
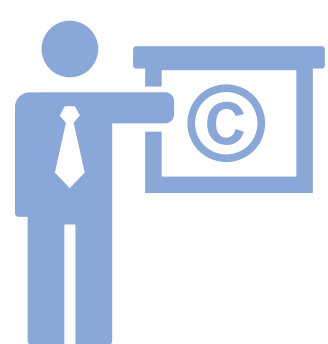


Annual Copyright License

RECOMMENDED INTERNAL COMMUNICATION TIMELINE

Whether you are 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 making it easy for employees to collaborate compliantly using 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
<p>CREATE INTERNAL AWARENESS OF THE ANNUAL COPYRIGHT LICENSE</p> <ul style="list-style-type: none">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.	<p>The Annual Copyright License (ACL) is a single source global licensing solution that empowers our company to efficiently collaborate using published content, accelerate business results, and simplify copyright compliance. Please refer to the ACL Coverage Chart for examples of use cases covered under the license.</p> 
<p>EDUCATE EMPLOYEES ON HOW TO VERIFY RIGHTS COVERAGE WITH THE ANNUAL COPYRIGHT LICENSE</p> <ul style="list-style-type: none">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.	<p>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?"</p> 
<p>PROVIDE ONGOING COPYRIGHT EDUCATION</p> <ul style="list-style-type: none">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. 	<p>Common copyright misconception: A lot of articles I read online have article tools that allow me to share the piece on social media sites such as Facebook, LinkedIn, and Twitter. Since they seem to be encouraging people to share, it should not be a problem to 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 a presentation.</p> <p>Reality: Content available on public websites is still protected by copyright law. If publishers encourage you to share through a mechanism they provide (which retains their advertising, branding and the like), that does not mean you may copy or use it internally or externally any way you would like. In this case, these article-sharing tools are part of a publisher's business strategy. Their use expands exposure to the publisher's content more broadly and brings additional visitors to its sites, while maintaining control of how its works are accessed and shared. If you want to make copies or use it in a manner that is not expressly authorized, you typically need to obtain permission from the copyright holder.</p>
<p>PROVIDE ONGOING COPYRIGHT EDUCATION</p> <ul style="list-style-type: none">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 intranet or share in your internal company newsletter. 	<p>Common copyright misconception: As long as I cite my source, I can use third-party content in my articles, reports, and presentations.</p> <p>Reality: Including attribution does not eliminate the need to obtain the copyright holder's permission for use of content beyond the traditional limits associated with fair use. In a business context, to lawfully use more than brief quotations from copyrighted materials, you typically must secure permission from the respective copyright holders.</p>

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 collaborate using the Annual Copyright License, and more. If you are looking for more content ideas, please visit CCC's [Customer Resource Center](#).