

QUICK GUIDE

An Introduction to Copyright Licences

For more information about how copyright might affect your work, see *Understanding Copyright: A practical guide for those working in and for the New Zealand government* and speak to your legal team.

If the material you want to use is protected by copyright, and if your proposed use of the material might breach copyright law, one thing you should consider is whether a licence permits your proposed use of the material. The four types of licence are:

1. A website licence
2. A collective copyright licence
3. A Creative Commons licence
4. A licence directly from the copyright owner



What is a website licence?

If you want to use material from the internet, you should review the website Terms of Use. A link to these Terms of Use is usually found at the bottom of the landing page and will often contain a clear position on rights of use. Sometimes the terms of use for a website will grant you a licence to use material from that website.

What is a collective copyright licence?

There are various organisations that work with copyright owners to help them licence their materials for particular purposes. If you obtain a collective licence then you will generally pay a fee for members of your organisation to use materials from different copyright owners. Examples of these licences are from the Media Copyright Agency (MCA) and Copyright Licensing New Zealand (CLNZ).

What is a Creative Commons licence?

Many copyright works, including images, video clips, books, or text, audio or video files, are available for free public use under a Creative Commons licence. You can visit creativecommons.org for more information and a searchable database of content. If you are using material provided under a Creative Commons licence, you still need to carefully check which kind of licence it is, and ensure that you comply with its terms. We also recommend keeping a record of what licence the work was obtained under, and from where.

What is a licence directly from the copyright owner?

In some circumstances your agency might have a licence directly from the copyright owner, for example if the work was provided to your agency under a contract that included such a licence. If you are relying on a direct licence, you should make sure to comply with the terms of that licence (for example as to permitted uses and attribution of the copyright owner).

Creative Commons Licence Types



CC BY:

Allows re-users to distribute, remix, adapt, and build upon the material in any medium or format, so long as attribution is given to the creator. Allows for commercial use.



CC BY-SA

Allows re-users to distribute, remix, adapt, and build upon the material in any medium or format, so long as attribution is given to the creator. Allows for commercial use. If you remix, adapt, or build upon the material, you must license the modified material under identical terms.



CC BY-NC:

Allows re-users to distribute, remix, adapt, and build upon the material in any medium or format for non-commercial purposes only, and only so long as attribution is given to the creator.



CC BY-NC-SA:

Allows re-users to distribute, remix, adapt, and build upon the material in any medium or format for non-commercial purposes only, and only so long as attribution is given to the creator. If you remix, adapt, or build upon the material, you must license the modified material under identical terms.



CC BY-ND:

Allows re-users to copy and distribute the material in any medium or format in un-adapted form only, and only so long as attribution is given to the creator. Allows for commercial use.



CC BY-NC-ND:

Allows re-users to copy and distribute the material in any medium or format in un-adapted form only, for non-commercial purposes only, and only so long as attribution is given to the creator.