


Appendix 2 – Minimum Markings, Recommended Copyright and Licensing Statements, and Attribution Statements

- 166 Table 3 commencing on the next page sets out the minimum markings, recommended copyright and licensing statements, and attribution statements for individual copyright works, referred to at paragraphs 127-128 and 141 above.⁵⁶
- 167 When working through the table, agencies should bear the following in mind:
- (a) each recommended copyright and licensing statement begins with the words “[Crown copyright / Copyright]”. Ministers, departments and offices of Parliament should select “Crown copyright”; all other agencies should select “Copyright” as they do not have “Crown” copyright in their original copyright works;
 - (b) each recommended copyright and licensing statement contains, in square brackets, a summary of what the licence permits (in the sentence commencing “In essence...”); while that summary is suggested to give licensees a quick snapshot of the key licence terms, it is optional and may be removed (the square brackets should be removed in any event);
 - (c) the copyright and licensing statement options headed “Statement with logo/trade mark carve out” and “Statement with no carve out but warning re Flags, Emblems, and Names Protection Act” reflect the “Protected names, emblems and trade marks” Policy Principle at paragraphs 45-48 above;
 - (d) agencies are not obliged to require attribution statements from licensees and may, if they wish, expressly waive them;⁵⁷
 - (e) an agency may request an attribution statement (i.e., to be used when licensees publish, distribute, perform or otherwise disseminate to the public either the licensed copyright work, any adaptation of the work or any collection containing the work) but later request its removal should it not wish to be attributed in a given context (as the licence terms require licensees to “remove such a credit if requested by the Licensor/Original Author”); and
 - (f) agencies licensing datasets which may be mashed up with other datasets and give rise to attribution stacking problems (as discussed at paragraph 39 above) should consider opting for the most minimal of attribution requirements (if any); the most minimal requirement is the third option set out in the relevant “Attribution statements” column of the table for each licence that permits derivative works/adaptations (i.e., “This [work/product/application/etc] uses data sourced from [name of agency]”).
- 168 As noted at paragraph 145 above, some agencies may prefer a generic treatment of attribution requirements, within a website’s general copyright statement or attribution policy, that applies to all Creative Commons licensed works on a website, rather than including attribution information for each discrete copyright work. Suggested wording for this kind of generic treatment is set out after table 3.


⁵⁶ SSC acknowledges and thanks the Queensland Government for its documented approach to applying Creative Commons licences, on which the table below is partly based.

⁵⁷ Should an agency wish to expressly waive any attribution requirements, it could do so by adding a statement such as the following at the end of the copyright and licensing statement it selects from the table below: “[name of agency] does not require any attribution when someone publishes, distributes, performs or otherwise disseminates this work to the public and hereby waives its right of attribution.”


Table 3: Minimum markings, recommended copyright and licensing statements, and attribution statements for individual copyright works


Minimum markings	Recommended copyright and licensing statements	Attribution statements (highlighted text is intended for use on websites, as appropriate, rather than in hard copy releases)
Licence name:	Creative Commons Attribution (BY)	
Licence image:	 <p>(Linked to licence URL in electronic versions (e.g., PDF, Word, Excel, etc))</p>	<p>Basic statement</p> <p>[Crown copyright / Copyright] ©. This copyright work is licensed under the Creative Commons Attribution 3.0 New Zealand licence. [In essence, you are free to copy, distribute and adapt the work, as long as you attribute the work to [name of agency/licensor] and abide by the other licence terms.] To view a copy of this licence, visit http://creativecommons.org/licenses/by/3.0/nz/.</p>
Licence URL link:	<p>http://creativecommons.org/licenses/by/3.0/nz/</p>	<p>Statement with logo/trade mark carve out</p> <p>[Crown copyright / Copyright] ©. Except for [name relevant logos, emblems and/or trade marks], this copyright work is licensed under the Creative Commons Attribution 3.0 New Zealand licence. [In essence, you are free to copy, distribute and adapt the work, as long as you attribute the work to [name of agency/licensor] and abide by the other licence terms.] To view a copy of this licence, visit http://creativecommons.org/licenses/by/3.0/nz/.</p> <p>Statement with no carve out but warning re Flags, Emblems, and Names Protection Act</p> <p>[Crown copyright / Copyright] ©. This copyright work is licensed under the Creative Commons Attribution 3.0 New Zealand licence. [In essence, you are free to copy, distribute and adapt the work, as long as you attribute the work to [name of agency/licensor] and abide by the other licence terms.] To view a copy of this licence, visit http://creativecommons.org/licenses/by/3.0/nz/. Please note that no [departmental or governmental emblem, logo or Coat of Arms] may be used in any way which infringes any provision of the Flags, Emblems, and Names Protection Act 1981 or would infringe such provision if the relevant use occurred within New Zealand. Attribution to [name of agency] should be in written form and not by reproduction of any such [emblem, logo or Coat of Arms].</p>
		<p>If you publish, distribute or otherwise disseminate this work to the public without adapting it, the following attribution to [name of agency] should be used:</p> <p>“Source: [name of agency] and licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]”</p> <p>If you adapt this work in any way or include it in a collection, and publish, distribute or otherwise disseminate that adaptation or collection to the public, the following attribution to [name of agency] should be used.⁵⁸</p> <p><i>Either:</i></p> <p>This work is [based on/includes] [name of agency]’s [insert name of work or data] which [is/are] licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]</p> <p><i>Or:</i></p> <p>This [work/product/application/etc] uses data sourced from [name of agency] which are licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]</p> <p><i>Or:</i></p> <p>This [work/product/application/etc] uses data sourced from [name of agency].</p> <p>Where practicable, please hyperlink the name of the agency to the agency’s web page that contains or links to the source data.</p>


