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RIGHTS LABELLING OF DIGITAL CULTURAL HERITAGE

Guide and Recommendations



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- The [Martynas Mažvydas National Library of Lithuania](#), whose “[Digital Content Labelling: Handbook and Tools](#)”, developed through the implementation of several projects, has served as main inspiration for these recommendations. We thank the National Library of Lithuania for its valuable contribution in making this work available under an open licence.
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Glossary

- Rights statements. Standardised tools that express copyright information about a digital object and provide indications about the extent to which it can be used. In this report, rights statements describe globally Creative Commons Licences, Creative Commons Tools and Rights Statements by rightsstatements.org.
- Item or content. A physical or digital object that is part of the cultural and/or scientific heritage, typically held by a cultural heritage institution.
- Digital object. A digital representation of an object that is part of the cultural and/or scientific heritage. The Digital Object can also be the original object when born digital.
- Exceptions and limitations to copyright. Provisions in copyright law which allow for copyrighted works to be used without permission from the copyright owner.



Introduction

This Task Force report provides instructions on how to replicate under different jurisdictions a decision-making schema for cultural heritage institutions to assign accurate rights statements to digital cultural heritage made available online.

The approach replicates the [tool and handbook](#) developed by the [Martynas Mažvydas National Library of Lithuania](#).

This report provides tips, technical instructions, and the basic content to develop this tool. The tool facilitates an understanding of the sequence of the main questions to be asked when clearing rights before getting to the point of selecting a rights statement. The questions are broad, and those replicating the tool are welcome to adapt them and dive into more detail.

Images 1 and 2 - Screenshots (02/06/2021) of the moderated website containing the tool and handbook developed by the Martynas Mažvydas National Library of Lithuania.

The screenshot shows the website 'Paženklink' (Rights Labeling Tool) developed by the Martynas Mažvydas National Library of Lithuania. The website has a blue header with the logo and navigation links: PRADŽIA, ŽINYNAS, ŽENKLINIMO ĮRANKIS, and KODĖL ŽENKLINTI? The main content area features the title 'Paženklink' and a sub-header 'Pasinaudokite teisių nustatymo įrankiu ir sužinokite, koks ženklinimas siūlomas pasirinktam objektui.' Below this is a green button labeled 'Pradėti →'. To the right is a large blue Creative Commons (CC) logo. Below the main content is a section titled 'Kodėl verta ženklinti?' (Why is it worth labeling?). This section contains two video thumbnails. The first is titled 'Jei dirbate atminties institucijoje:' (If you work in a memory institution:) and shows a video about 'Kultūros paveldo ženklinimas' (Cultural heritage labeling) with a CC logo and a play button. The second is titled 'Jei esate kūrėjas:' (If you are a creator:) and shows a video about 'Ką pasako „Creative Commons“' (What does Creative Commons say) with a CC logo and a play button.



Ženklavimo įrankis

• Ar Jūs sukūrėte tai, ką ketinate paženklinėti?	✗ Ne
• Ar tai, ką norite paženklinėti, teisiškai laikoma kūrinium?	✓ Taip
• Ar tebegalioja turtinės autorių teisės į Jūsų ženklinaamą kūrinį?	✓ Taip
<p>• Ar esate perėmę turtines autoriaus teises į ženklinaamą objektą?</p> <p><input type="button" value="Taip"/> <input type="button" value="Ne"/></p> <p>Skaitykite plačiau apie tai, su kuo reikėtų sudaryti sutartį (kas gali turėti ir suteikti Jums reikalingas turtines teises) ir kaip tinkamai įforminti Jūsų susitarimus (kokias nuostatas derėtų įtraukti į sutartį).</p>	

Goals

1. Contribute to increase the level of copyright knowledge across the cultural heritage sector.
2. Provide a tool that helps showcase necessary considerations in rights labelling in educational activities.
3. Contribute to increase the accuracy of rights information assigned to digital cultural heritage online.
4. Contribute to ease the understanding of (and facilitate going through) the relevant considerations in the selection of a rights statement.
5. Facilitate the adaptation of a useful tool to different jurisdictions.
6. Support the accessibility of the material by making multilinguality possible.
7. Harmonising rights labelling practises across Europe based on the European Licensing Framework, thus facilitating the rights statement choice when contributing data to Europeana.



Background

As cultural heritage becomes more and more available online, it opens up possibilities to support research, education, life-long learning, and creativity. Cultural heritage institutions holding works in their collections might have information on the rights holders, publication dates, or other factors that may help make a copyright determination. If the institution wants to encourage the reuse of the digital cultural heritage it displays, their copyright assessment should be communicated to users in a simple and comprehensible way. Displaying digital objects online with no indication can easily be perceived as an “all rights reserved” notice by users and therefore limit the reuse possibilities.

A set of tools exist that can fulfil this purpose, namely the ones developed by [Creative Commons](#) and by the [Rights Statements Consortium](#). Cultural heritage institutions and aggregators worldwide have started using these rights statements in their online repositories. Applying them adequately, however, requires some copyright knowledge. One should first have an understanding of whether the item is in copyright or not, and whether additional conditions apply that the end user should note. An added challenge of course is that sometimes the necessary information to make such determinations is missing.

At the Europeana 2019 conference, [Juozas Markauskas](#) and [Jurga Gradauskaitė](#) presented a [tool and handbook](#) developed for the [National Library of Lithuania](#) that guided cultural heritage professionals through the choice of selecting an accurate rights statement. The tool has helped many cultural heritage practitioners in Lithuania with little or no legal knowledge to make more accurate decisions on what rights statement to use, in a consistent manner. More information on some of the first steps in the development of the Lithuanian tool is available [here](#).

