

Do you know copyright?

Sharing published information with colleagues, customers and partners is pretty routine. Did you know that many of these materials are copyright-protected?



Here are some misconceptions about copyright and tips from CCC's "Jim the librarian" on how you can share content responsibly.

Copyright Misconceptions

Tips from Jim the librarian

“Our product was reviewed by a top trade journal. I'm going to send copies to my colleagues. ,,”

Even though the article mentions your company, make sure you have a license, for example, from CCC, or have received permission directly from the publisher.

“As long as I cite the source, I can use content from other people in my articles, reports and presentations. ,,”

Including the author's name in your work doesn't eliminate the need to get permission from the copyright holder.

“A lot of articles I read online feature tools for people to share on Facebook, Twitter, and Google+. So, that means I can use it however I want to. ,,”

Some copyright holders may encourage you to forward their content to others. But that doesn't necessarily mean you may use it any way you would like. You may need their permission for certain uses.

“We ordered paper reprints of an article; I'm going to e-mail it to people. ,,”

Most publications license content based on format and type of use. You may have to obtain the rights to distribute the reprint electronically.

“I am only posting this newsletter article on my company's intranet site. We're the only ones who will see it, so I figure it's not a big deal. ,,”

Posting it to an intranet site is no different than photocopying it for each employee. Make sure you have a license from CCC or have received permission directly from the publisher.

“If I find something online, it is okay to reproduce it in my company's blog. After all, it is just a blog. ,,”

Copyright law applies to blogs as it does to other original works.

“I contacted the copyright holder to get permission, but they never got back to me. So, it must be okay to use the material. ,,”

The lack of response from the copyright holder doesn't negate the need to obtain permission.

“My company has an online subscription to a journal, so it should be okay if I send my customers articles from it. ,,”

Many licenses limit distribution to other employees within your company. Check with your information manager on the terms of your subscription.



Take a crash course on copyright

Watch Jim in the hit video, "Copyright Basics" and learn the ins and outs of U.S. copyright law. Visit copyright.com/copyrightbasics

