

# 9 COPYRIGHT PITFALLS IN THE WORKPLACE

## How simple content exchanges by employees intersect with copyright

Your employees share published content as a matter of business and the last thing they probably think about is copyright. In fact, in a 2010 survey by research firm Outsell, more than 75% of surveyed workers said they share content with their team members at least weekly and, in many cases,

daily. Combine the ease with which employees can share information and the increased vigilance by rightsholders to protect their works, and your organization may be facing an increased risk of copyright infringement.

### THE FOLLOWING ARE COMMON EXAMPLES OF WAYS YOUR COLLEAGUES LIKELY SHARE COPYRIGHT-PROTECTED PRINT AND DIGITAL CONTENT:

- 1 **EMAIL** articles and other material to co-workers.
- 2 **POST** third-party content on your corporate intranet site.
- 3 **PHOTOCOPY** material to share in meetings.
- 4 **SEND** articles to clients and business partners.
- 5 **SAVE AND STORE** third-party digital content in your organization's network.
- 6 **SHARE** material with colleagues through collaboration applications such as Microsoft SharePoint®.
- 7 **SUBMIT** digital and print copies of articles to government agencies for regulatory filings.
- 8 **USE** third-party content in a company presentation.
- 9 **SCAN** printed works into digital form.

How can you ensure that your colleagues can use and share information without putting your organization at risk of infringement? Copyright Clearance Center can help with educational tools, and licensing, content and rights management solutions. Call us at +1.978.750.8400 or email [licensing@copyright.com](mailto:licensing@copyright.com).

### About Copyright Clearance Center (CCC)

CCC provides smart solutions that simplify the access and licensing of content that lets businesses and academic institutions quickly get permission to share copyright-protected materials, while compensating publishers and creators for the use of their content.