Image 3 - Photo of the Europeana 2019 Conference Session “Music to my ears: making rights understandable” moderated by Juozas Markauskas and Jurga Gradauskaitė, showcasing a live performance by Finka-pé, its recording and its rights labelling. [Photo](#) by Sebastiaan ter Burg, [CC BY 4.0](#),





In addition, the [Europeana Copyright Strategy 2020-2025](#) makes reaching a higher quality of rights information one of its top #3 priorities, noting that “we [the Europeana Initiative] will build capacity among our data partners so that they feel empowered and informed to make decisions around copyright, both when sharing collections with Europeana and through their own portals/platforms”.

This Task Force aims at facilitating the replication of a tool that has proven very useful in Lithuania to other jurisdictions and languages to hopefully facilitate this type of decision making elsewhere and contribute to further copyright education and accurate rights information.

“And whilst talking about copyright sometimes elicits groans from the people around us, I’m always really impressed with how open and eager you are to learn more about this complex topic (and actually, how many of you want to do this)”

Julia Fallon, Community and Partner Engagement Manager

From the post [Seven years and still going - how we're improving the accuracy of rights statements in Europeana data](#), May 6, 2019



Report structure

This report provides guidance on how to develop a tool for cultural heritage institutions to choose an accurate rights statement. There are of course many possible ways of doing this, and this report follows the approach developed by the [National Library of Lithuania](#) via its [tool and handbook](#). Its elements were analysed, slightly simplified and translated to English, resulting in a set of questions and answers that can be easily adapted to and developed in other European jurisdictions.

This report describes this English version, and provides the necessary elements to develop such a tool. In particular, it presents:

1. a set of [instructions](#) on the steps to follow
2. a [flowchart](#) with an overview of the questions and answers that a cultural heritage institution can go through
3. a [list of the questions](#) included in the flowchart with a description for each that acts as a clarification and
4. additional rights clearance or rights labelling [tools developed in other countries or regions](#) that provide useful examples to potentially replicate as well. Parts of the report will make references to some of these tools and suggest the adoption of some of their features.

It should be noted that the development of the tool as recommended in this report is based on two specific approaches or assumptions:

1. In the questions and answers that guide cultural heritage institutions in assigning digital cultural heritage a rights statement, no distinction is made between the item and the digital object. There is an assumption that the copyright status of the item is the one that needs to be considered, and no additional layers of rights should exist. This is in line with the [Europeana Public Domain Charter](#).
2. The possible answers are only a selection of all the available rights statements, namely the [fourteen options](#) that Europeana works with. As part of this selection, all Creative Commons Licences and Tools are included, but some rights statements from [rightsstatements.org](#) are not.

The content of this report should not be considered legal advice, nor a suggestion that this is the best approach to be taken. It is one among other possibilities that we consider to be useful and wish to make accessible.



Useful copyright tools

In preparation for this report, we have looked into several systems developed at the regional, national or local level that help heritage professionals make copyright decisions, particularly tailored to the specific jurisdictional and language needs of the sector. This section offers an overview of some interesting tools.

Digital Content Labelling Handbook and Tools

Developed by	National Library of Lithuania
Available at	https://cc.lnb.lt/
Description	The tool consists of a set of questions that guide the user through the determination of the copyright status of a work (authorship, rightsholders, licences and other agreements) and the choice of specific rights labels (depending on how willing and able the institution is to open up) accompanied by an explanatory handbook.
Country / region	Lithuania
Format	Chooser (in an open software platform) plus Wordpress for handbook descriptions.

Copyright Assessment Framework

Developed by	National Library of Scotland & National Library of Wales
Available at	https://docs.google.com/spreadsheets/d/1f-89Nuw1uWZxkdNIWXmqZO3YAM2C7HQQWmgel_oYZPJY/edit#gid=1238125246
Description	A framework to assess the risk (and guide decisions) around making digital cultural heritage available online. For each Original Object or series of Original Objects, a decision needs to be made with regards to: applicable date range, whether published or unpublished (if relevant), whether there is a named author (if relevant), whether the work was (likely to have been) created with commercial intent (eg for sale; if relevant).
Country / region	Scotland / Wales / United Kingdom
Format	Spreadsheet



Public Domain Tool

Developed by	Meemoo
Available at	https://www.publiekdomeintool.be/nl
Description	<p>A tool that helps cultural heritage institutions determine whether their collection items are in the public domain.</p> <p>The Public Domain Tool was developed in the second half of 2020, and a beta version was launched during Meemoo's public domain day event in Belgium on 2 February 2021. The tool is primarily intended for collection managers from professional museums, archives and heritage bodies, and can freely be used by anyone with a basic knowledge of Dutch. To use the tool:</p> <ul style="list-style-type: none"> • Your starting point is always a CSV export for the part of your collection for which you want to ascertain the copyright status. The more accurate information you already have in your management system, the better the quality of the results you get from the tool. • The Public Domain Tool matches the input from your CSV file about makers of your collection pieces with items in Wikidata. The automatic calculation is based on counting the life of the author plus 70 years, and 70 years after publication in the case of anonymous works. • You then receive an enriched CSV file in your inbox. • You can approve or reject the matches presented before reloading the updated CSV file. <p>The tool uses the matched maker's year of death, possibly the year of birth and the work's date of creation to determine whether a collection piece belongs to the public domain or is copyright protected.</p>
Country / region	Belgium / Flanders
Format	Calculator



