

# Understanding Copyright Rules for Pharma Content Creators

## Common myths regarding copyright

It's okay to copy or publish other people's work if I don't make any money out of it

I can legally copy 10% of the content without infringing on someone's copyright

It's hard to prove copyright infringement

Anything without a copyright notice can be reused

Requesting permission is always expensive and time consuming

Everything in the public domain is free to use

If I adapt someone else's work, I can claim it as my own



## Here's what you need to know about copyright

**©**  
Copyright  
=  
The right to copy

The use or reproduction of published peer-reviewed content in pharma marketing, medical education, and continuing medical education programs requires permission from the copyright owner



### Common applications

- Charts
- Tables
- Maps
- Images
- Figures
- Text

## Top 3 benefits of respecting copyright licenses

- ✓ You support the integrity of original content published by the respective authors and societies
- ✓ By accrediting the original, validated content, you increase the credibility of your work
- ✓ You will be compliant with the copyright policies to avoid litigation fines and reputation damage



**Evaluate your content licensing needs during the early stages of your project's content creation process**

**Contact your account manager for more information**

## The different Creative Commons licenses

**CC BY**  
Creative Commons Attribution

**CC BY NC**  
Creative Commons Attribution Non-commercial

**CC BY NC ND**  
Creative Commons Attribution Non-commercial No Derivative Works

	CC BY	CC BY-NC	CC BY-NC-ND
Read, download, and print	✓	✓	✓
Share and distribute	✓	✓	✓
Reuse non-commercially	✓	✓	✓
Tweak, remix, and translate	✓	✓	✓
Reuse commercially	✓	✓	✓

**Key**

✓ No permission required	✓ Permission required
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Have you come across such misconceptions related to copyright?

