyright and simplifying compliance for employees when sharing published content.

The best way to maximize the effectiveness of your ACL is to continually educate employees about copyright and the use of the license. Here is a sample timeline with suggested communications.

COMMUNICATION FOCUS

SUGGESTED CONTENT YOU CAN USE

CREATE INTERNAL AWARENESS OF THE ANNUAL COPYRIGHT LICENSE

- Post the [Annual Copyright License seal](#) and updated compliance policy on your company intranet.
- Send an [announcement](#) to all employees with a link to your company intranet for access to your compliance policy, RightFind® Advisor and other resources.
- Post the [ACL Coverage Chart](#) to your company intranet or in your internal company newsletter and let employees know about this important information.



The Annual Copyright License (ACL) is a single source of millions of global rights that empowers our company to accelerate business results, simplify copyright compliance, and efficiently use and share published content in many different ways. Please refer to the [ACL Coverage Chart](#) to see what the license does and does not allow.



EDUCATE EMPLOYEES ON HOW TO VERIFY RIGHTS COVERAGE WITH THE ANNUAL COPYRIGHT LICENSE

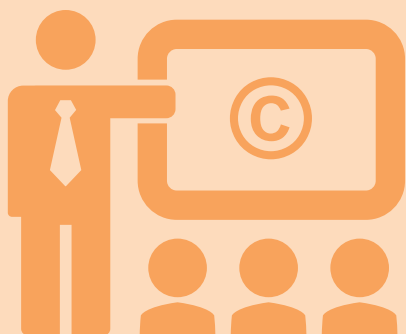
- Share the [RightFind® Advisor how-to video](#) with employees on your company intranet or in your internal company newsletter.
- Post the [RightFind® Advisor logo](#) with [direct link](#) on your company intranet.



RightFind® Advisor is a quick, reliable way to verify rights included in our company's Annual Copyright License. Just click the RightFind® logo, enter the Publication Title or Standard Number (ISBN/ISSN) in the search box and view "How can I use this copyrighted content?"

PROVIDE ONGOING COPYRIGHT EDUCATION

- Post a link to the CCC [Copyright at Work video](#) to your company intranet or share in your internal company newsletter.
- Post a copyright misconception to your company intranet or share in your internal company newsletter.

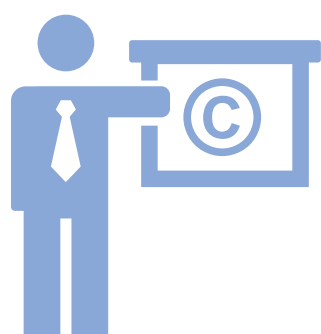


Common copyright misconception: A lot of articles I read online have article tools that allow me to share the piece with others in all sorts of ways like on Facebook, and Twitter. Since they seem to be giving content away and encouraging people to share it, it makes no difference if I just copy and paste the same content into an e-mail, post it to my intranet site, print it out and make copies, or use it in my presentations.

Reality: Even if content is posted in public areas of a website, it is protected by copyright law just as printed content is. If publishers encourage you to forward their content to others through a mechanism they provide (which retains their advertising, branding and the like), that does not mean we may use it any way we would like. In this case, these article tools are part of a publisher's business strategy. It expands the exposure of the publisher's content and brings additional visitors to its sites, while enabling it to maintain control of its works. If we want to do something that is not expressly allowed, we must obtain permission or have a license.

PROVIDE ONGOING COPYRIGHT EDUCATION

- Post a link to the CCC [Copyright Basics video](#) to your company intranet or share in your internal company newsletter.
- Post a copyright misconception to your company intranet or share in your internal company newsletter.



Common copyright misconception: As long as I cite my source, I can use third-party content in my articles, reports and presentations.

Reality: Including an attribution in a work (for example, putting the author's name on it) does not eliminate the need to obtain the copyright holder's consent for use of content beyond the traditional limits associated with fair use. So, for example, in a business context, to use more than brief quotations from copyrighted materials lawfully, we must ordinarily secure permission (or hold some other kind of license) from the respective copyright holders or their agents.

You can continue to educate employees about your Annual Copyright License with monthly posts on your intranet or in your newsletter with a copyright misconception, how different groups in your company use the Annual Copyright License to share content, and more. If you are looking for more content ideas, please visit CCC's [Customer Resource Center](#).