

## Copyright Guidance for the Undergraduate Research Showcase

Copyright is an important consideration when using any third-party material, such as images, photographs, logos, tables, diagrams, maps etc. We recognise that knowing what you can use and how is not always straightforward and can feel quite restrictive, so we have put together this guide to help you produce your poster or choose an attachment for your abstract while remaining copyright compliant.

As the Undergraduate Research Showcase is a public event through the website, some of the exceptions to copyright that have allowed you more freedoms for educational purposes no longer apply. Even certain licences and subscription services held by the university assume only staff and fellow students will see your work.

This means students need to take extra care and follow a few general rules:

1. Students must always check the licence conditions, even with Creative Commons images, to ensure that the licence used covers your particular use.
2. If in doubt, assume it is protected under copyright or trademark law and seek permission.
3. Students must always provide sufficient acknowledgement of sources. You will need to identify the author, artist or creator of the work, and the title or some other identifying description of the work that has been copied. If you use an online resource or Creative Commons image, include the link or URL for the source and licence.
4. Students must consider fair usage or dealing – was the amount you used reasonable and appropriate?
5. Use your own materials or those with a Creative Commons licence where possible.

### Using Images

We really encourage you to make your posters and abstracts visually engaging for your readers, and one of the best and easiest ways, is through images. With a limited word count, images can be very useful for explaining your research and attracting attention.

Examples of images include graphs, photos, logos, graphics, pictures, diagrams, flow diagrams or illustrations.

There are four ways you can legally use images:

- 1) Find photos from trusted sources that are made available for download royalty free, for example, licensed as [Creative Commons](#) with the appropriate licence conditions. See “Other Copyright-free images” section below
- 2) Ask permission from the photographer/creator
- 3) Buy your photos from a stock photo site with licensing conditions in line with your purpose
- 4) Take your own photos/create your own images



It can be tempting to use Google Images to find images due to its vast subject coverage and ease of use. However, just because something appears in the search results does not mean you have permission to include these images in your work. In almost every case, you will need to check the copyright licence.

## **Creative Commons (CC)**

Images issued with a Creative Commons licence are a great option, as the copyright owner is giving permission for their work to be re-used. For example:

### **Attribution - CC BY licence**

This is the most generous, and allows others to copy, distribute, remix, tweak, and build upon work, even commercially, as long as users credit you for the original creation. This is the most accommodating of licences offered. It is recommended for maximum dissemination and use of licensed materials.

### **Attribution-NonCommercial-NoDerivs - CC BY-NC-ND**

This licence is the most restrictive, only allowing others to download works and share them with others as long as they credit the original, but they can't change them in any way or use them commercially.

One way of identifying these is to use the [Creative Commons Image Search](#). This is a quick way to search a number of image databases (e.g. Flickr, Google and Wikimedia Commons). Images will have different CC licences attached. It is possible to limit your search to those that you can modify or adapt, by selecting the relevant tick box situated below the search box.

\*Please note any such images need to attribute the original creator and include a link to the relevant CC licence\*

### **Other Copyright-free images**

#### [Wikimedia Commons](#)

This site offers fully searchable access to images that have been uploaded by users, mostly for use on Wikipedia. Most of the content is available under some sort of Creative Commons licence and licensing information is clearly provided at the bottom of each image's individual page. Take care with images that are public domain in the USA, as it doesn't automatically follow that they have the same copyright status in the UK.

#### [Flickr CC](#)

This section of Flickr offers images that are available under a CC licence and also explains the different types of CC licences. Use the search box in the top right of the screen and then limit your search by licence type. When your search results are displayed, select from the drop-down menu in the top left of the screen. Instead of 'Any licence' you could select, e.g. 'All Creative Commons' or 'Modifications allowed'.

Be wary of using the 'No known copyright restrictions' option, as images may be in the public domain in the USA, but not in the UK or other jurisdictions.

#### [British Library on Flickr](#)

The British Library's collections on Flickr Commons offer access to millions of public domain images. Browse their themed albums for inspiration and reuse.

#### [Google Images](#)

Not all images on Google Images are CC-licensed, but it is possible to limit your search results to only images available under a CC licence. To do so, run your search in the standard Google Image search bar and then on the results page, click on 'Tools' just below the search box. A further drop-down

menu will then appear with 'Usage Rights' as one of the options. From there select one of the options, e.g. 'Creative Commons Licenses'.

### [Pixabay](#)

High quality photos, illustrations, and vector graphics. Free for non-commercial and commercial use (although don't use any of the sponsored images from Shutterstock). Also, I would draw your attention to the following extract from the [Pixabay licence](#):

*"Please be aware that while all Content on Pixabay is free to use for commercial and non-commercial purposes, items in the Content, such as identifiable people, logos, brands, audio samples etc. may be subject to additional copyrights, property rights, privacy rights, trademarks etc. and may require the consent of a third party or the licence of these rights - particularly for commercial applications."*

### [Unsplash](#)

Contemporary collection of photos, all of which can be used for free, for both commercial and non-commercial purposes. As with Pixabay, while photos can be downloaded for free, photos with brands, trademarks, and people's faces in them have the additional aspect of trademark, copyright and privacy infringement to consider and may require further permissions.

### [Europeana](#)

Europeana is an online collection of content from European libraries, archives, museums and other institutions. When building your search you can filter it in various ways. From the drop-down menu which asks 'Can I use this?', select 'Yes' to find materials that are either public domain or carry a CC licence that allows for commercial use. Select 'Yes, with conditions' to find materials that carry a CC licence for non-commercial use.