Public Domain Calculator

Developed by	Kennisland and the Institute for Information Law at the University of Amsterdam as part of the Europeana Connect project.
Available at	Outofcopyright.eu and https://archive.outofcopyright.eu/calculator.html *At the moment of writing the report, the websites were not functional
Description	<p>By answering the questions in the calculator, the user can determine whether an item is in the public domain or not. The schema for calculation is based on the term directive (last updated in 2011) and is available for reuse under a CC BY SA licence. It includes copyright & neighbouring rights, divided by type of works and by type of rightsholder.</p> <p>It should be noted that the tool does not cover:</p> <ul style="list-style-type: none"> • Updates to the last review of the Term Directive • Specificities stemming from the Orphan Works Directive • Questions and answers to choose a specific rights statement once the in copyright or public domain condition has been defined
Country / region	European
Format	Calculator

Public Domain Determination form

Developed by	Open Nederland
Available at	PDDay.org (available under a CC BY 4.0 licence)
Description	<p>This form offers a structured approach to determine if a work is in the public domain or not and/or when it will be. This determination can be challenging for audiovisual with multiple contributors, related rights and rights owners.</p> <p>This form is made for The Netherlands. The form can be downloaded in different formats to adapt to your legislation.</p>
Country / region	The Netherlands (adaptable)
Format	Form



How to develop and use a rights labelling tool

This section describes the steps and provides the content necessary to build an interactive questions and answers tool, replicating the approach followed by the [National Library of Lithuania](#), and relying on open source technology.

Step by step

1. Take a first look at the content and format of the rights labelling tool described in this report

Check out the list of [questions, answers and descriptions](#). Consider the possibility of hiring a local lawyer that can advise how best to adapt the content to your jurisdiction. The questions in this report are intentionally broad, and do not go into detailed copyright calculations, but it is always good to double-check that they make sense in your context.

2. Consider how far you want to go

The development of your own tool following this model should begin by defining your needs and purpose of the activity. Is it necessary for a training and rights labelling awareness raising campaign? Do you need it for professional use at the library, archive or museum? Maybe this is just a memory refreshing aid for professionals and experts - knowledge devalues when not in use.

You can envisage diving into more specific questions to provide a more comprehensive and complex tool that makes more accurate determinations of what is in the public domain, for instance. You might find inspiration in the approach followed by [other tools](#). You can also consider the format you want to give to the tool. Highly interactive and mobile screen friendly approach is best to be used for education and decision making support. Users should be able to move from question to question by simply clicking buttons "Yes" and "No" until a recommendation regarding correct labelling, or in some cases dead-end is reached. It is very important to provide descriptions, clarifications and references alongside the questions to make sure that they are understood correctly.

Interactive additional help like Public Domain calculators are highly appreciated by the users. Such a tool can help to determine copyright expiry date based on the death date of the author provided and local legal context without leaving the tool environment.

For those who are already familiar with rights statements and licences or have a good understanding and experience in rights labelling, a simplified solution just leading through the questions or even a nicely designed colourful poster representing decision making schema might be useful enough.

3. Adapt the content

Check the description that goes with each question and edit it according to your approach. It is important for most of the questions and answers to have a clarification that guides the user of the tool.

Also think of translating the questions, answers and descriptions to your local language.



[A google doc version of this report is available](#) as well as a [downloadable and editable version of the flowchart](#).

4. Build the tool

Follow the [instructions](#) on how to use open source technology, and bring in the questions, answers and descriptions to your interactive tool.

5. Present your tool to the audience.

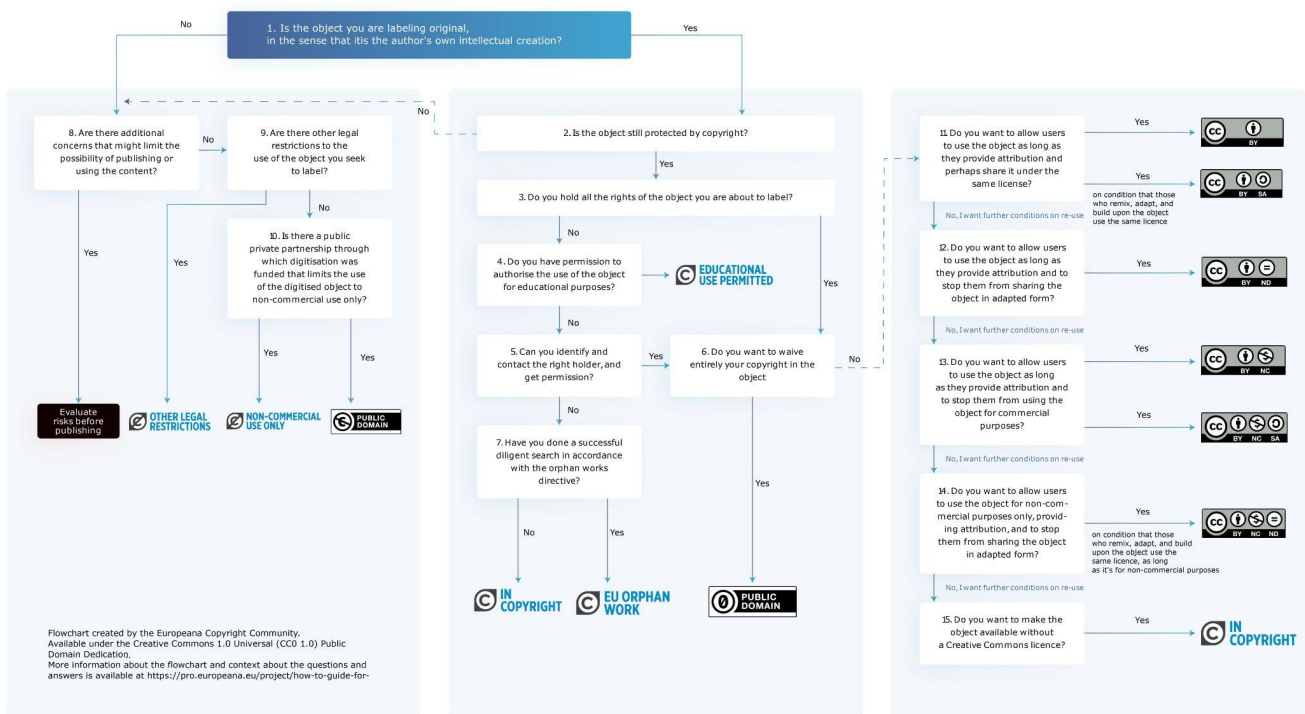
Think of this tool as a complement to copyright training, and define activities such as copyright workshops where you can rely on the tool to raise capacity. We provide some tips [below](#).

