



# Ethical issues in relation to Copyright



# What are the principles of Copyright?

Under the Copyright Act 1994

- Copyright is a set of 'exclusive property rights' given to owners in relation to their creations.
- To have copyright protection, a work must be 'original' – meaning the author must have created it independently using their own skills and labour, not copied it from another person's work.
- Copyright applies automatically to an original work as soon as it is recorded or created (can be hard copy or electronic copy).
- Copyright applies to all images. From the time it is created, a photo or other image is automatically protected by copyright.

Copyright protects –

the way you express ideas and information  
the way you express concepts

printed material (novels, letters, scripts etc)  
computer programs  
songs (music or lyrics)  
**photographs, graphics and paintings**

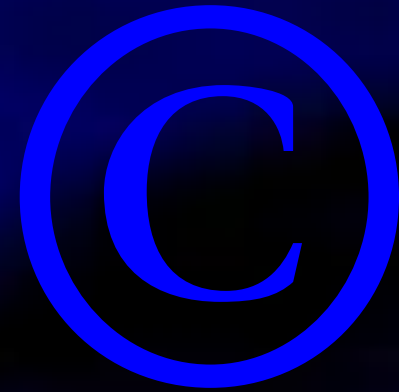
internet material (video, web pages, **graphics**)  
sound recordings on records, tapes, CDs or online  
films, movies  
etc, etc

Copyright is automatic as long as the creative work is original

Copyright applies to hard copy and electronic copy

# What do the symbol and notice mean?

- The copyright symbol and notice remind people that the work is protected and lets them know who is claiming copyright
- You should apply to the person claiming copyright for permission to copy etc.



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# What are the ethical issues relating to copyright?

- Anyone who wants to use someone else's copyright work generally needs **permission** to use the work.
- If you do get permission, you must **identify** the **author** of the original work



The following would be **unprofessional and unethical**

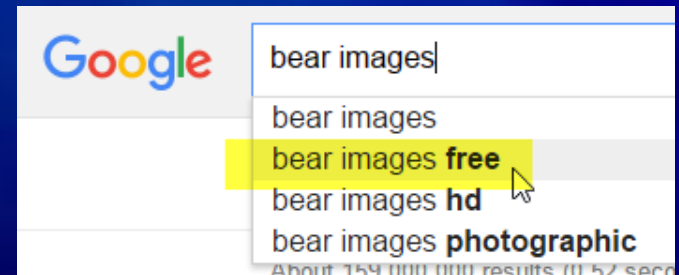
- **Use of whole or part of an image** without permission
- **Adapting** an image without permission
- **Recreating** an identical image

# What are the penalties relating to copyright?

- Unauthorised use = copyright **infringement**
- Copyright Act provides for legal action against copyright infringement
- At EIT:  
Students must note that EIT treats copying copyright material seriously. Penalties range from a warning through to suspension



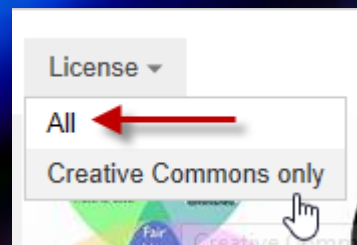
# From the internet ...



- Check that you are getting images from license free sites
- Go to Creative Commons
- When using Bing make sure you choose correct options

Creative Commons only ▾

These results are tagged with [Creative Commons licenses](#); review the license to ensure you comply. [Show all results](#)



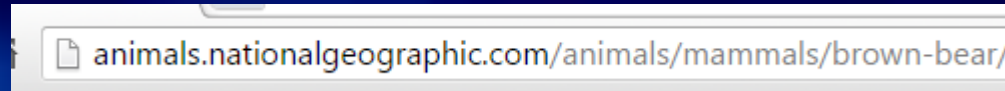
- You can also choose you should then read

You are responsible for respecting others' rights, including copyright. [Learn more here.](#)

# Do a search ....



- Go to a website -



- Look at the graphics – the owner of the image is shown and the name of the group sharing the images is shown



