

Glossary

Defamation

Where an untrue statement (written or spoken) which refers to a person, is published and is deemed harmful or likely to harm the individual's reputation. There are two forms of defamation.

- libel and slander.

Libel

Libel is a temporary form of defamation, such as written or video statements which are untrue, published and deemed harmful or likely to harm an individual's reputation.



Intellectual Property

Also sometimes called intangible property and is used to describe property that has no physical existence but might exist virtually, for example. The main elements of Intellectual Property include copyright, database right, patents, trademarks, design rights ect.

Attribution

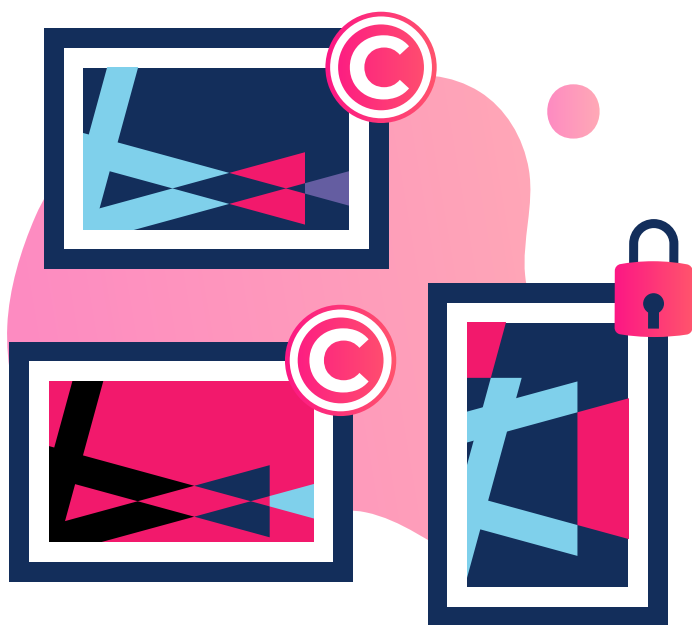
This means that you need to provide appropriate credit, provide a link to the license and indicate where changes may be made. This needs to be reasonable but should not suggest any endorsement towards you from the original licensor.

Copyright

The right to prevent any copying in relation to work which qualifies for protection. It can exist for literary, dramatic, musical and artistic work, which is very broad and covers most content. Copyright duration varies depending on the work type.



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Share-alike

Share-alike means that even if you remix, transform or build upon the material, you must distribute the contributions under the same license as held by the original works.

No Derivatives

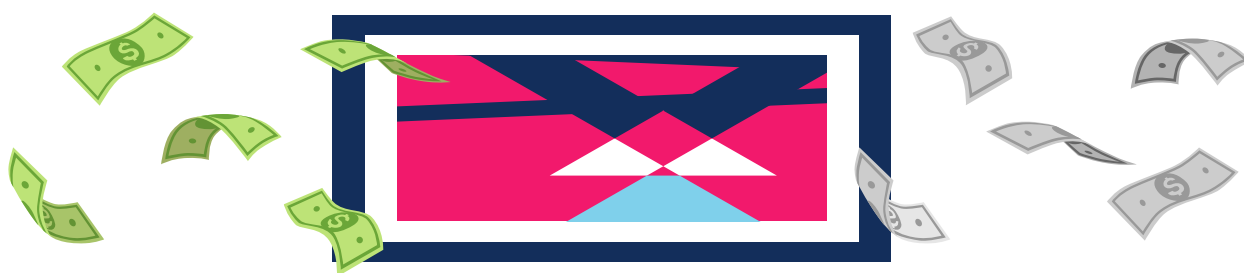
This means that for no derivative works you can not alter, transform or build upon the original work. A very restrictive kind of Creative Commons licensing.

Commercial Use

The use of content for any for-profit advertising and marketing purpose counts as commercial use. For example, in our social media, when updating a blog or in your campaign.

Non-commercial Use

You can not use the material for commercial purposes, e.g within your PR. Some images are released only for editorial use and so they can be used in news related stories.

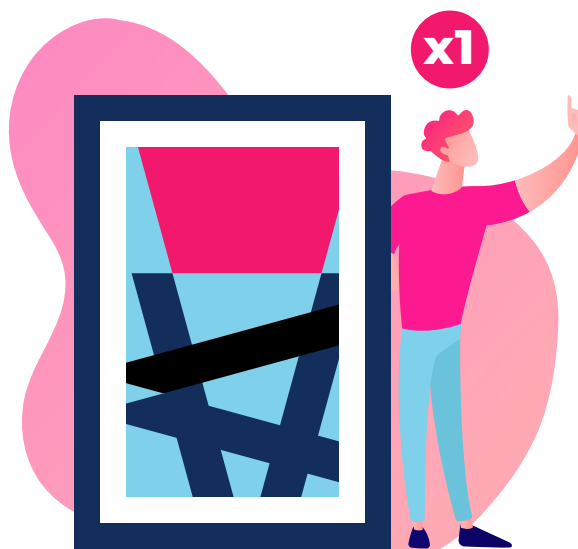


Rights Managed

This refers to where a photo has been purchased and can only be used one time and in line with the terms specified by the license.

Flat Fee

This is contracted work where a flat-fee license relates to a single photo which has been licensed and intended for use by one user.



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License

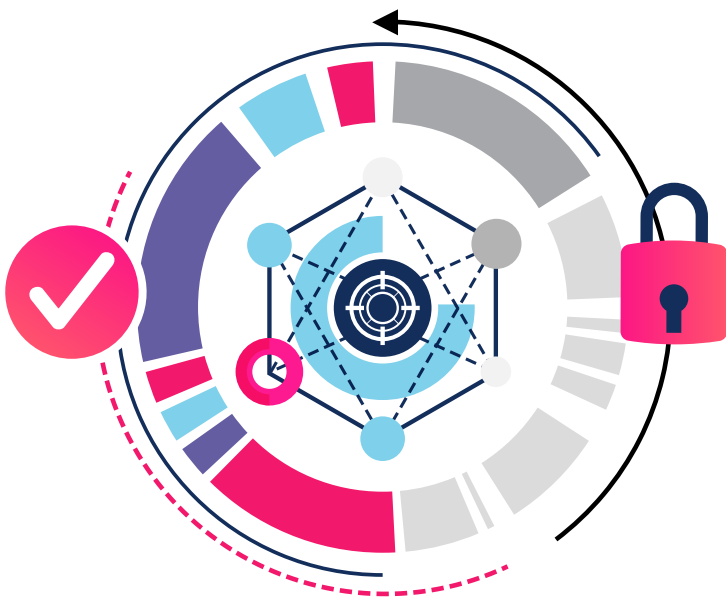
A permission to do something that it would otherwise be an infringement to do without permission.

Remix

You can change the material and include fragments of it in other works.

Shared Data

Data which is only available to certain individuals or groups (e.g researchers). The data shared will usually be made available for specific purposes only and these are laid out within a data sharing agreement.



Public Domain

Where work has been dedicated to the public domain and all rights to work worldwide under copyright law have been waived.

Open Data

Data that is available for anyone to access, use and share.

Closed Data

Data which is held privately within an organisation.

Trademark

A UK trademark is a sign used or intended to be used in connection with some goods or services that can be sold. To be a trademark, the certain name, design, colour scheme or symbol needs to have been registered with the UK Intellectual Property Office. This protection only exists in the UK.