Questions, answers and descriptions

The tables below present the questions, answers and descriptions that the user needs to go through to make the copyright and rights statement determinations.

To have a better understanding and overview of the type of questions and the flow that connects one another, see the flowchart below.

Image 4 - Thumbnail of flowchart showcasing the questions and answers described in this report ([CC0 1.0](#)). A full scale version of this flowchart is available at the end of the report. You can also [download the pdf version](#). A downloadable and [editable version](#) of the flowchart is also available.





Question 1

Is the object you are labelling original, in the sense that it is the author's own intellectual creation?

Description	<p>Content that is not original, meaning that it does not reflect the author's own intellectual creation, is not subject to copyright protection. Some artefacts in GLAM collections may have never been protected by copyright, for instance plants, or a mineral.</p> <p>Check for case law developed by national courts when building this tool. Even though there is some harmonisation at the EU level on what can be considered "original" and thus subject to protection, every country has jurisprudence on that matter that is worth considering.</p>	
Previous	None	
Next	When choice is "Yes"	Question 2. Is the object still protected by copyright
	When choice is "No"	Question 7. Are there other legal restrictions to the use of the object you seek to label?



Question 2

Is the object still protected by copyright?

Description	<p>The general rule in European Union Member States is that a work enters the public domain 70 years after the death of the latest living author, effectively starting on the 1st January of the following year. However, there are exceptions to this rule which make the calculation quite complex, and different from one country to another. When calculating whether a work is in the public domain, you should also consider whether there are works inside the work whose copyright protection might expire at a later stage, and that might need to be considered separately, and whether several authors were involved.</p>	
Previous	<p>Question 1. Is the object you are labelling original, in the sense that it is the author's own intellectual creation?</p>	
Next	When choice is "Yes"	<p>Question 3. Do you hold all the rights of the object you are about to label?</p>
	When choice is "No"	<p>Question 7. Are there other legal restrictions to the use of the object you seek to label?</p>



Question 3


Do you hold all the rights of the object you are about to label?

Description	<p>Remember that holding the object in your collections does not mean having the right to use it. Before you move forward with a decision on what rights statement you apply to the object, you should be aware of the rights held by your institution, if any.</p> <p>We are aware that having all rights transferred to your institution is not the most usual scenario. Often, rights are not transferred at all, and even when they are, the work might contain additional works whose rights are held by someone else.</p> <p>This question simplifies a very complex scenario, so to guide you in how to answer it, note that a “yes” will take you to questions related to Creative Commons Licenses. You should only use CC licenses if you have all the rights, or if you have an agreement with the rightsholder on using that specific license.</p>	
Previous	Question 2. Is the object still protected by copyright?	
Next	When choice is “Yes”	Question 18. Do you want to waive entirely your copyright in the object?
	When choice is “No”	Question 4. Do you have permission to authorise the use of the object for educational purposes?



Question 4

Do you have permission to authorise the use of the object for educational purposes?

<p>Description</p>	<p>Even though items might be in copyright, the institution holding them may have been explicitly authorised by the rights-holder(s) to allow third parties to use their work(s) for educational purposes without first obtaining permission.</p>	
<p>Previous</p>	<p>Question 3. Do you hold all the rights of the object you are about to label?</p>	
<p>Next</p>	<p>When choice is "Yes"</p>	 <p>Answer In Copyright - Educational use permitted According to this statement, users will know that the Item is protected by copyright and/or related rights, that they are free to use it in any way that is permitted by the copyright and related rights legislation that applies to their use, and that in addition, no permission is required from the rights-holder(s) for educational uses. For other uses, they need to obtain permission from the rights-holder(s).</p>
	<p>When choice is "No"</p>	<p>Question 5. Can you identify and contact the rights holder, and get permission?</p>



Question 5


Can you identify and contact the rights holder, and get permission?

Description	<p>It is possible that the author transferred the (economic) rights to someone else. For instance, the author of the book to a publisher, or the author of the song to a record company. This is the person/institution that you should ask for permission to use the content.</p> <p>In a few countries, such as the Nordic countries, collecting societies (organisations that collect copyright royalties on behalf of authors) can give licences to cultural heritage institutions to make collections available online, even if the author is not known or not in the collecting society's repertoire (extended collective licensing). This will have a prominent role in the context of out of commerce works following the transposition of the Copyright in the Digital Single Market Directive, which also provides for the possibility to rely on an exception in certain cases.</p> <p>Alternatively, if none of these options are useful, consider relying on the orphan works exception in your country. After conducting a diligent search with no success, among other conditions, you will be able to make it available online (although not allow its use). Note that the orphan works exception only applies to specific types of works.</p>	
Previous	Question 4. Do you have permission to authorise the use of the object for educational purposes?	
Next	When choice is "Yes"	Question 6. Do you want to waive entirely your copyright in the object?
	When choice is "No"	Question 7. Have you done a (successful) diligent search in accordance with the orphan works directive?



