

Copyright Considerations for Managing a Remote Workforce



Outsell's ongoing analysis of the market indicates this isn't a problem that's going away. The pandemic triggered permanent changes to where and how knowledge workers engage with their work and organizations need to start solving for these new challenges now."

Ned May

Senior Vice President, End Markets Analysis, TechInsights



In-house counsel and others responsible for the exchange of information throughout global organizations know that copyright challenges are a daily occurrence in the office. Today's remote working arrangements have put a spotlight on pre-existing copyright challenges. The amplified reliance on technology for communications and the way that artificial intelligence (AI) is fundamentally changing the users interact with content have generated additional risks.

Changes in how employees leverage published content for collaboration and internal use with AI systems



Typical water cooler conversations have migrated to chat platforms and workplace communities. Employees may occasionally share current news articles, covers of books they're reading, or photos of home workspaces.



Similarly, in-person meetings have gone digital. In addition to being cognizant of the limitations around reproducing and distributing copyrighted works, public performance and display rights also need to be considered in livestreamed and recorded meetings. In an in-person meeting, employees may read a quote from a blog or share a physical photograph from a trade magazine. However, doing either of these during a livestream meeting may run afoul of the copyright owner's public performance and display right.



In video conference meetings, employees might inadvertently display copyrighted content in the background, such as a painting, sculpture and even their desktop globe. Displaying any one of these authored works could infringe upon the rights of the copyright owner. To increase efficiency and reduce the time to actionable results, an employee might upload individual articles or sets of articles to an internal AI tool for summarization or to highlight key findings. This process creates additional copies of those works and could be in violation of copyright.

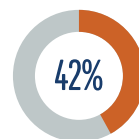


Access to print publications previously available in office are now limited. How are employees accessing and sharing published content from a remote work environment? Do they have the proper permissions in place to do so?

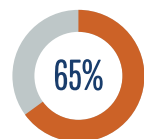
The transition to hybrid and remote work as well as the existing complexities of many companies who operate as large global enterprises, has created new dynamics for information sharing. Business units and employees may be housed under separate corporate entities but still need to collaborate using content for specific projects. That means they need to consider affiliate use and cross-border use when acquiring proper permissions for collaborating with published content.



of respondents working in remote or hybrid settings report an increased frequency of sharing content.



indicated that they are sharing content with more people.



of businesses report that their organizations are regularly using generative AI.



One of the greatest challenges (companies) face is the exponential adoption of digital platforms that simplify the storage and collaborative use of content. Like a news website, just because there is a button offered to share an article doesn't mean employees have the right to further distribute copies of that article, especially as a commercial enterprise."

John Zevitas

Vice President of Group & Managing Legal Counsel for T. Rowe Price Associates, Incorporated

Tips for managing compliance from home

Companies must get creative and consider how to stay visible with a client base who is spread out across the country or the globe to reinforce the importance of copyright compliance. Here are some tips to help improve efficiency and collaboration, while simplifying compliance and workflows for remote employees.

- 1 **Develop educational materials** and resources for videoconferencing, including physical backdrops and virtual backgrounds to minimize the unintentional display of copyrighted content.
- 2 **Implement new tools** to capture and measure the business's attention on IP issues such as an IP blog, and company-wide IP instant messenger group.
- 3 **Host ongoing virtual trainings** and informal discussions to discuss copyright issues facing a remote workforce.
- 4 **Make sure your copyright policy is up-to-date** and easily accessible in a central location for all employees.
- 5 **Leverage CCC resources** including copyright education and collective licensing solutions.

CCC's Annual Copyright License is a trusted licensing solution that complements an organization's publisher agreements and subscriptions by providing a consistent set of reuse rights, including the internal-only use of lawfully acquired content with AI systems, across a broad repertoire of titles.



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As a member of T. Rowe Price's intellectual property and commercial contracts group, John focuses his practice on trademark and copyright counseling, portfolio management, licensing and commercial transactions.



About CCC

A pioneer in voluntary collective licensing, CCC advances copyright, accelerates knowledge, and powers innovation. With expertise in copyright, data quality, data analytics, and FAIR data implementations, CCC and its subsidiary RightsDirect collaborate with stakeholders on innovative solutions to harness the power of data and AI.

Learn more

Learn more about copyright education and solutions to manage compliance:

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