



# The SAGE Permission Guidelines

Using third-party content in your publication

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# SAGE Author Permissions Requirements

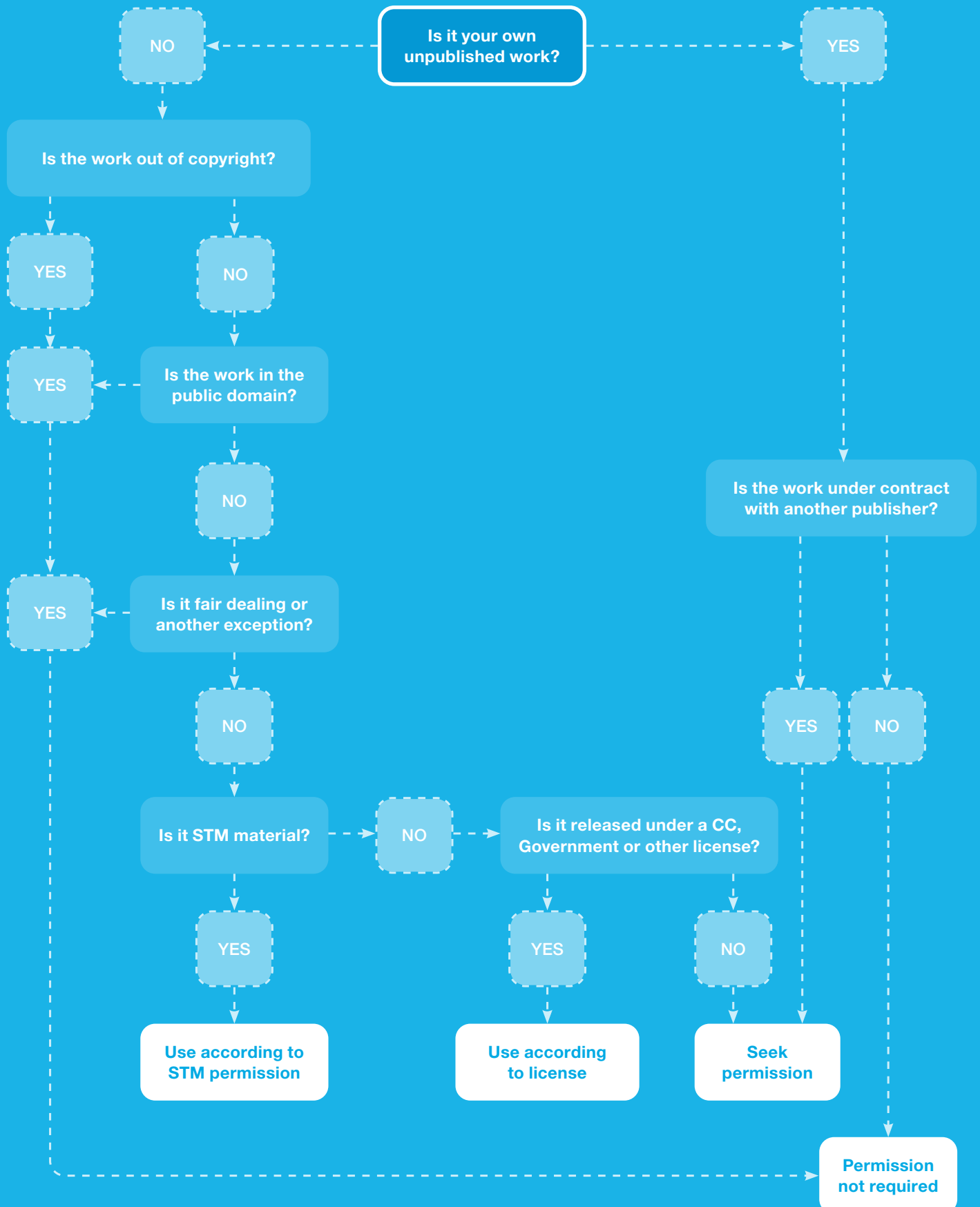
Please be aware that as agreed in your contract it is **your responsibility** to clear any third party permissions for your book. Unless the material is out of copyright or its use falls under a copyright exception, **any** material not created by you (known as third party material) which you wish to include in your book requires the permission of the copyright holder for inclusion before the book can be published. Getting this permission can be slow, time-consuming, expensive and not always possible. It is therefore best to avoid using third party material wherever possible.

