

## Creative Commons

To help avoid copyright pitfalls an American non-profit organization called *Creative Commons* (CC) was set up in 2001 by Harvard scholar Lawrence Lessig to expand “*the range of creative works available for others to build upon legally and to share*”. To achieve this the organisation have created a number of standard, free legal permissions (called *Creative Commons licenses*) that describe which rights the creator wants to reserve and which they are willing to waive for the benefit of other creators.

Creative Commons licenses are not designed to replace copyright, but they can replace individual negotiations for specific rights between copyright owner and licensees, which are necessary under an "all rights reserved" copyright management. By 2015 over one billion works were licensed under the various Creative Commons licenses.

Organisations like Google Images, flickr, YouTube, vimeo, SoundCloud, and Wikipedia use Creative Commons licenses, so when you upload content to them, you are asked which licence you wish to attach to that content. A useful website to search for content that has Creative Commons licenses is:

- <https://search.creativecommons.org>

### Creative Commons Licence Elements

There are six standard Creative Commons licences available. Each licence is formed from one or more of the following four licence elements:

- Attribution:** This means that others must credit you as the original creator of the work. All Creative Commons licences require users to provide attribution.
- Non-Commercial:** This means that others may not share, adapt or reuse use your work if their use is primarily intended for commercial advantage or monetary compensation.
- NoDerivatives:** This means that others can share your work, but they must not change it. Note that users still have the range of fair dealing rights.
- ShareAlike:** This means that those who adapt or remix your work must use the same Creative Commons licence on any derivative works.

There are standard icons associated with each of those elements:

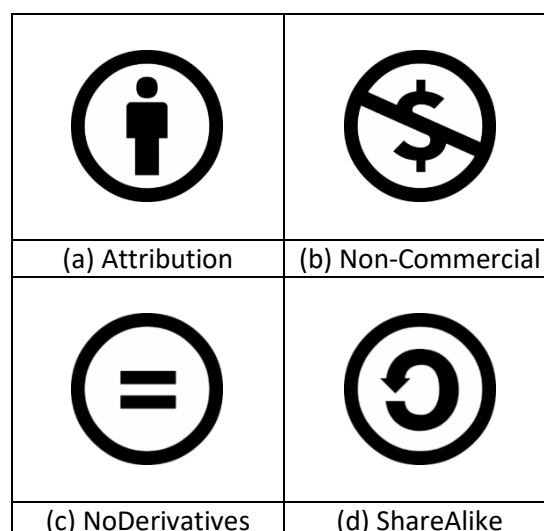








Figure 3.x Creative Commons Licence Elements Logos

## Creative Commons Licences

From those four Licence Elements, the following six standard licences are available:

	<p><b>Attribution</b></p> <p>This licence lets others distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation.</p>
	<p><b>Attribution-NonCommercial</b></p> <p>This licence lets others remix, tweak, and build upon your work non-commercially with credit to you (their new works must also be non-commercial).</p>
	<p><b>Attribution-ShareAlike</b></p> <p>This licence lets others remix, tweak, and build upon your work even for commercial purposes, as long as they credit you and license their new creations under the identical terms.</p>
	<p><b>Attribution-NonCommercial-ShareAlike</b></p> <p>This licence 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.</p>
	<p><b>Attribution-NoDerivatives</b></p> <p>This licence allows for redistribution, commercial and non-commercial, as long as it is passed along unchanged and in whole, with credit to you.</p>
	<p><b>Attribution-NonCommercial-NoDerivatives</b></p> <p>This licence is the most restrictive of our six main licences, 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.</p>

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