

Creative Commons licences

This document lists the main Creative Commons licences. They start at the most open and work through to the most restricted. In each case, 'work' refers to an original creation, for example written content, audio, video, images or photographs. The terms apply to anyone who wants to use the licences to protect their own work, or to anyone who is using work created by someone else.

The information here is just an overview. If you want to use a licence yourself, or use material licensed this way, we recommend you double check your use on the [Creative Commons](#) website.

You will also have an opportunity to see how the licenses might work for Manuela, John and Michael.

CC Licence	Description	Context
	<p>Public domain</p> <p>This is normally used by museums and galleries as a way of indicating where older material is now free of copyright. It has the least restrictions.</p> <p>The licence terms state that the work can be used:</p> <ul style="list-style-type: none"> • for free • for any purpose • with modifications • without permission. 	<p>Using works created by others</p> <p>Manuela wants to use a vintage photograph of a motorbike, which she's found in an online museum collection. As it displays this licence she can use it freely, without asking the museum's permission.</p> <p>Protecting original work</p> <p>If Manuela created an image herself, and wanted it to be freely shared, she would not use this licence, as this one is usually reserved to indicate where copyright has expired. She would use a 'No rights reserved' licence.</p>

CC Licence	Description	Context
	<p>No rights reserved</p> <p>This licence allows the creators of original works to opt out of copyright protection and place their work completely in the public domain.</p> <p>The 'No rights reserved' © symbol means that:</p> <ul style="list-style-type: none"> • the creator of this work has waived all their rights to this work • the work may be reused without the restriction of copyright laws. 	<p>Using works created by others</p> <p>John would like to use an image he found on Flickr to illustrate one of his recipes. He's found one with this symbol, so can freely use this without any restrictions because the owner has waived their rights.</p> <p>Protecting original work</p> <p>John makes a really good vegan Christmas pudding, and is keen to share it with the rest of the world. He's happy for them to use it for any purpose, or even modify it, even if they choose not to acknowledge him as the original creator of the recipe.</p>

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	<p>Attribution</p> <p>This is a very accommodating licence. This one is used by both Wikipedia content creators. Creative Commons recommend this as it allows for the maximum possible reuse of work.</p> <p>The licence terms state that the work can be used:</p> <ul style="list-style-type: none"> • for free • with modifications • to generate profit. <p>If the work is reused, the creator must be acknowledged. If the work is shared again, any licence can be applied.</p>	<p>Using works created by others</p> <p>John has found a recipe online displaying this licence. It contains meat, so he wants to modify it into a vegan dish. He wants to put it into a collection he is going to publish and sell. This licence is ideal for this purpose.</p> <p>Protecting original work</p> <p>John has been sharing his recipes online under the 'No rights reserved' licence. They have been downloaded more times than expected, and he realises that it would be good for his career if he gets some credit. Using this licence means that he can still share his recipes freely, but whoever uses it, must acknowledge him as the original creator.</p>

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	<p>Attribution-ShareAlike</p> <p>The terms for this are similar to the Attribution licence. So the work can be used:</p> <ul style="list-style-type: none"> • for free • with modifications • for profit. <p>The creator must be acknowledged.</p> <p>The ShareAlike symbol  stipulates that if the work is used, it needs be shared under the same licence</p> <p>As this licence allows commercial use, future uses must allow this too.</p>	<p>Using works created by others</p> <p>John has found some footage about wine production. He wants to use it to make his own video. He intends to use the whole video, but wants to narrate it himself, in his own way. The original video displays this licence, so he's fine to use it in this way, as long as he credits the owner of the original clip. He also has to use the same licence when he shares it.</p> <p>Protecting original work</p> <p>John decides to sell his video online. He's free to do this. He understands that, despite the fact that he's created this as his own, he must allow others to use this material free. They can modify his version and sell their version on, as long as they do so using the same licence.</p>

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	<p>Attribution-NoDerivs</p> <p>This licence is similar to the Attribution licence, so it the work can be used:</p> <ul style="list-style-type: none"> • for free • to generate profit. <p>The most important difference is that the no derivatives  sign means that if you use it, the original work must not be altered or tweaked in any way and the creator must be acknowledged.</p>	<p>Using works created by others</p> <p>Michael wants to make his own Christmas cards. He’s a bit of a joker at times, and wants it to be funny. He’s seen a great cartoon that he wants to use on the front. The original creator has allowed reuse under this licence. Michael uses it, but doesn’t modify it in any way. He also puts a credit to the cartoonist on the card itself.</p> <p>Protecting original work</p> <p>Michael makes his cards, and decides that he wants to sell them. The card includes some drawing that he has created himself. He’s happy for people to use his card, and even sell it, but doesn’t want any of his work to be changed. He decides to use this licence also, and prints it on the back of the card.</p>

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	<p>Attribution-NonCommercial</p> <p>This licence is similar to the Attribution licence. So the work can be used:</p> <ul style="list-style-type: none"> • for free • with modifications. <p>The original creator must be acknowledged.</p> <p>The most important difference is in the non-commercial  sign. This prohibits any commercial uses. No profit can be made from new versions containing the original work.</p>	<p>Using works created by others</p> <p>Michael want to create a pub walk around his local area. This will be made into a leaflet. He wants to use some photographs of landmarks that he has found on Flickr. The photographer has applied this licence to any reuse.</p> <p>Protecting original work</p> <p>Michael is fine to use the photographs, and he provides a credit to the photographer wherever they feature. He realises that he can't make any profit from this venture, so he places the leaflets in pubs and shops, where people can pick them up for free. He's just happy that people just have a great walk, and visit some fine pubs along the way.</p>

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	<p>Attribution-NonCommercial-NoDerivs</p> <p>This is the most restrictive of the Creative Commons licences. It is similar to the Attribution-Non-Commercial licences. So the work can be used:</p> <ul style="list-style-type: none"> • for free. <p>The creator must be acknowledged.</p> <p>Commercial use is prohibited so no profits can be made from creations containing the original work.</p> <p>The most important difference is that the no derivatives  sign means that future users must not alter or tweak this content in any way.</p>	<p>Using works created by others</p> <p>Manuela would like to use some music by a local band for a presentation she’s giving to her motorcycle club. The music has been published online using this licence, so Manuela is fine to use it, but can’t amend it in any way. Her demonstration is a free event, so she won’t be making any profit from it.</p> <p>Protecting original work</p> <p>During her presentation, Manuela demonstrates techniques for repairing bikes. Her son films it, so that she can put it on YouTube. She uses this licence so that people can use and share her video for free. However, she doesn’t want the video to be altered, as that may affect her online profile in an adverse way.</p>

CC Licence	Description	Context
	<p>You have contact the owner to ask for permission to use this, and negotiate costs for doing so.</p> <p>All rights reserved</p> <p>The copyright symbol tells you that all rights to a work are reserved. This is the most restrictive protection of intellectual property available. It means that you cannot use or reuse the work without prior permission and possibly payment. Additional restrictions may also apply to any reuse, which will be stipulated by the copyright owner.</p>	<p>Using works created by others</p> <p>John wants to add a popular hit single to one of his cookery videos. The song contains the All rights reserved symbol. This means that he would have to contact the band’s management to ask permission and negotiate a price for using it.</p> <p>Protecting original work</p> <p>John has a reasonable singing voice and can play a few chords on the guitar. He decides to record his own tune and thinks he might be able to use this on his cookery video instead. He records a video and uploads it to YouTube to see what other people think. He doesn’t want anyone else to use it without his permission, so he assigns the All rights reserved licence to it.</p>