



# Creative Commons Explained

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# Creative Commons

- A standardized way to grant permission to use copyright work.
- The most recent version of CC licence (version 4.0, Nov 2013) also includes neighbouring rights such as performance, broadcast and sound recording rights as well as sui generis database rights.
- Does not include:
  - Software
  - Trade marks or patents



# When can work be licensed?

Licence of copyright work - usual copyright rules apply:

Need a licence if user would otherwise infringe copyright!

Subject to applicable exceptions and limitations under relevant legislation.



# Basic Licence features

- **Licensor** retains copyright
- Allows licensor to get credit for work (licensee can link to a separate page for attribution information)
- Lasts for the term of copyright
- Is intended to work around the world.

## **Licensee** must:

- Keep copyright notices intact
- Link to the licence from copies of the work
- Not use technological measures to restrict access to the work.



# Creative Commons

- Licences are non-exclusive – licensors can enter into other licensing arrangement for the same material.
- CC Licences are not revocable unless there has been a breach.
- There is no registration system or database of works licensed.
- No fee to pay.



# Four possible conditions

Creators choose a set of conditions they wish to apply to their work.

## ⓘ Attribution (by)

All CC licenses require that others who use your work in any way must give you credit the way you request, but not in a way that suggests you endorse them or their use. If they want to use your work without giving you credit or for endorsement purposes, they must get your permission first.

## Ⓒ ShareAlike (sa)

You let others copy, distribute, display, perform, and modify your work, as long as they distribute any modified work on the same terms. If they want to distribute modified works under other terms, they must get your permission first.



# Conditions cont.

## **NonCommercial (nc)**

- You let others copy, distribute, display, perform, and (unless you have chosen NoDerivatives) modify and use your work for any purpose other than commercially unless they get your permission first.

## **NoDerivatives (nd)**

- You let others copy, distribute, display and perform only original copies of your work. If they want to modify your work, they must get your permission first.



# Licences

Combination of four conditions results in 6 different possible licences.

Ranging from least restrictive:

- **Attribution  
CC BY**
- This license lets others distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation. This is the most accommodating of licenses offered. Recommended for maximum dissemination and use of licensed materials.



## To most restrictive:

- **Attribution-NonCommercial-ShareAlike**  
**CC BY-NC-SA**
- This license lets others remix, tweak, and build upon your work non-commercially, as long as they credit you and license their new creations under the identical terms.
- **Attribution-NonCommercial-NoDerivs**  
**CC BY-NC-ND**
- This license is the most restrictive of the CC six main licenses, only allowing others to download your works and share them with others as long as they credit you, but they can't change them in any way or use them commercially.



# Three layers of licence

- ‘Legal code’ – the legal agreement
- ‘Commons Deed’ – user friendly summary ‘human readable’
- “Machine readable” summary of the key freedoms and obligations – In a format that software systems, search engines, and other kinds of technology can understand.



# Licensors considerations:

- What type of re-use would you like to encourage?
- Version 4.0 – translated and adapted to local laws in over 60 jurisdictions ('porting').
- Moral rights (as well as publicity, privacy, personality rights) held by the licensor are waived where possible to the limited extent necessary to enable reuse of the content in the manner intended by the licence.
- Licence is not revocable.



# Other considerations

- Rights under a CC licence are reinstated automatically if the licensee corrects a breach within 30 days of discovering it.
- Any change to the terms and conditions of a Creative Commons Licence means it can no longer be called Creative Commons.
- Third party content may need separate permission

# Public Domain

- Does not mean when material is available on the Internet!
- When a work is out of copyright
  - E.g. was never protected by copyright, or is out of term of copyright.
- May vary by jurisdiction in relation to a work
- CC Public Domain Mark



"No Known Copyright"



# Public Domain Dedication

## CC0 'No Rights Reserved'



CC0 enables owners of copyright or database rights to waive those interests in their works worldwide and thereby place them as completely as possible in the public domain

Because copyright laws differ around the world, this tool may be used even though the user may not have copyright in his/her jurisdiction, but wants to be sure to eliminate any copyrights they may have in other jurisdictions.



# CC and collective licensing

- Owners of copyright works wanting to use CC licences who have mandated a CMO should check with the relevant CMO whether such licensing is compatible.



Thank you