You will need to do the following:

- Avoid including third party material, including images, wherever possible as it is both time-consuming and costly to clear permissions.
- Clear permissions for any necessary third party material as you write your draft chapters and ensure that all permissions are cleared by the time your final manuscript is submitted.
- Complete the permissions log provided with all of the necessary information for any images (artwork) and third party permissions included.
- Send any permissions correspondence to the Editorial Assistant/Assistant Editor working on your book for their records.
- Be aware that SAGE reserves the right to remove any material where satisfactory evidence of permissions has not been provided.
- Keep in mind that failure to clear permissions ahead of manuscript submission could prevent or significantly delay publication of your book.

# Do I need permission?

This decision flowchart can help you to determine if you need permission for something. The rest of these guidelines explain this in more detail. Contact your SAGE editor if you are still unsure.



# When do you need permission to use work that is protected by copyright?

It is safest to assume that you will need permission from the rights holder to use any third party material. The rights holder may be the author, photographer, illustrator or publisher of that material.

## Quotations from books/text

Some quotations may need permission. There is no legal word limit. For example, just one line of a Haiku poem would be a substantial part of it and may require permission. Some publishers or other organisations may have their own guidelines on how many words you can use from works owned by them, but there are none specified in UK law. There is an exception in UK law that may allow the use of quotations from copyright work without permission. Please see the section on **fair dealing** for further information.

## Photographs and other images

Photographs and other images should be used sparingly and **only if pedagogically valuable**. Be aware that photographs are likely to need permission. High-quality stock images are available to purchase from sites such as [Shutterstock](#), [istock](#), [Alamy](#) and [Adobe Stock](#). By purchasing an image license from these accredited stock image sites, you are ensuring that you are allowed to use the photograph. These sites provide detailed information such as “model release” or any usage restrictions.

Alternatively, you can source images for free via the following sites, however **you must ensure that they are of sufficient size and resolution (minimum 300dpi)** and that they do not show any visible trademarks (logos/brands) or works of art that are not in the public domain. The photo also cannot infringe upon privacy rights (show visible faces without consent).

- [Creative Commons](#) – remember to select ‘use commercially’ and to double-check that the license of the image you’d like to use allows for commercial use.
- [Pxfhere](#) – Note that conditions state that anyone who is identifiable should not be shown in a negative light.
- [Pixabay](#)
- [Hippopx](#)
- [Unsplash](#)

Please note that on these free sites, there is always a small risk that the copyright owner of the photo remains unclear. Each site provides their own terms and conditions, and some clearly state that the responsibility of securing correct copyright lies with the user (you).

Caution should be used when considering images that show identifiable people or other copyrighted material as

the licenses may not cover model releases or third party content. See also page 10 for GDPR information regarding visible faces within images without consent.

## Screenshots

Other types of images such as screenshots or still images from a film are also likely to need permission. Some organisations have their own guidelines as to whether or not you can use screenshots without permission, but in general they do not have any special copyright-free status.

## Unpublished work

For example, student work. You will need permission to use unpublished work by another person.

## Your own work that is under contract or published by another publisher

If you have signed a contract or published a work with another publisher you may need permission from them to re-use the work. Some publishers will grant you ‘re-use rights’ as part of your contract, so it is worth checking that first.

## Graphics

Charts/figures/tables that have been created by another person generally require permission. You may even need permission to adapt a chart or figure. There may be some circumstances where permission is not required – see pages 9 and 11.