Question 6

Do you want to waive entirely your copyright in the object?

Description	If you hold the rights, you can choose to waive them so that no copyright restrictions stand in the way of the possibilities to reuse the material.	
Previous	Question 3. Do you hold all the rights of the object you are about to label? and Question 5. Can you identify and contact the rights holder, and get permission?	
Next	When choice is "Yes"	 <p>Answer CC0 1.0 Universal (CC0 1.0) Public Domain Dedication By using CC0, all rights to the work are waived worldwide under copyright law, including all related and neighboring rights, to the extent allowed by law.</p>
	When choice is "No"	Question 10. Do you want to allow users to use the object as long as they provide attribution?



Question 7

Have you done a (successful) diligent search in accordance with the orphan works directive?

<p>Description</p>	<p>The orphan works exception allows cultural heritage institutions to make works whose rights holders are unknown or unlocatable available online. However, in order to be able to rely on this provision, some conditions need to be fulfilled, such as conducting a diligent search, and registering it in EUIPO's dedicated portal.</p> <p>If you answer no to this question, the answer will be "do not publish" because it means you do not have the rights nor permission from the rightsholder, and there is no exception that you can rely on. However, you should note that some institutions may choose to take a risk-managed approach and decide to publish the work.</p>	
<p>Previous</p>	<p>Question 5. Can you identify and contact the rights holder, and get permission?</p>	
<p>Next</p>	<p>When choice is "Yes"</p>	<div style="background-color: #e91e63; color: white; padding: 10px;">  <p>EU ORPHAN WORK</p> <p>Answer In Copyright - EU orphan work</p> <p>By using this rights statement, you are indicating that the item has been identified as an orphan work in the country of first publication and in line with Directive 2012/28/EU of the European Parliament and of the Council of 25 October 2012 on certain permitted uses of orphan works. For this item, either (a) no rights-holder(s) have been identified or (b) one or more rights-holder(s) have been identified but none have been located even though a diligent search for the rights-holder(s) has been conducted.</p> <p>You will be informing users of this, but not giving them any additional permission to use it. Users will be free to use the item in any way that is permitted by the copyright and related rights legislation that applies to their use.</p> </div>
	<p>When choice is "No"</p>	<div style="background-color: #e91e63; color: white; padding: 10px;">  <p>IN COPYRIGHT</p> <p>Answer In Copyright or do not publish.</p> </div>



Through the answers you provided to the questions, you came to the determination that the item is subject to copyright protection and that you do not have the rights. It is therefore likely that you do not have legal coverage to make it available online.

However, if you do, or if you take a risk-managed approach under which you wish to make the content available online anyway, you can label it with the In Copyright rights statement. Through this statement, you will let users know that the item is protected by copyright and/or related rights, and that they can use it only to the extent that is permitted by the copyright and related rights legislation that applies to their use. For any other uses they would need to obtain permission from the rights-holder(s).



Question 8


Are there additional concerns that might limit the possibility of publishing or using the content?

Description	While there might be no copyright restrictions to publishing the content and using it freely, it is worth considering whether the use of the content raises additional concerns such as ethical ones or sensitivities for certain communities resulting from the publication or use of the material.	
Previous	Question 1. Is the object you are labelling original, in the sense that it is the author's own intellectual Creation? and Question 6. Do you want to waive entirely your copyright in the object?	
Next	When choice is "Yes"	<p>Answer Evaluate risk before publication</p> <p>The institution should evaluate whether a negative impact is generated through the publication of the material, or through allowing its reuse. Measures can be taken to mitigate it, such as publishing the material alongside information for the user on ethical concerns that might exist.</p>
	When choice is "No"	Question 9. Are there other legal restrictions to the use of the object you seek to label?



Question 9


Are there other legal restrictions to the use of the object you seek to label?

<p>Description</p>	<p>Occasionally, even though an item might be in the public domain, other types of legal limitations might exist on the extent to which an item can be used, for instance based on privacy or heritage laws. If the institution is aware of these limitations, it is important to communicate them to the user.</p>	
<p>Previous</p>	<p>Question 8. Are there additional concerns that might limit the possibility of publishing or using the content?</p>	
<p>Next</p>	<p>When choice is "Yes"</p>	 <p>OTHER LEGAL RESTRICTIONS</p> <p>Answer No Copyright - Other Known Legal Restrictions</p> <p>By using this statement, you will let users know that the use of this item is not restricted by copyright and/or related rights, but that in one or more jurisdictions, laws other than copyright are known to impose restrictions on its use.</p>
	<p>When choice is "No"</p>	<p>Question 10. Is there a public private partnership through which digitisation was funded that limits the use of the digitised object to non-commercial use only?</p>



Question 10



Is there a public private partnership through which digitisation was funded that limits the use of the digitised object to non-commercial use only?

