

ANNEX 4.2.

Using Content in the digital world



About rights in the internet

The digital world is by no means “lawless,” and even if much is technically possible, it is still far from being permitted. The development of information and communication technologies has brought the legal debate into a new public focus. Existing fundamental rights, such as copyright, the right to privacy and freedom of expression, must be rethought and discussed.

About copyright

Copyright is a legal right that grants the creator of an original work exclusive rights for its use and distribution. This is usually only for a limited time. In most countries, copyright lasts for at least 50 years after the death of the author. In the EU, the USA and some other countries, copyright protection lasts for up to 70 years after the death of the author.

The exclusive rights are not absolute but limited by limitations and exceptions to copyright law, including fair use. A major limitation on copyright is that copyright protects only the original expression of ideas, and not the underlying ideas themselves.

ENDING

Even though you have access to pictures, music, and videos on the internet, you cannot use it freely as you wish. Every creative work is protected by copyright and if you want to use it, you should make sure that you are doing it according to law.

The works are often accompanied by the symbol of copyright © (letter C in a circle). This symbol, however, is not required to be displayed in order for copyright to be valid. The © had its legal meaning in the past. It has only informative character nowadays. Copyright applies automatically when the work is created.

The following works are generally protected by copyright. However, the term of protection and special features differ from country to country.



Creative Commons - Solution for the Copyright Dilemma?

Copyright protection on the internet is particularly difficult because jurisdiction ends at national borders, but digital content is used across these borders. Moreover, it is often very difficult to track down the author or creator of creative works. One answer to the question of how to navigate through the copyright jungle as “infringement-free” as possible is provided by the “Creative Commons Initiative”, or CC for short. The Creative Commons Initiative comes from the USA and was founded in the early 2000s. It has developed licenses that are intended to help clearly identify the ways in which copyrighted works can be used via symbols.





The CC license conditions are graphically represented by pictograms. However, the CC Initiative also implements machine-readable formats so that they can be easily processed by search engines and various specialized web services.



ENDING

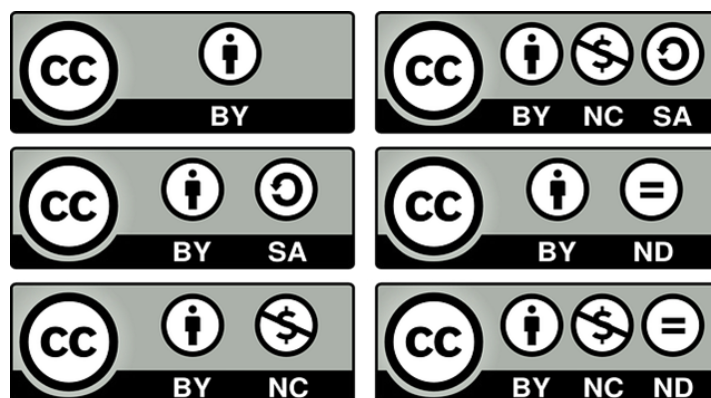
CC-Licenses

For the following explanations, take the perspective of an author who is considering which form of use of his or her work should be permitted. For example, a funny video clip of your cat produced by you and published on a video clip platform. To give other people a orientation if they can use the clip there are different possibilities of permission.

	CC-BY Attribution (BY) If you use that label, you allow other ones to share, edit, publish and reproduce your video clip if the name of you, as the author, is mentioned.
	CC-SA Share under the same conditions (SA) Your clip may be copied, distributed, modified and shared as long as the modified version is distributed under the same licenses.
	CC-NC Non-commercial (NC) Your Clip may be shared, edited, published and reproduced, but not used for commercial purposes.
	CC-ND Non Derivative (ND) Your clip may be shared, copied and distributed, but not modified.

The CC licenses are represented either as a pictogram or with a two-letter abbreviation. Sometimes you will see a combination of both forms.




By combining the individual CC licenses, you can determine six so-called core licenses for the use of your work.



If you label your creative work with CC-licenses it is to add the version of the license. The Creative Commons have evolved continuously in recent years. Version CC 1.0 was created in 2002. The current version CC 4.0 was published in November 2013. The previous versions of the CC licenses models therefore differ in some cases. That is why it is always helpful to link to the exact description of the licenses or to mention which version you are referring to.

If you want to use digital content from the internet for your own work, you are well advised to look for CC-licensed works.

Find platforms that work with Creative Commons filtering options:


- Images:  Flickr, Google Image Search, Pixabay
- Music:  Jamendo, Bendsound
- Miscellaneous:  Creative Commons search, Wikimedia Commons

ENDING

If you are using content labeled with CC-Licenses you have to look for: title, author, license and link, and place of origin.

Title → **What is the name of the image?** Enter the title of the work you want to use.

Author → **Who owns the image?** Name the author(s) of the material in question. Sometimes the licensor wants you to use a pseudonym rather than a name. If the author has a website, please link to it.

License & Link → **How can you use the image?** Enter the exact name of the Creative Commons license under which the work was published and link the name of the license to the page of the license document ( e.g. <https://creativecommons.org/licenses/by-sa/4.0/deed.de> for CC BY). You can use the letter abbreviations or pictograms instead of the full name of the license.

Place of origin → **Make sure you link the title of the work to its place of origin.** If a link is not available, describe where you got the image.

Example



 Elephants, by Theo Crazzolara, licensed under CC BY 2.0