## The internet

**It is a common misconception that material found and freely available on the internet is ‘public domain’.**

This is unlikely to be the case. Putting something on the internet does not remove copyright protection. It also counts as publishing. For example, if you want to quote from a blog post that someone has made, you may need to ask permission from the blogger. Be aware that people do not always correctly reference their sources, and they may post things on the internet that they don’t have permission for.

Be especially careful with the following:

### YouTube

Many people post videos to YouTube. If you want to use a still image from a YouTube video, you will generally need to

ask permission from the person who uploaded the video. Before you seek permission, look carefully at the images you want to use. Do they contain images or clips that may belong to another copyright holder? E.g. do they have a clip from a film?

If they do, it's quite likely that you will either need to contact a further copyright holder, or that the person posting the video did not have permission in the first place.

If you are linking to a YouTube video, in addition to imagery you will want to consider if there is any background music. If there is, it's likely to be subject to copyright and you may need to seek further permission.

### Facebook

If you want to use images from Facebook, you will generally need permission from the person who posted the photographs. Having a public profile (i.e. one that anyone can look at) does not mean the images are 'public domain'. If the images are of people other than the person who posted them, you may need separate permission from others in them, or you may need to blur faces. Facebook does not own the images.

### Twitter

You will need to request permission from the original Tweeter before using any tweets.

### Instagram

As with other images, the Instagram account holder owns the photograph and you would need permission from them to use the image.

### Pinterest

The difference with Pinterest is that in general people are re-posting images owned by other people. Pinterest users are supposed to get permission to post images and should reference the source. Many companies now allow use of their images on Pinterest, often by putting a little symbol by an image which means a person can 're-pin' the image.

If you want to use an image that shows a whole or part of a Pinterest board, check that any images within the board were allowed to be pinned.

If you found an image on Pinterest and want to use only that image, it's best to find the original source and ask for permission. E.g. if a company allows their image to be re-pinned, it doesn't mean you can use that image for a book just because it was found on Pinterest.

### Google products

Google provide quite a lot of [information](#) on using screenshots from their products.

Google does not explicitly grant permission for many uses of its products; instead they rely on your interpretation of their terms and conditions and compliance with them.

SAGE's interpretation of the terms and conditions for Google Maps is that it is ok to use images from Google maps provided that attribution and other requirements are met. If you are unsure about the use of Google maps please contact your SAGE editor.

## The internet and licenses

Many people release their work on the internet with the intention that it can be used by other people. 'Creative Commons' is the name of a widely used license that allows other people to use your work, within guidelines. The creator of the work can select options that suit their work and the use they want others to make of it.

You should be able to use third party work that has been released under this type of license as long as you comply with any conditions, such as attributing it to the author, or not altering it.

Please note you should check any work you want to use for any obvious inclusion of other third party material. For example, if you want to use a piece of text that includes a quote from Harry Potter, it is unlikely that the license applies to the Harry Potter quote. It is likely that you will still need to apply for separate permission for the quote.

### Wikipedia

Wikipedia is an example of extensive use of open licenses. Wikipedia text content (the words on the page) is created and released under a creative commons license. The license means you can use the text if you adhere to the conditions. Wikipedia also hosts a lot of images. Many of the images have different licenses and copyright restrictions, so each image would need to be checked to see what the licensing conditions are.

Find out more about Creative Commons licenses [here](#). Other types of license include the [GNU license](#).

**NOTE: If you are publishing your work under an open access license and you include third party material that is NOT released under an open access license – e.g. an image from a film – you must let the rights holder know that their material will appear in an open access publication when you request permission.**

## Government work

Most UK government work is Crown copyright. This is not as restrictive as it might seem. The UK government now operates an 'open government' license for the majority of its material.

More information is available [here](#).

The open government license allows people to re-use Crown material free of charge as long as you follow any conditions set out in the [license](#).