⁵⁸ The agency should choose which one of these statements is appropriate by reference to the work in question. It should not include all three.

Minimum markings	Recommended copyright and licensing statements	Attribution statements (highlighted text is intended for use on websites, as appropriate, rather than in hard copy releases)
Licence name:	Creative Commons Attribution-Noncommercial (BY-NC)	
Licence image:	 <p>(Linked to licence URL in electronic versions (e.g., PDF, Word, Excel, etc))</p> <p>For non-commercial licences, like BY-NC, agencies may also wish to consider using the CC+ tool to specify additional licensing or points of contact for commercial use, as to which see paragraphs 92-93 above.</p>	<p>If you publish, distribute or otherwise disseminate this work to the public without adapting it, the following attribution to [name of agency] should be used:</p> <p>“Source: [name of agency] and licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]”</p> <p>If you adapt this work in any way or include it in a wider collection, and publish, distribute or otherwise disseminate that adaptation or collection to the public, the following attribution to [name of agency] should be used.⁵⁹</p> <p><i>Either:</i></p> <p>This work is [based on/includes] [name of agency]’s [insert name of work or data] which [is/are] licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]</p> <p><i>Or:</i></p> <p>This [work/product/application/etc] uses data sourced from [name of agency] which are licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]</p> <p><i>Or:</i></p> <p>This [work/product/application/etc] uses data sourced from [name of agency].</p> <p>Where practicable, please hyperlink the name of the agency to the agency’s web page that contains or links to the source data.</p>
Licence URL link:	<p>http://creativecommons.org/licenses/by-nc/3.0/nz/</p> <p>Basic statement</p> <p>[Crown copyright / Copyright] ©. This copyright work is licensed under the Creative Commons Attribution-Noncommercial 3.0 New Zealand licence. [In essence, you are free to copy, distribute and adapt the work for non-commercial purposes, as long as you attribute the work to [name of agency/licensor] and abide by the other licence terms.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-nc/3.0/nz/.</p> <p>Statement with logo/trade mark carve out</p> <p>[Crown copyright / Copyright] ©. Except for [name relevant logos, emblems and/or trade marks], this copyright work is licensed under the Creative Commons Attribution-Noncommercial 3.0 New Zealand licence. [In essence, you are free to copy, distribute and adapt the work for non-commercial purposes, as long as you attribute the work to [name of agency/licensor] and abide by the other licence terms.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-nc/3.0/nz/.</p> <p>Statement with no carve out but warning re Flags, Emblems, and Names Protection Act</p> <p>[Crown copyright / Copyright] ©. This copyright work is licensed under the Creative Commons Attribution-Noncommercial 3.0 New Zealand licence. [In essence, you are free to copy, distribute and adapt the work for non-commercial purposes, as long as you attribute the work to [name of agency/licensor] and abide by the other licence terms.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-nc/3.0/nz/. Please note that no [departmental or governmental emblem, logo or Coat of Arms] may be used in any way which infringes any provision of the Flags, Emblems, and Names Protection Act 1981 or would infringe such provision if the relevant use occurred within New Zealand. Attribution to [name of agency] should be in written form and not by reproduction of any such [emblem, logo or Coat of Arms].</p>	


⁵⁹ The agency should choose which one of these statements is appropriate by reference to the work in question. It should not include all three.