### [Folger Shakespeare Library Digital Image Library](#)

The Folger Shakespeare Library has licensed all of its images in the Digital Image Library under a CC BY-SA licence. This allows you to use their content without additional permission, provided that you follow the terms of that licence, including that you cite the Folger Shakespeare Library as the source and you license anything you create using the content under the same or equivalent licence.

### **Citing images**

All CC attributions should have the same basic information, similar to referencing texts found online.

- Title of image
- Creator name
- Source of the image (usually in the form of a URL to image source page)
- Any copyright information included with image (such as a watermark)
- CC licence information (including link back to CC documentation page if possible)

If you have obtained permission from the copyright holder, they may require a particular citation style or certain information to be included. For example, if you source your image from a licensed library database, Creative Commons or an individual use agreement, check if the permission requirements go beyond these basic requirements.

The University of British Columbia have produced a great guide for citing images in accordance with copyright conditions: [Image Citation Guide](#). They have examples of different citation styles and demonstrate how citations differ in response to various copyright requirements from online image databases, licensed image databases, websites and print and electronic publications.

Please note this guide refers to the Canadian Copyright Act, not the UK's CDPA, and you will need to take care with their definition of 'public domain', as it doesn't automatically follow that they have the same copyright status in the UK.

### **University of Exeter Logo**

If you are attending a national conference, it is essential that you identify yourself as a student at the University of Exeter. A good way to do this is by using the logo.

The [Design Studio](#) provide a Visual Identity guide on their website for using the logo and other considerations when representing Exeter, as well as providing different versions of the logo to download.

### **Other Organisations, Branding and Logos**

If you are submitting work completed at another institution or undertaken in conjunction with another organisation or third-party, it is important to consider a number of concerns.

You may not fully own the intellectual property of the content, even your own dissertation, so you must seek the appropriate permission(s). Be mindful about not sharing confidential information, or to display or describe new inventions, for example, that may prevent patent protection.

Once you have gained permission, they will likely require you to provide acknowledgement. It can be tempting to do this using a logo but please take care and check with them first. The Exeter Design Studio also have [guidance](#) about using another logo alongside the Exeter branding.

### **Video and audio**

As with images, any use of a sound recording, film or broadcast must be accompanied by a sufficient acknowledgement and be compliant with any copyright licences and permissions.

#### **Video**

The library subscribes to collections of film clips which are available under licence for re-use. To browse these resources, select 'Audiovisual' from the 'All database types' drop-down menu in the [Electronic Library](#). Be sure to always check the license agreements or get in touch with your [subject librarian](#) for more help.

While you may use certain videos and film in your modules under the [Educational Recording Agency \(ERA\) Licence](#), this licence does not extend to the Undergraduate Research Showcase for public viewing.



It can be tempting to use YouTube for the wealth of materials available. However, some of these materials are plagiarised, some of which is copyrighted and some of which is perfectly legal to use.

It is the responsibility of the end user to determine whether it is legal to use specific content on YouTube. Therefore, if you are not the owner of the film or are unable to ascertain whether it is legal to use, do not use it. YouTube have a large section on copyright if you wish to [find out more](#).

#### **Music and Sound Recordings**

Because sound recordings may comprise various elements, there are three types of copyright which may apply: music, words (spoken word, lyrics or text) and recording.

The library subscribes to collections of film clips which are available under licence for re-use. To browse these resources, select 'Audiovisual' from the 'All database types' drop-down menu in the [Electronic Library](#). Be sure to always check the licence agreements or get in touch with your [subject librarian](#) for more help.

The British Library Sounds service presents 50,000 recordings and their associated documentation from the Library's extensive collections of unique sound recordings which come from all over the world and cover the entire range of recorded sound: music, drama and literature, oral history, wildlife and environmental sounds. Please only use materials from their list of [Public collections](#), as while the University provides greater access, you cannot share these materials on a public website.

## **FAQs**

### **What is meant by fair use or fair dealing? How do I know what is fair and proportionate?**

Fair dealing is a term used to establish whether a use of copyright material is lawful or whether it infringes copyright. However, there is no legal definition or set criteria for determining what constitutes fair dealing. It will need to be assessed and determined on a case-by-case basis. Factors that have been used by the courts in the past when judging on fair dealing include:

- Commercial Exploitation
- Amount Taken
- Due Acknowledgement

You can read more about this in the Intellectual Property Office's Q&A document, [Digital Images, photographs and the Internet](#), aimed at people using images found online, or uploading images to the internet.

### **Where do I provide the appropriate acknowledgement?**

If you are producing a poster, you may choose to add the citations as captions with each image, or use 'Figures' and add them to your reference list.

If you are submitting an abstract, you may include the citation within the caption for accompanying attachments on the submission form.

\*Please note that posters will be uploaded to the website as images, so please use full URLs for any online materials used. We are able to include hyperlinks in image captions accompanying abstracts\*

### **How do I check the Copyright Licence or permissions information?**

For images, look for clues in the image caption, check for a watermark, and see if the image has copyright details in its metadata. If you still cannot verify the image's source, try using [TinEye](#) or Google's reverse image search tool.

If you are using content from the internet, the menus at the bottom or top of webpages often direct you to this type of information. Where there is no explicit licence or permission stated, you will need to seek permission.

### **How do I seek permission?**

Check out the [library's guidance for seeking permission](#), the process with a template and a guide on how to proceed without permission.