



RightsLink for Permissions

Seamless online permissions management

Make manual permissions management a thing of the past, and free up your permissions staff to focus on strategic high-value orders.

Help your customers secure rights to the world's most highly valued content more quickly and efficiently.

RightsLink allows your customers to clear the permissions they need to reuse text, images, videos, and other published material directly from the point of content on your online platform.

With RightsLink
for Permissions
you can



Select 'Request Permissions'
link on publisher's content page
to open RightsLink



Select licensing options and
answer publisher's questions
regarding reuse



Get instant price quote
(where applicable), according to
publisher's business rules



Agree to the pricing
and complete the order



Receive instant order
confirmation by email



Access order status and
history online



Features and benefits

CCC's RightsLink supports publishers and their customers with a world-class, trusted solution that offers:

- **Configurability** – The permissions workflow is fully automated online according to each publisher's unique business requirements for each type of content. Strategic, high-value requests can be redirected to the publisher for review and direct management right within the system.
- **Customer Convenience** – Instant, around-the-clock licensing at the point of content, with customer service support by phone, email, and chat give customers a great experience and increase repeat business.
- **Insight** – Real-time reporting gives publishers greater understanding of customer behavior — data which can be used to drive decisions about pricing and content development.
- **Efficiency** – Automated and streamlined billing and collections in multiple currencies, frees you and your permissions team from the time-consuming manual processing of orders and lets you focus on high-value strategic priorities



Originally we thought we would just transfer the revenue we were producing from handling permissions manually to the RightsLink system. In fact, not only did RightsLink free up our staff for more strategic activities, but the workflow improvements, and the positioning of the RightsLink 'Request Permissions' button at the point of content on our site, actually enabled a dramatic increase in the number of permissions cleared. The resulting revenue far exceeded our expectations."

Alfredo Santana

Associate Director for global rights
in the U.S., Wiley



About CCC

A pioneer in voluntary collective licensing, Copyright Clearance Center (CCC) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright and information management, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by helping people integrate and navigate data sources and content assets.

© 2021 Copyright Clearance Center, Inc. All rights reserved.



Learn more

Explore the ways in which RightsLink for Permissions can help your business:

copyright.com/rightslink-permissions