Minimum markings	Recommended copyright and licensing statements	Attribution statements (highlighted text is intended for use on websites, as appropriate, rather than in hard copy releases)
Licence name:	Creative Commons Attribution-No Derivative Works (BY-ND)	
Licence image:	 <p>(Linked to licence URL in electronic versions (e.g., PDF, Word, Excel, etc))</p>	<p>If you publish, distribute or otherwise disseminate this work to the public, the following attribution to [name of agency] should be used:</p> <p>“Source: [name of agency] and licensed by [name of agency] for re-use under the [name of and link to applicable Creative Commons licence]”</p> <p>If you include this work in a collection, and publish, distribute or otherwise disseminate that collection to the public, the following attribution to [name of agency] should be used:</p> <p>“This work includes [name of agency]’s [insert name of work or data] which [is/are] licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]</p> <p>Where practicable, please hyperlink the name of the agency to the agency’s web page that contains or links to the source data.</p>
URL link:	<p>http://creativecommons.org/licenses/by-nd/3.0/nz/</p> <p>Basic statement</p> <p>[Crown copyright / Copyright] ©. This copyright work is licensed under the Creative Commons Attribution-No Derivative Works 3.0 New Zealand licence. [In essence, you are free to copy and distribute the work (including in other media and formats), as long as you attribute the work to [name of agency/licensor], do not adapt the work and abide by the other licence terms.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-nd/3.0/nz/.</p> <p>Statement with logo/trade mark carve out</p> <p>[Crown copyright / Copyright] ©. Except for [name relevant logos, emblems and/or trade marks], this copyright work is licensed under the Creative Commons Attribution-No Derivative Works 3.0 New Zealand licence. [In essence, you are free to copy and distribute the work (including in other media and formats), as long as you attribute the work to [name of agency/licensor], do not adapt the work and abide by the other licence terms.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-nd/3.0/nz/.</p> <p>Statement with no carve out but warning re Flags, Emblems, and Names Protection Act</p> <p>[Crown copyright / Copyright] ©. This copyright work is licensed under the Creative Commons Attribution-No Derivative Works 3.0 New Zealand licence. [In essence, you are free to copy and distribute the work (including in other media and formats), as long as you attribute the work to [name of agency/licensor], do not adapt the work and abide by the other licence terms.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-nd/3.0/nz/. Please note that no [departmental or governmental emblem, logo or Coat of Arms] may be used in any way which infringes any provision of the Flags, Emblems, and Names Protection Act 1981 or would infringe such provision if the relevant use occurred within New Zealand. Attribution to [name of agency] should be in written form and not by reproduction of any such [emblem, logo or Coat of Arms].</p>	

Minimum markings	Recommended copyright and licensing statements	Attribution statements (highlighted text is intended for use on websites, as appropriate, rather than in hard copy releases)
Licence name:	Creative Commons Attribution-Noncommercial-No Derivative Works (BY-NC-ND)	
Licence image:	 <p>(Linked to licence URL in electronic versions (e.g., PDF, Word, Excel, etc))</p> <p>For non-commercial licences, like BY-NC-ND, agencies may also wish to consider using the CC+ tool to specify additional licensing or points of contact for commercial use, as to which see paragraphs 92-93 above.</p>	<p>If you publish, distribute or otherwise disseminate this work to the public, the following attribution to [name of agency] should be used:</p> <p>“Source: [name of agency] and licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]”</p> <p>If you include this work in a collection, and publish, distribute or otherwise disseminate that collection to the public, the following attribution to [name of agency] should be used:</p> <p>“This work includes [name of agency]’s [insert name of work or data] which [is/are] licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]</p> <p>Where practicable, please hyperlink the name of the agency to the agency’s web page that contains or links to the source data.</p>
Licence URL link:	<p>http://creativecommons.org/licenses/by-nc-nd/3.0/nz/</p> <p>Basic statement</p> <p>[Crown copyright / Copyright] ©. This copyright work is licensed under the Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 New Zealand licence. [In essence, you are free to copy and distribute the work (including in other media and formats) for non-commercial purposes, as long as you attribute the work to [name of agency/licensor], do not adapt the work and abide by the other licence terms.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-nc-nd/3.0/nz/.</p> <p>Statement with logo/trade mark carve out</p> <p>[Crown copyright / Copyright] ©. Except for [name relevant logos, emblems and/or trade marks], this copyright work is licensed under the Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 New Zealand licence. [In essence, you are free to copy and distribute the work (including in other media and formats) for non-commercial purposes, as long as you attribute the work to [name of agency/licensor], do not adapt the work and abide by the other licence terms.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-nc-nd/3.0/nz/.</p> <p>Statement with no carve out but warning re Flags, Emblems, and Names Protection Act</p> <p>[Crown copyright / Copyright] ©. This copyright work is licensed under the Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 New Zealand licence. [In essence, you are free to copy and distribute the work (including in other media and formats) for non-commercial purposes, as long as you attribute the work to [name of agency/licensor], do not adapt the work and abide by the other licence terms.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-nc-nd/3.0/nz/. Please note that no [departmental or governmental emblem, logo or Coat of Arms] may be used in any way which infringes any provision of the Flags, Emblems, and Names Protection Act 1981 or would infringe such provision if the relevant use occurred within New Zealand. Attribution to [name of agency] should be in written form and not by reproduction of any such [emblem, logo or Coat of Arms].</p>	

