



# POOLING IDEAS

We are what we share

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## What is Creative Commons?

Creative Commons (CC) is an internationally active non-profit organisation that works to make it easier to share, reuse, repurpose and remix creative material. It does this by providing free licences that let creators give permission in advance for certain uses of their material.

Every time a work is created, such as when a journal article is written or a photograph taken, that work is automatically protected by copyright. Copyright prevents others from using the work in certain ways, such as copying the work or putting the work online.

With CC licences, creators can tell the world that they're happy for their work to be copied, shared or even remixed. When a creator releases their work under a CC licence, you know what you can and can't do with the work.

As a result, you can freely copy, share and sometimes modify and remix CC material without having to worry about copyright, as long as you follow the licence.

## Standard rights and obligations

CC provides six core licences, each of which allow members of the public to use the material in different ways. While there are different CC licences, all CC licences include certain standard rights and obligations.

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## User rights

Every CC licence allows you to:

- copy the work (eg. download, upload, photocopy and scan the work);
- distribute the work (eg. provide copies of the work to others);
- display or perform the work;
- communicate the work (eg. make the work available on the internet; and
- format shift verbatim copies of the work (eg rip MP3 files from a CD or an MP4 clip from a DVD).

Source: Adapted from 'Baseline Rights', [http://wiki.creativecommons.org/Baseline\\_Rights](http://wiki.creativecommons.org/Baseline_Rights)

Some CC licences also let you make other uses, however these are the base user rights provided for all CC material.

## User obligations

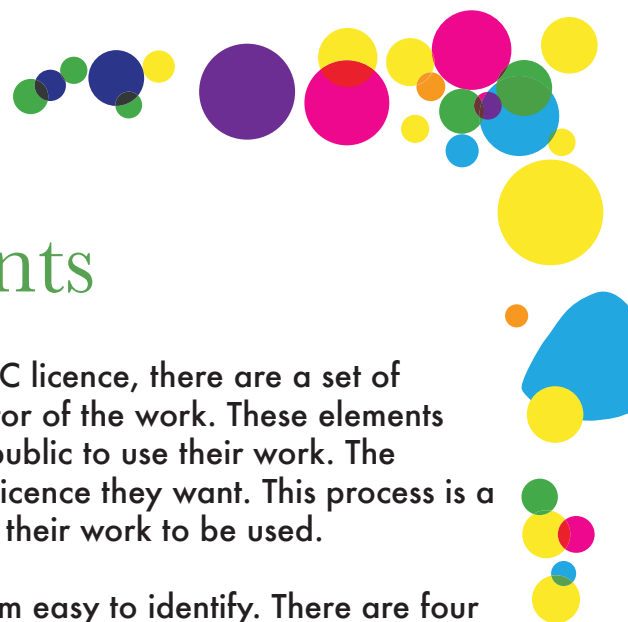
When you use any CC material, you must always:

- attribute the creator of the work (for information on how to attribute a work, see our guide [How to Attribute Creative Commons Material \(http://creativecommons.org.au/materials/attribution.pdf\)](http://creativecommons.org.au/materials/attribution.pdf));
- get permission from the creator to do anything that goes beyond the terms of the licence (eg. making a commercial use of the work or creating a derivative work where the licence does not permit this);
- keep any copyright notice attached to the work intact on all copies of the work;
- name the CC licence and provide a link to it from any copies of the work; and
- where you make changes to the work, acknowledge the original work and indicate that changes have been made (eg by stating 'This is a French translation of the original work, X').

In addition, when you use any CC material, you must not:

- alter the terms of the licence;
- use the work in any way that is prejudicial to the reputation of the creator of the work;
- imply that the creator is endorsing or sponsoring you or your work; or
- add any technologies (such as digital rights management) to the work that restrict other people from using it under the terms of the licence.

Source: Adapted from 'Baseline Rights', [http://wiki.creativecommons.org/Baseline\\_Rights](http://wiki.creativecommons.org/Baseline_Rights)



## Optional licence elements

Along with the basic rights and obligations set out in each CC licence, there are a set of 'optional' licence elements which can be added by the creator of the work. These elements allow the creator to select the different ways they want the public to use their work. The creator can mix and match the elements to produce the CC licence they want. This process is a simple and quick way for creators to indicate how they wish their work to be used.

Each element has its own icon and abbreviation, making them easy to identify. There are four standard licence elements:



### Attribution (BY)

You must credit the creator, the title and the licence the work is under. For more information on how to attribute a work, see the *How to Attribute Creative Commons Material* guide (<http://creativecommons.org.au/materials/attribution.pdf>).

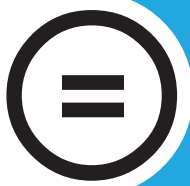
### Noncommercial (NC)

Any use of the work must be for noncommercial purposes only. That means file sharing, educational use and film festivals are all ok, but advertising and for-profit uses are not.



