

## **COPYRIGHT COMPLIANCE ONLINE**

Many WIs now have their own websites and social media pages, as well as the web page available to them within the NFWI website.

LFWI was recently contacted by a copyright compliance agency, highlighting copyright infringement by one of our WIs, which has resulted in them paying a significant amount of money in penalties. The photo in question had been used as an illustration on their WI's page within the NFWI website and had been uploaded in 2015. They were unaware the photograph was subject to copyright. There are dedicated agencies/companies that use software to actively search for such infringements, and they can search back several years.

**Remember – just because it's publicly available, doesn't mean it's free to use**

### **TIPS ON HOW TO REMAIN COPYRIGHT COMPLIANT ONLINE**

#### **1) Create original content**

By far the best way to stay within the law is to use an image that you have taken yourself. The photographer who took the image is always the copyright owner. Please note that taking a photograph of the image that you want to use does not mean you are the copyright owner.

Whether it's a blog post, image, or video, make sure that you either own the copyright to it, have written permission from the owner to use it, or have purchased a licence that allows for reuse.

#### **2) Use royalty-free images**

There are several websites where you can download high-quality royalty free images such as [www.pexels.com](http://www.pexels.com) , [www.unsplash.com](http://www.unsplash.com) or [www.canva.com](http://www.canva.com) These sites may ask you to credit the owner of the image when you publish it.

3) If you want a specific image or regularly use high-quality images, you can subscribe to an image site such as [www.shutterstock.com](http://www.shutterstock.com) where you can purchase the license to use the images that you wish.

#### **4) Review and remove things**

It's recommended that you regularly review your public communication platforms, websites, social media etc., to look for, and remove any material that you feel may be copyrighted.