Description	Some works digitised as part of a public-private partnership are subject to certain conditions agreed by the digitisation partners, including the impossibility to allow anyone to use the work for commercial purposes.	
Previous	Question 9. Are there other legal restrictions to the use of the object you seek to label?	
Next	When choice is "Yes"	 <p>Answer No Copyright - Non-commercial use only</p> <p>By using this statement, you will be letting users know that the work has been digitized in a public-private partnership and that as part of this partnership, the partners have agreed to limit commercial uses of this digital representation of the work by third parties. Users will be able to, without permission, copy, modify, distribute, display, or perform the Item, for non-commercial uses.</p>
	When choice is "No"	<p>Answer Public Domain Mark 1.0</p> <p>By using the Public Domain Mark, you are letting users know that the work has been identified as being free of known restrictions under copyright law, including all related and neighboring rights. The mark informs the user that "The work may not be free of known copyright restrictions in all jurisdictions". Users will be able to copy, modify, distribute and perform the work, even for commercial purposes, all without asking permission.</p>



Question 11


Do you want to allow users to use the object as long as they provide attribution and perhaps share it under the same licence?

Description	Through the question preceding this one, you indicated not wanting to waive the rights entirely. This question and the following ones ask gradually about the conditions under which you would like to share the content. In this case, you are asked whether you would want them to attribute the image, and in addition if you would want them to share the result under the same licence	
Previous	Question 6. Do you want to waive entirely your copyright in the object?	
Next	When choice is "Yes"	 Answer Attribution 4.0 International (CC BY 4.0)
	When choice is "Yes on condition that those who remix, adapt, and build upon the object use the same licence"	 Answer Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)
	When choice is "No, I want further conditions on re-use"	Question 12. Do you want to allow users to use the object as long as they provide attribution and to stop them from sharing the object in adapted form?



Question 12



Do you want to allow users to use the object as long as they provide attribution and to stop them from sharing the object in adapted form?

Description	In this case, you are asked whether you would want users to attribute the image, with the limitation that they should not share the object in adapted form.	
Previous	Question 11. Do you want to allow users to use the object as long as they provide attribution and perhaps share it under the same licence?	
Next	When choice is "Yes"	 <p>Answer Attribution-NonCommercial 4.0 International (CC BY-NC 4.0)</p>
	When choice is "No, I want further conditions on re-use"	Question 13. Do you want to allow users to use the object as long as they provide attribution and to stop them from using the object for commercial purposes and perhaps share it under the same licence ?



Question 13


Do you want to allow users to use the object as long as they provide attribution and to stop them from using the object for commercial purposes and perhaps share it under the same licence?

Description	In this case, you are asked whether you would want users to attribute the image, to limit their commercial use, and separately, to also share anything in an adapted form under the same licence.	
Previous	Question 12. Do you want to allow users to use the object as long as they provide attribution and to stop them from sharing the object in adapted form?	
Next	When choice is "Yes"	 <p>Answer Attribution-NonCommercial 4.0 International (CC BY-NC 4.0)</p>
	When choice is "Yes, on condition that those who remix, adapt, and build upon the object use the same license, as long as it's for non-commercial purposes"	 <p>Answer Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0)</p>
	When choice is "No, I want further conditions on re-use"	Question 14. Do you want to allow users to use the object for non-commercial purposes only, providing attribution, and to stop them from sharing the object in adapted form?



Question 14

Do you want to allow users to use the object for non-commercial purposes only, providing attribution, and to stop them from sharing the object in adapted form?

Description	In this case, you are asked whether you would want users to attribute the content, with the limitation that they should not share it in adapted form nor use it for commercial purposes.	
Previous	Question 13. Do you want to allow users to use the object as long as they provide attribution and to stop them from using the object for commercial purposes and perhaps share it under the same licence?	
Next	When choice is "Yes"	 <p>Answer Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0)</p>
	When choice is "No, I want further conditions on re-use"	Question 15. Do you want to make the object available without the reuse possibilities granted by a Creative Commons licence?



Question 15

Do you want to make the object available without any of the Creative Commons Licences reuse possibilities?

Description	In this case, after having considered all options offered by Creative Commons Licences, you are asked whether you would like to place additional restrictions on the use of the object.	
Previous	Question 14. Do you want to allow users to use the object for non-commercial purposes only, providing attribution, and to stop them from sharing the object in adapted form?	
Next	When choice is "Yes"	 <p>Answer In Copyright Through this statement, you will let users know that the item is protected by copyright and/or related rights, and that they can use it only to the extent that is permitted by the copyright and related rights legislation that applies to their use. For any other uses they would need to obtain permission from the rights-holder(s).</p>



Using open source technology

The development of interactive tools for beginners or experienced users is not complicated and can be carried out by a junior developer who can use open source technologies available.

In order to optimise time, human and financial resources, the National Library of Lithuania used the WordPress content management system as a core for the development. This decision allowed them to achieve better project timing results and avoid unnecessary testing and bug fixing compared to the development from scratch.

However, modifications of the front-end template and additional installation of [Advanced Custom Fields \(ACF\)](#) plugin were necessary. Usage of this plugin allowed to enhance standard layout of WordPress post schema and store each question with all necessary information and links as a separate posts assigned to one category, i.e. "Questions".