- If you use Kevin's image, you need to include the URL



# Another site ...

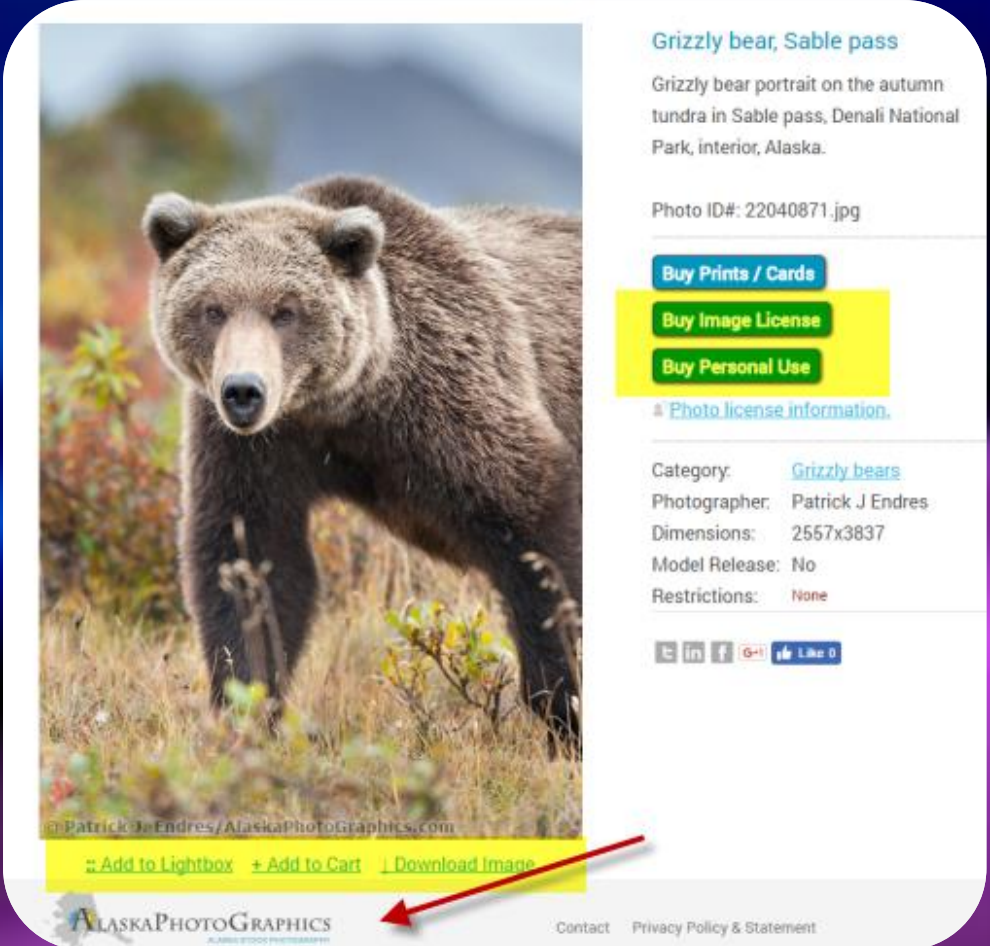
- Go to a website -
- Click on a graphic
- Buy the license so you download and use the image
- This is a copyright image

## Personal Use

The category of personal use refers to a limited license or use of the photo restricted to personal, non-commercial and non-revenue generating uses. The fee per image is \$5. Examples of this would be:

- School project
- Desktop image for your computer or Ipad.

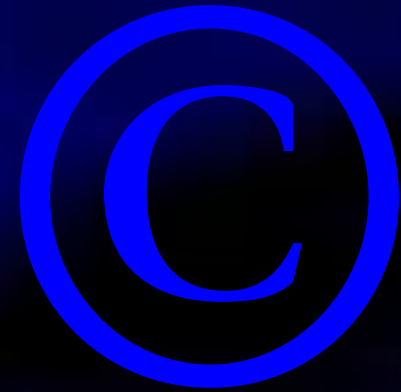
alaskaphotographics.photoshelter.com/gallery-image/Grizzly-bears,



The screenshot shows a webpage for a grizzly bear photo. The main image is a brown grizzly bear standing in a field of tall grass. To the right of the image, there is a title "Grizzly bear, Sable pass" and a description: "Grizzly bear portrait on the autumn tundra in Sable pass, Denali National Park, interior, Alaska." Below the description is the photo ID "22040871.jpg". There are three buttons: "Buy Prints / Cards", "Buy Image License", and "Buy Personal Use". Below these buttons is a link for "Photo license information". Further down, there are details: "Category: Grizzly bears", "Photographer: Patrick J Endres", "Dimensions: 2557x3837", "Model Release: No", and "Restrictions: None". At the bottom of the image area, there are social media icons and a "Like 0" button. Below the image, there are three buttons: "Add to Lightbox", "Add to Cart", and "Download Image". At the bottom of the page, there is a logo for "ALASKAPHOTOGRAPHICS" and links for "Contact" and "Privacy Policy & Statement".

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 [alaskaphotographics.photoshelter.com/gallery-image/Grizzly-bears,](http://alaskaphotographics.photoshelter.com/gallery-image/Grizzly-bears)