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Licence name:	Creative Commons Attribution-Share Alike (BY-SA)	
Licence image:	 <p>(Linked to licence URL in electronic versions (e.g., PDF, Word, Excel, etc))</p>	<p>If you publish, distribute or otherwise disseminate this work to the public without adapting it, the following attribution to [name of agency] should be used:</p> <p>“Source: [name of agency] and licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]”</p>
Licence URL link:	<p>http://creativecommons.org/licenses/by-sa/3.0/nz/</p> <p>Basic statement</p> <p>[Crown copyright / Copyright] ©. This copyright work is licensed under the Creative Commons Attribution-Share Alike 3.0 New Zealand licence. [In essence, you are free to copy, distribute and adapt the work, as long as you attribute the work to [name of agency/licensor] and abide by the other licence terms. If you alter, transform, or build upon this work, you may distribute the resulting work only under the same, similar or a compatible licence.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-sa/3.0/nz/.</p> <p>Statement with logo/trade mark carve out</p> <p>[Crown copyright / Copyright] ©. Except for [name relevant logos, emblems and/or trade marks], this copyright work is licensed under the Creative Commons Attribution-Share Alike 3.0 New Zealand licence. [In essence, you are free to copy, distribute and adapt the work, as long as you attribute the work to [name of agency/licensor] and abide by the other licence terms. If you alter, transform, or build upon this work, you may distribute the resulting work only under the same, similar or a compatible licence.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-sa/3.0/nz/.</p> <p>Statement with no carve out but warning re Flags, Emblems, and Names Protection Act</p> <p>[Crown copyright / Copyright] ©. This copyright work is licensed under the Creative Commons Attribution-Share Alike 3.0 New Zealand licence. [In essence, you are free to copy, distribute and adapt the work, as long as you attribute the work to [name of agency/licensor] and abide by the other licence terms. If you alter, transform, or build upon this work, you may distribute the resulting work only under the same, similar or a compatible licence.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-sa/3.0/nz/. Please note that no [departmental or governmental emblem, logo or Coat of Arms] may be used in any way which infringes any provision of the Flags, Emblems, and Names Protection Act 1981 or would infringe such provision if the relevant use occurred within New Zealand. Attribution to [name of agency] should be in written form and not by reproduction of any such [emblem, logo or Coat of Arms].</p>	<p>If you adapt this work in any way or include it in a collection, and publish, distribute or otherwise disseminate that adaptation or collection to the public, the following attribution to [name of agency] should be used.⁶⁰</p> <p><i>Either:</i></p> <p>This work is [based on/includes] [name of agency]'s [insert name of work or data] which [is/are] licensed by [name of agency] for re-use under the [name of and link or URL for to applicable Creative Commons licence]</p> <p><i>Or:</i></p> <p>This [work/product/application/etc] uses data sourced from [name of agency] which are licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]</p> <p><i>Or:</i></p> <p>This [work/product/application/etc] uses data sourced from [name of agency].</p> <p>Where practicable, please hyperlink the name of the agency to the agency's web page that contains or links to the source data.</p>

⁶⁰ The agency should choose which one of these statements is appropriate by reference to the work in question. It should not include all three.