These pros and cons might help you consider whether WordPress is a good choice for your tool development:

Pros	Cons
<p>WordPress is an easy to develop and end-user friendly approach. In the case of the National Library of Lithuania, an extensive rights labelling manual is also provided as an interactive tool component.</p> <p>Standard WordPress posts, pages and categories features were enough to build this manual and provide information as references alongside related decision making flow questions.</p> <p>Rich descriptions and clarifications enriched by good and bad cases examples improves chances that interactive tool users will make correct decisions when answering the question.</p>	<p>WordPress post feature which is used to describe each question of the flow doesn't give a clear visual image (diagram or schema) of how posts (questions) links and relations are implemented on a content management system.</p> <p>Flow and relations can be tested by going through the rights labelling process at the front-end of the tool only.</p> <p>However a little bit of extra coding could help to build a dashboard or similar feature to enable visual representation of questions linkage.</p>



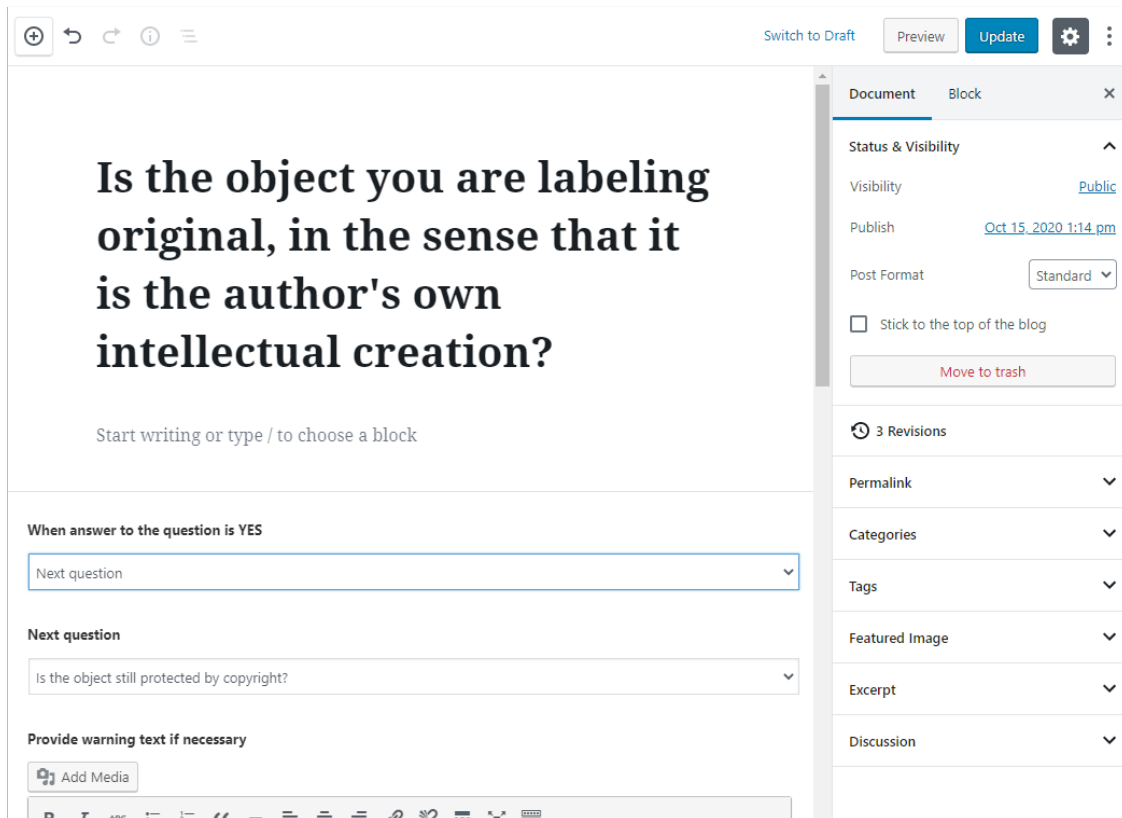
In the development of the Lithuanian tool, the following form fields corresponding to question description information structure were added to default WordPress post create/edit form:

Input name	Input type	Purpose and description
"When answer to the question is YES"	Drop-down list with three options: <ul style="list-style-type: none"> • Next question • Choice of statement or licence • Dead end (no labelling is possible) 	Determines what happens after clicking YES
"Next question" Displayed when answer to question 1. Is 1.1 "Next question"	Drop-down list: [options: automatically generated questions available in "questions" category]	Determines which question will be displayed when answer is YES
"Statement or licence" Displayed when answer to question 1. Is 1.2 "Choice of statement or licence"	Drop-down list: [options: Rightsstatements and Creative Commons licences]	Determines which statement or licence will be suggested when answer is YES
"When answer to the question is NO"	Drop-down list with three options: <ul style="list-style-type: none"> • Next question • Choice of statement or licence • Dead end (no labelling is possible) 	Determines what happens after clicking YES
"Next question" Displayed when answer to question 4. Is 1.1 "Next question"	Drop-down list: [options: automatically generated list of all questions available in "questions" category]	Determines which question will be displayed when answer is YES
"Statement or licence" Displayed when answer to question 4. Is 1.2 "Choice of statement or licence"	Drop-down list: [options: Rightsstatements and Creative Commons licences]	Determines which statement or licence will be suggested when answer is YES



Comment when answer to the question is YES"	Text area	Allows to provide additional information (descriptions, clarifications, references etc.) when chosen answer is YES
Comment when answer to the question is NO"	Text area	Allows to provide additional information (descriptions, clarifications, references etc.) when chosen answer is NO

Image 5 - Screenshot (02/06/2021) of the question edit form screenshot, WordPress post.





Additional front end template coding enabled displaying every question in the right order. Users initiate the process by answering the first question and then each following question or information regarding the labelling is selected depending on “Yes” or “No” user choice parameters stored in WordPress posts. This is not a standard Wordpress feature so it is necessary to hire a junior developer to carry out this task.

Image 6 - Screenshot (02/06/2021) of the front-end UI layout: users can answer the questions by clicking the “Yes” or “No” button. Until any of these buttons is chosen, the “Next” button stays inactive.

