

Copyright

We are now copyright creators and owners as well as users.

Copyright has changed for libraries and their staff. We are copyright creators as well as users and guardians of copyright. The time has passed when we could rely on simple rules, such as the 10% rule, for copying and putting up correct notices to protect ourselves and our libraries.

When we put material on the internet we may end up publishing it to the whole world, and, if we are not careful, we have no control over where the information ends up.

Examples of problems to avoid with online photos and text

Beware photos online!

A US family commissioned a professional photographer to do a family photo for their Christmas cards. The photo was taken from their social networking website and used in a large billboard advertisement in Prague in the Czech Republic. The family were shocked to discover that their family's photo was being used without their permission to advertise a supermarket delivery service in Prague.

Danielle Smith posted the image on her blog and social networking website. A friend of Mrs Smith's was driving in his neighbourhood in Prague when he spotted the family's



faces in the window of a local supermarket. He snapped a few pictures and sent them to a flabbergasted Mrs Smith.



The photo could be found on Google photos by doing a search for happy family. Mario Bertuccio, who owns the Grazier store in Prague, admitted that he had found the photo online. He said he thought it was computer-generated. When told it was a real photo he promised to remove it. The Smiths said they had not authorised anyone to use the pictures.

Mrs Smith said next time she posts a family photo on the internet, she will lower the resolution or add an electronic watermark to make it hard to reproduce.

Are you publishing to the whole world?

Melbourne private school Marcellin College accidentally published online, without password protection, the personal details of over 6000 former students. The names, birth dates, addresses, phone numbers, and occupations of alumni were freely accessible in the public domain in an online spreadsheet. The database was removed from the web as soon as Marcellin College became aware of the issue.

A former Marcellin College student discovered the database through a Google alert linked to his name and was concerned about unsolicited communication and privacy issues such as identity theft. More information about this incident can be found at <http://www.crikey.com.au/2009/02/05/the-marcellin-college-database-debacle/>

Suggested solutions to avoid these problems

To prevent unauthorized reuse of photos, use thumbnail or low resolution images for material you put up on the internet. For those who are not familiar with photographic terms, low resolution images can be seen if you increase in size photographs from a paper newspaper and find that the images appear to lose definition and have a lot of grainy dots.

Consider putting a watermark on the photo. Professional photographers do this so that their logo or watermark is across the picture making it useless for reuse.

Password protection also limits unauthorised use or reuse of text or spreadsheets. This is how university and school libraries limit access by password to their staff and students.



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ALIA Queensland Library Technician Wanderers Tour

Library technicians from libraries around south-east Queensland wandered out west to Toowoomba on October 17th and 18th for our annual Wanderers Tour. The tourists were met by staff from the University of Southern Queensland (USQ) and taken on a tour of the library. We were impressed with the large, well-set out collection located on one level. Forms located on a noticeboard in the foyer encouraged students to ask questions or give comment/suggestions and library staff then added an answer— we thought of it as an evolving Frequently Asked Question board, helpful for all students.

We then wandered down to the tranquil Japanese gardens located on campus to sit on the grass and have our lunch. As the ducks swam past and white clouds floated above, everyone was able to catch up with what had been happening in our diverse library worlds, with talk of employment opportunities, e-portfolios, and recent conferences.

We were able to use one of the USQ training rooms for a workshop on creating wikis, and each participant was able to work through worksheets to create their own wiki pages. Participants wandered the room and swapped worksheets and discussed ways they could use wikis to help them at work.



In the evening more networking involved dinner at a local restaurant, with good food and conversation.

Sunday morning Queens Park markets beckoned with lots of art and craft goodies purchased, and then back to USQ for another workshop. The Sunday workshops focused on RSS feeds and a great new project from JISC called ticTOCs Journal Tables of Contents Service, a new journal alert service. There was a lot of talk of introducing TOCs into the workplace.

After another successful tour we all look forward to next year with only one question: 'Will we wander north, south, east, or west?'

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