UM NGWE Content Copyright Flowchart (Internet)

Did a UM employee create all the content (text, images, video, audio, logo) you want to use on the website as part of their job, or was the content provided to you by MCO?

YES

Is the employee who created the content an UMFA member or contractor?

YES/NOT SURE

Permission may be required. Contact the Copyright Office for help.

NO

Is the content in the public domain (has the creator been dead over 50 years)? [Publicly available ≠ public domain—almost everything online, including government works, are copyright protected]

YES

Content can be used. Include citation/credit to creator on website.

NO

Content can be used.

Does the content have an Open License (Creative Commons or other), or does the website you located the content on permit reuse in its terms of use?

YES

Read the licence/terms of use carefully. Does your intended use fit the terms? [Can you attribute the creator, if you are modifying does the licence allow this, etc.]

YES

Consider where you found the content. Is there any reason to question whether it was posted legally? [Ex. a commercial textbook available on freetextbooks.com under a Creative Commons licence, a BBC video on YouTube posted by a non-official BBC account]

NO/NOT SURE

Do not use or link to content. Contact the Copyright Office for help assessing use.

NO

Use content only as permitted by licence and include attribution to the creator. Contact the Copyright Office if you have questions about any Open Licence requirements.

TIPS:

- Keep course content in UM Learn, not on the public website. Copyright exemptions for educational purposes apply in UM Learn but not on a public website.
- Citation or attribution to the creator of non-UM employee works is always required.
- Link instead of copying whenever possible.

NO

Do you know who the copyright owner is?

YES

Permission may be required. Contact the Copyright Office for help locating the copyright owner or for information about how to obtain permission for website use.

NO/NOT SURE

Contact the Copyright Office at um.copyright@umanitoba.ca or 204-474-7277/9607 if you have questions or need assistance. Maintaining copyright compliance is everyone’s responsibility—the Copyright Office is here to help.