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Licence name:	Creative Commons Attribution-Noncommercial-Share Alike (BY-NC-SA)	
Licence image:	 <p>(Linked to licence URL in electronic versions (e.g., PDF, Word, Excel, etc))</p>	<p>If you publish, distribute or otherwise disseminate this work to the public without adapting it, the following attribution to [name of agency] should be used:</p> <p>“Source: [name of agency] and licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]”</p>
Licence URL link:	<p>http://creativecommons.org/licenses/by-nc-sa/3.0/nz/</p> <p>Basic statement</p> <p>[Crown copyright / Copyright] ©. This copyright work is licensed under the Creative Commons Attribution-Noncommercial-Share Alike 3.0 New Zealand licence. [In essence, you are free to copy, distribute and adapt the work for non-commercial purposes, as long as you attribute the work to [name of agency/licensor] and abide by the other licence terms. If you alter, transform, or build upon this work, you may distribute the resulting work only under the same, similar or a compatible licence.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-nc-sa/3.0/nz/.</p> <p>Statement with logo/trade mark carve out</p> <p>[Crown copyright / Copyright] ©. Except for [name relevant logos, emblems and/or trade marks], this copyright work is licensed under the Creative Commons Attribution-Noncommercial-Share Alike 3.0 New Zealand licence. [In essence, you are free to copy, distribute and adapt the work for non-commercial purposes, as long as you attribute the work to [name of agency/licensor] and abide by the other licence terms. If you alter, transform, or build upon this work, you may distribute the resulting work only under the same, similar or a compatible licence.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-nc-sa/3.0/nz/.</p> <p>Statement with no carve out but warning re Flags, Emblems, and Names Protection Act</p> <p>[Crown copyright / Copyright] ©. This copyright work is licensed under the Creative Commons Attribution-Noncommercial-Share Alike 3.0 New Zealand licence. [In essence, you are free to copy, distribute and adapt the work for non-commercial purposes, as long as you attribute the work to [name of agency/licensor] and abide by the other licence terms. If you alter, transform, or build upon this work, you may distribute the resulting work only under the same, similar or a compatible licence.] To view a copy of this licence, visit http://creativecommons.org/licenses/by-nc-sa/3.0/nz/. Please note that no [departmental or governmental emblem, logo or Coat of Arms] may be used in any way which infringes any provision of the Flags, Emblems, and Names Protection Act 1981 or would infringe such provision if the relevant use occurred within New Zealand. Attribution to [name of agency] should be in written form and not by reproduction of any such [emblem, logo or Coat of Arms].</p>	<p>If you adapt this work in any way or include it in a wider collection, and publish, distribute or otherwise disseminate that adaptation or collection to the public, the following attribution to [name of agency] should be used.⁶¹</p> <p><i>Either:</i></p> <p>This work is based on [name of agency]’s [insert name of work or data] which [is/are] licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]</p> <p><i>Or:</i></p> <p>This [work/product/application/etc] uses data sourced from [name of agency] which are licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]</p> <p><i>Or:</i></p> <p>This [work/product/application/etc] uses data sourced from [name of agency].</p> <p>Where practicable, please hyperlink the name of the agency to the agency’s web page that contains or links to the source data.</p>

⁶¹ The agency should choose which one of these statements is appropriate by reference to the work in question. It should not include all three.

Generic treatment within websites of attribution requirements of licensees

169 Set out below is suggested wording for a generic treatment of attribution requirements of licensees, to apply to all Creative Commons licensed works on a website. It is intended for inclusion by the licensing agency within a website's general copyright statement or attribution policy, and may need to be tailored to meet an agency's specific circumstances and requirements. As noted above, including such attribution requirements is optional.

If you wish to use a copyright work contained on this website that is licensed for re-use under a Creative Commons licence, the terms of that licence require you to attribute the work in the manner specified by [name of agency] (but not in any way that suggests that [name of agency] endorses you or your use of the work) when you publish, distribute or otherwise disseminate to the public, either:

- the work itself; or
- where the applicable licence allows you to make an adaptation / derivative work, any adaptation of the work; or
- any collection containing the work.

In these circumstances, you are required to attribute licensed copyright works to [name of agency] in the manner set out below, unless [name of agency] has expressly waived the attribution requirement for a given work.

If you publish, distribute or otherwise disseminate a licensed work to the public without adapting it, the following style of attribution to [name of agency] should be used:

"Source: [name of agency] and licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]"

If the applicable licence for a work allows you to make an adaptation / derivative work and you adapt the work in any way, or if you include the work in a collection, and publish, distribute or otherwise disseminate the adaptation or collection to the public, the following style of attribution to [name of agency] should be used, tailored as appropriate.⁶²

Either:

This work is [based on/includes] [name of agency]'s [insert name of work or data] which [is/are] licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]

Or:

This [work/product/application/etc] uses data sourced from [name of agency] which are licensed by [name of agency] for re-use under the [name of and link to or URL for applicable Creative Commons licence]

Or:

This [work/product/application/etc] uses data sourced from [name of agency].

Where practicable, please hyperlink the name of the agency to the agency's web page that contains or links to the source data.

⁶² Depending on the variety of copyright works on its website, an agency may wish to select one of these kinds of statements or it may wish to include two or three of them and allow licensees to choose which one to use.