Labeling tool

● **Is the object you are labeling original, in the sense that it is the author's own intellectual creation?**

YES **NO**

Next

Organising training activities

Successful usage of the rights labelling interactive tool in local contexts and communities depends on technical factors like usability and on social aspects. It is important to demonstrate that it is not a technical solution for legal decision making only but there are also real people behind who care about the idea, and users can always reach them for advice or with the feedback.

Remember that the aim of the tool is also to educate and encourage professionals working with cultural heritage to make cultural heritage objects as open, accessible and re-usable as possible.

This interactive solution works really well as a background for remote or on-site workshops and seminars. Working with more advanced users and heritage professionals, training moderators can take selected objects from their own collections



and try to label them going through the questions flow one by one, answering and discussing topics arising together with the group.

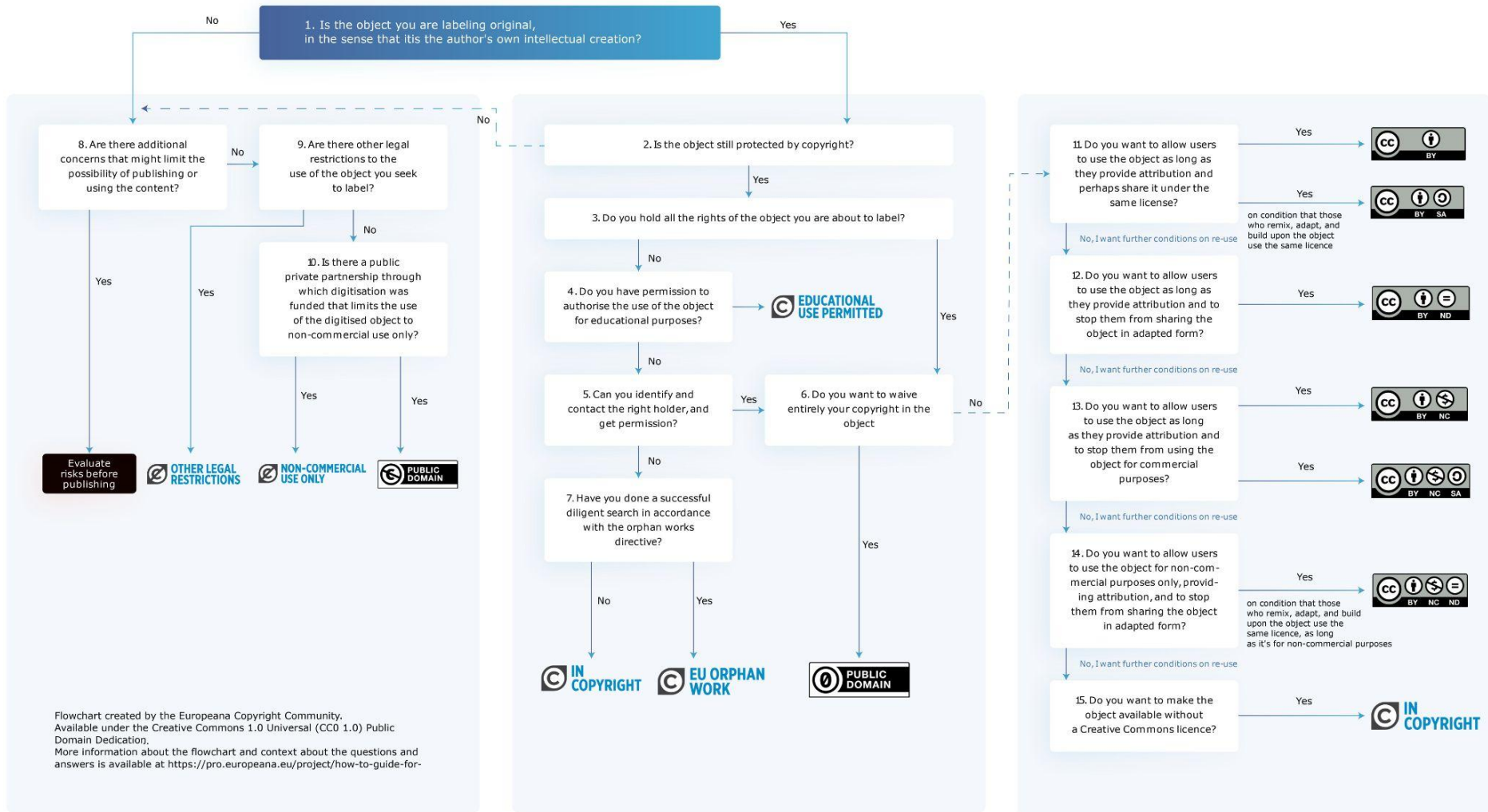
Image 7 - Photo of a rights labelling workshop at the Lithuanian National Library, 2018, [CC BY 4.0](#)



Copyright training tips!

For less experienced users and “rights labelling” beginners sometimes it is more practical to create a new work during the training activity. This can be a simple sound or video recording, painting etc. which is then labelled with the tool the same way as you would do that with a professional audience. Labelling of a new work gives better understanding of proprietary copyrights and neighbouring rights applicable to the object as well as possible permission for future use of the object.

Higher levels of engagement can be also achieved through gamification. Working with platforms like [sli.do](#) or [menti.com](#) can help to collect answers “yes” and “no” from each participant who is taking part in a rights labelling exercise and also keep them engaged. Moderators can facilitate further discussions and align the talk regarding the collected results from the whole group rather than feedback from most active participants when such platforms are not in use.





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