

Steps for Seeking Copyright Permission

Step 1: Examine the item

1. Is the item original to the publication/website?

- Determine if the item is in the public domain or under copyright, and whether there is a license. If not in the public domain or the license does not permit your use, then contact the rights-holder directly.

2. Does the item belong to a third party?

- Check the caption:
 - © Symbol
 - “With Permission”
 - Any attribution to a third party
- Proceed to contact the third party.

Step 2: Be Specific

1. Make sure you have a full citation for the item you wish to use

- Title and creator of the source/location
- Title of the individual item
- Exact URL

2. Gather your own details

- Description of your intended use(s) and distribution (e.g., Information about uploading your game to Apple App Store or Google Play, and any other intended use or distribution)
- Expected completion date

Step 3: Contact the Rights-holder

You can search websites for some of the following:

- **Publishers or Media Companies:** Rights, Permissions, Copyright, Reprints, Contact Us
- **Companies:** Copyright, Communications, Legal, Contact Us
- **Private Individuals:** Contact Us, About Us, LinkedIn, Twitter

Step 4: Obtain Written Permission and Keep Your Correspondence

Make sure to get exactly what you need in writing

- An affirmative email response to a specifically worded request is sufficient.
- An email response to a specifically worded request is sufficient, but make sure to **save** it.
- If a rights-holder makes any requirements, such as a specifically worded statement, make sure to follow it exactly as required.
- You may be asked to provide these permission responses to Apple or Google.

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Permissions timeline

Try to allow ample time to obtain permission!

- Many permissions are quick, but sometimes there are delays.
- Non-traditional copyright holders (e.g., Internet sites) may be unresponsive.
- Items may in fact belong to third parties, so you will have to start over again.

Permission challenges

- Non-responsive rights holder:
 - Contact again in a week
 - Try different mode of contact, such as phoning
 - Check if there is a secondary rights-holder
- Excessive costs required for permission
- Rights-holder is uncomfortable with your intended dissemination of their work
- Requires further details and/or consultation with legal counsel, copyright, etc.

What if I can't obtain permission?

If the copyright owner denies permission, asks for large amounts of money, or fails to respond, you need to have a back-up plan, such as another item that is in the public domain or has a license permitting your use. Start the permission process early!

For more information contact:

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