Diculture heritage objects’ rights’ labelling – practical approach
- WHAT’s A LABEL? -
Logo can be used for making object / whole internet site
Valeriana pyrenaica L. Valerianaceae Distribution: Pyrenees. It has no medical use. Photographed in the Medicinal Garden of the Royal College of Physicians, London. | Dr Henry Oakeley

People
Creator: Dr Henry Oakeley

CAN I USE IT?
Free Re-use

Short description of rights / licence name
Or just an abbreviation
- WHAT’s A LABEL? -

CC licences

Europeana rights statements
- WHY WE LABEL -
WHY we label

Authors’ / neighbouring rights:
you are not permitted to any use
without express rights’ holder’s permission
WHY we label

The user’s perspective:

- unclear how to use
- hard to find
- unclear how to find author
- getting permission: time and costs

... the temptation of illegal use

... or no use at all
Title
Skoreklam. En modell med huvudet på sned, herrbyxa, Oxfordsko och en tax. | Bernhard, Kerstin (Photographer)

Description
Skoreklam. En modell med huvudet på sned, herrbyxa, Oxfordsko och en tax.


The user’s perspective:

- unclear how to use → clear set of permissions/restrictions
- hard to find → easier to access in some platforms
- unclear how to find author → no need to
- getting permission: time and costs → no need
- the temptation of illegal use → easy to define legal ways of use
GLAM’s perspective:

- some rights are already defined or we’re on the way to do so
- serves the GLAM’s sector’s purposes
- more visible to users
- more legal use of content
- more user satisfaction
- AND WHY WE DON’T -
DEFINE THE RIGHTS

- TWO STEPS? -

STEP 1

STEP 2

CHOOSE A LABEL
DEFINE THE RIGHTS

- ACTUALLY... -

DEFINING THE OBJECT

Is it a work of art?
Is it in our collection?
Was it created in our country?
DEFINE THE RIGHTS

ACTUALLY... -

DEFINING THE OBJECT
Is it a work of art?
Is it in our collection?
Was it created in our country?

DEFINING VALIDITY
Is it in public domain?
When was it created?
When was it published?
How should I calculate the terms?
DEFINE THE RIGHTS

- ACTUALLY... -

DEFINING THE OBJECT

Is it a work of art?
Is it in our collection?
Was it created in our country?

DEFINING VALIDITY

Is it in public domain?
When was it created?
When was it published?
How should I calculate the terms?

IDENTIFYING RIGHTS HOLDER

Author/s?
Performer/s?
Inheritor/s?
Publisher/s?
Broadcasters/s?
Collecting societies?
Assignees?
Someone purchased the rights?
CONTACTS?
Orphan work?
Contract?
CHOOSE A LABEL

- ACTUALLY... -

HOW DO I LABEL?

What do the labels mean?
Can I use any type I want?
What’s the difference between PD and CC?
Should I say something in author’s contract?
How do I physically get the logo/metadata?
Scarce usage of culture e. services
Less than $\frac{1}{3}$ of GLAM institutions were labelling CHOs

Only PD was being used
- AND THAT’s WHAT WE WERE LOOKING TO SOLVE -
Start Labeling

Use the tool for identifying the rights and to find out what label is recommended for the object

START →
Have You created what You are about to label?

Yes  No

Let's evaluate legal limitations.

Next
Is the object You are seeking to label legally protected as a work of art?

- Yes
- No

Are You unsure?

What kind of object is it?

- Household appliances
Is the object You are seeking to label legally protected as a work of art?

- Yes
- No

Are You unsure?

- YES. The object You have chosen is considered a work of art and protected by copyright laws.

What kind of object is it?

Illustration
Are proprietary author's rights to the object that You seek to label still in force?

Yes  No

Are You unsure?

Enter the date of death of the author:

Which date should I enter?

Several authors  Unknown author  Audiovisual object  Music  Author is still alive
Are You unsure?

✓ The term of proprietary author's rights to the object has lapsed (object free of copyright protection).

Enter the date of death of the author:
1912

Which date should I enter?

Several authors  Unknown author  Audiovisual object  Music  Author is still alive
Can the users modify and build upon the object, and to create something new based on it?

Yes  No

More on modifications and derivative works
Would You like to oblige the users that have created something new based on the object You're labeling to share their creations under the same conditions?

Yes  No

More on derivative works and obligation to share alike
Can other users earn money (or gain other economic benefits) from using the object You're labeling, without asking for a separate permission?

Yes  No

More on use for commercial/non-commercial purposes
CC BY is a Creative Commons licence enabling the user to use the object with least restrictions. It permits anybody to use the labelled object without any limitations, including the right to copy, modify, to use it for commercial and non-commercial purposes.

More on CC BY

Download logo
User testing
3 Sessions

Photo: Kyle Hale https://flic.kr/p/fzfiz5
We shared the news with GLAM and creators.
We tried
to be
creative
...very creative
... more creative
...and even more creative
And we learned to use our tool in practice.
THANK YOU!

Jurga Gradauskaitė, iLAW, Lithuania