CLA Licensing for the MedComms Sector

MedComms Networking Workshop
April 29th 2014
About the Copyright Licensing Agency

- Formed in 1983, CLA issues licences to cover copying on behalf of publishers, authors and visual creators.
- Core content is journals, books, magazines and websites.
- Includes content published worldwide via agreements with other CMOs e.g. Copyright Clearance Center.
- CLA provides copying licences to ‘000s of UK organisations across public and private sectors.
- Wide range of licences offering internal and external use permissions.
Licensing for the Pharmaceutical Sector

- CLA has issued licences to UK businesses since the mid-1990s and Pharmaceutical companies were among the first

- CLA developed its first model licence for the Pharmaceutical sector in 1995, in consultation with the Association of the British Pharmaceutical Industry (ABPI)

- Aimed to deliver permissions specifically related to the use of information and regulatory requirements within pharmaceutical companies

- Licence has developed throughout its existence:
  - Photocopying, scanning, website content
  - Medical information, regulatory submissions, digital storage
Licensing for the Pharmaceutical Sector

- Licence has developed throughout its existence
  - Photocopying, scanning, digital and website content
  - Medical information, regulatory submissions, digital storage, unencrypted delivery from the British Library

- Multinational Pharmaceutical Licence now available
  - Extends licence permissions globally
  - UK and USA content included, additional territories expected
Licensing for the MedComms Sector

- Medical Communications agencies currently offered CLA’s Business Licence
  - Covers internal copying
  - Narrower storage rights than Pharmaceutical Licence

- Trial licence product currently being offered to PR and Marketing firms – **Media Consultancy Licence**
  - enables licensees to forward articles externally to clients
  - only covers news, current affairs related content i.e. magazines

- CLA are aware that MedComms sector has requirements beyond internal copying...
Licensing for the MedComms Sector

- Exchanging content...
  - with clients
  - with other consultants
  - with clinicians / medical experts

- Matching permissions with MedComms client base in order to promote effective, streamlined interaction
Current CLA Licences and Collaboration

A. Only client holds CLA Pharmaceutical Licence

- Consultant working for client
- Writer working for client
- Consultant working for MCA
- Medical Communications Agency
- Writer working for MCA

= Can receive DRM-free from BL
B. Client holds CLA Pharmaceutical Licence, MCA holds Business Licence

- Consultant working for client
- Consultant working for MCA
- Writer working for client
- Writer working for MCA
- Pharmaceutical Company (Client)
- Medical Communications Agency

= Cannot receive DRM-free from BL
= Can receive DRM-free from BL
CLA Licences and Collaboration

C. Client and MCA both hold CLA Pharmaceutical Licence

- Consultant working for client
- Consultant working for MCA
- Writer working for client
- Writer working for MCA
- Medical Communications Agency

= Can receive DRM-free from BL

CLA
The Copyright Licensing Agency
D. Client and MCA both hold CLA Pharmaceutical Licence; Client holds CLA Collaboration Licence and declares MCA as partner.
Trial CLA Collaboration Licence

- Collaboration Licence will facilitate sharing between CLA Pharmaceutical Licence holders
- MedComms agencies to be offered CLA Pharmaceutical or Multinational Pharmaceutical Licences
- Launch to include key STM publishers, all UK repertoire
- CLA engaging with CCC to include their unique repertoire and extend collaboration cover to CCC licence holders
Trial CLA Collaboration Licence

- Collaborating partners merge Authorised Persons (project specific)
- Collaborating partners must be reported to CLA
- One party must own or subscribe to an original
- Trial period of one year – launch date June 1st
- No licence fee
Supporting Customers

- CLA provides support for all licences at [www.cla.co.uk](http://www.cla.co.uk)
- General information and advice about using copyright materials
- Licence-specific support materials
  - Copying Guidelines
  - Explanatory Notes
- Title Search Function for detailed licence use
This section on copyright is intended to provide an overview to copyright in the UK and to answer many of the questions CLA receives from organisations and individuals.

- What is copyright?
- When does copyright arise?
- What does copyright protect?
- Who owns copyright?
- Joint ownership of copyright
- What rights does a copyright owner have?
- How long does copyright last?
- Copyright infringement
- Remedies for copyright infringement
- Copyright exceptions
- Obtaining clearance to use copyright material
- CLA and Copyright Licences
- Related organisations and links

CLA Version 1.0/PS/20/10/2009/Copyright information
Using copyright protected material

About copyright

This section provides some guidance on how to go about obtaining permissions or licences to use various copyright protected materials.

1. **I want to photocopy an article from a book or magazine.**
   Buying a CLA licence provides blanket permission and avoids the need to contact the authors and publishers each time you want to make a copy.

2. **I want to copy or download an article from an original digital publication.**
   Certain CLA licences permit copying from digital publications. See the list of included digital material. If the publisher is not on this list then you would need to contact that publisher directly to obtain permission.

3. **I want to photocopy or scan a magazine article or clipping received from a press agency.**
   Either can be copied under the CLA licence. To copy newspapers contact the Newspaper Licensing Agency (NLA) at www.nla.co.uk.

4. **I want to use another person's slides or charts in a report or presentation.**
   You should contact the original creator of the work if it is unpublished or the publisher otherwise. If the work was created during the course of employment then the employer will generally be the copyright owner rather than the individual.

5. **I want to use a copy of a map in a publication or on a website.**
   You will need to get permission from the map publisher. Standard licences are available from most major map publishing companies such as Street Map www.streetmap.co.uk and the Ordnance Survey www.ordnancesurvey.co.uk.

6. **I want to copy an article obtained from a document library.**
   You can make copies when you hold a CLA licence.

7. **I want to store an article on our company intranet.**
   CLA offer limited storage for up to 30 days under the terms of certain licences providing that the publisher is shown on the list of included digital material. If the publisher does not appear on the list you would need to seek clearance from them directly.

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