### No Derivative Works (ND)

Only verbatim copies of the work may be used. In other words, you can't change the work in any way. You need to get extra permission if you want to crop a photo, edit down text or use a song in a film. Basically, any remixing is out.









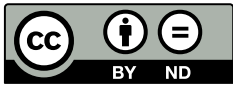





### Share Alike (SA)

Any new work produced using this material must be made available under the same terms. So if you do remix a work you have to release your new work under the same licence. Attribution-Share Alike has to stay Attribution-Share Alike.



# Six standard CC licences

These licence elements are mixed and matched to create the six standard CC licences. CC does provide other licences, but these are the ones you are most likely to see. For more information on the CC Public Domain Dedication see <http://creativecommons.org/license/publicdomain-2> and for information on the CC Sampling licences see <http://creativecommons.org/license/sampling>. The table below lists the standard licences and the different conditions which attach to each.

Licence	Buttons	Types of use	What you can do
Attribution (BY)	 	Commercial and noncommercial	<ul style="list-style-type: none"> <li>• Copy;</li> <li>• Adapt or modify;</li> <li>• Distribute (publish, display, publicly perform or communicate the work); and</li> <li>• License to others.</li> </ul>
Attribution-Noncommercial (BY-NC)	 	Noncommercial only	<ul style="list-style-type: none"> <li>• Copy;</li> <li>• Adapt or modify;</li> <li>• Distribute; and</li> <li>• License to others.</li> </ul>
Attribution-Share Alike (BY-SA)	 	Commercial and noncommercial	<ul style="list-style-type: none"> <li>• Copy;</li> <li>• Adapt or modify;</li> <li>• Distribute; and</li> <li>• License to others on the same terms as the original work.</li> </ul>
Attribution-No Derivative Works (BY-ND)	 	Commercial and noncommercial	<ul style="list-style-type: none"> <li>• Copy;</li> <li>• Distribute verbatim copies only; and</li> <li>• License to others.</li> </ul>
Attribution-Noncommercial-Share Alike (BY-NC-SA)	 	Noncommercial only	<ul style="list-style-type: none"> <li>• Copy;</li> <li>• Adapt or modify;</li> <li>• Distribute; and</li> <li>• License to others on the same terms as the original work.</li> </ul>
Attribution-Noncommercial-No Derivative Works (BY-NC-ND)	 	Noncommercial only	<ul style="list-style-type: none"> <li>• Copy;</li> <li>• Distribute verbatim copies only; and</li> <li>• License to others.</li> </ul>



# Myths about the Creative Commons licences

Below are some myths that you might hear about the CC licences.

## MYTH: CC is anti-copyright

CC believes in copyright and the right of creators to control the use of their work. CC just provides voluntary tools to let creators manage their own copyright.

## MYTH: All CC licences are non-commercial

Some people think that you are never allowed to make commercial use of a CC work. This is not true. There are a number of CC licences which allow for the commercial use of the work.

## MYTH: You can do anything you want with CC materials

CC materials are not free of copyright. The creator of the work does not lose their copyright in the work, but rather chooses to share the work with the public under certain conditions. If you breach the licence by using the material in a way not permitted by the licence, standard copyright law applies.

# Things to think about when using CC material

Below are some questions you should ask yourself before and while you are using CC material.

## Am I following the licence?

If you breach the CC licence by using the work in a way that is not permitted, standard copyright law applies and you may be liable for copyright infringement. Material under the Attribution licence is the easiest to use – you can do pretty much anything you want with the material as long as you attribute the author.

If you want to use material in a way not permitted by the licence, you need to obtain additional permission from the creator.

## Do I think that the material is infringing?

You should always be on the look out for copyright infringement in online content. Often people infringe copyright accidentally by posting content they don't have rights to. CC is not immune to this (although many creators using CC are more copyright aware, and hence tend to make this mistake less often). Exercise common sense when using CC content. If there is use of commercial music, television or movies best to check with the person who posted the work that they have permission to use the work before you use it.

## How do I want to license my end product?

It is always important to think about what end use you want for your work at the very beginning. If you wish to use material under a CC licence, you need to decide how you want to let others use your end product, as this will determine what material you can include in your work. Importantly, if you want to use material under a licence that includes the Share Alike element (eg Attribution-ShareAlike or Attribution-Noncommercial-ShareAlike) you have to be prepared to make your final work available under the same licence.

## More information

- 'Choosing a License', <http://creativecommons.org/about/licenses>
- Licence Icons and Licence Buttons, <http://creativecommons.org/about/downloads>
- Licence Icons and Licence Buttons usage policy, see 'Creative Commons Trademark policy', <http://creativecommons.org/policies>



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