Not all government material is covered by the license, so check to see if the material has a statement saying it is published under the Open Government License.

Some government bodies do not use Crown copyright; instead they operate their own copyright. If the material you wish to use is owned by one of these bodies you will need to [contact them](#) directly.

# When don't you need to get permission?

## You don't need to get permission to use a work:

- If it is your own unpublished work and is not under contract to another publisher.
- If the work is out of copyright.
- If the work is otherwise classified as public domain.
- If you use the work in the context of fair dealing for criticism or review, or another copyright exception.

Please read the detail for each category given below.

**If the work does not fall under any of these categories then you do need permission.**

## Your own work

In general, authors (photographers, artists etc.) have copyright over their own work. However, in some instances an employer may own the work if it was created by their employees during the course of their employment. This may apply if you work in the private sector or in the public sector.

Check your employment contract or with your employer if you think this may apply to you.

## Unpublished work/not under contract with another publisher

If you have unpublished works that you have not made an agreement to publish with a publisher you should have copyright over this work and can publish it or contract with a publisher to do so.

## Out of copyright works

As previously mentioned, the most common form of copyright duration is the life of the author plus 70 years. This applies to 'literary, dramatic, musical and artistic works' e.g. books, poems, plays, music, photographs, paintings. Sound recordings, films and broadcasts may have other copyright durations. A work is out of copyright 70 years after the end of the calendar year in which the author died. E.g. James Joyce died in January 1941, but the 70 year period does not start until 1942, so the works were still in copyright until the end of 2012.

## Public domain works

Public domain works are works that do not attract copyright. This means that these are usually available for use without payment or permission. The copyright may have expired (see above), or they may have been released into the public domain by the creator. For example, US Government works (and some government works from other countries) are almost all public domain and can be re-used without permission as long as the source is referenced.

The definition for public domain is specific. The following works are unlikely to be public domain:

- Works that are freely available to read on the internet.
- Images you find on Google images.
- Works for which you have not been able to find a copyright holder – please see section on Orphan Works.
- Works that do not have a © copyright symbol.

It is important to be aware that some countries have different lengths of copyright duration. E.g. if a work was first published in a country with a copyright duration that is shorter to that of the UK, it may still be considered to be in copyright here, even if out of copyright in the original country. Some countries have longer copyright durations, although the majority are the same or shorter.

### Images of public domain/out of copyright works of art

Could be for example a digital image of a painting. In the UK, the digital image of a public domain painting is subject to copyright and is owned by the person/organisation who made the image. Many galleries and museums now make images available on their websites. If you are using images from this type of source, please check the terms and conditions carefully. Download fees may be applicable. Ask your SAGE editor for advice if necessary.

### Photographs of buildings, sculptures or works of artistic craftsmanship

If these are permanently situated in a public space such as a street or a public park, then anyone can take a photograph without infringing the copyright of the artist. The copyright for the photograph will be owned by the person who took the photo, so you may need permission from the copyright holder.





## Fair dealing for criticism, review or quotation

UK copyright law includes an exception which means permission is not required if the material in question is 'fair dealing for the purposes of criticism or review'. In October 2014, 'quotation' was added to this exception, which means that in many cases, short quotations can be used without the need for permission.

### Fair dealing for quotation

This exception applies to short quotations from a text work, which can include poems or songs. The use is within the context of 'fair dealing' so it must be a 'fair' use of the work, and it must be no more than is necessary. For example, if you want to quote two lines from a paragraph, you may, as long as it's reasonable or fair to do so, and you only quote the two lines rather than the whole paragraph. Note that fair dealing is about the proportion of text being used, rather than a particular word limit.

Quotations must be:

- Previously published or made available to the public.
- Fair dealing with the work.
- No more than is required for the specific purpose for which it is used.
- Sufficiently acknowledged (attributed, credited, referenced).

### Fair dealing for criticism and review

The fair dealing for criticism and review exception can apply to text works including poems and songs, as well as to images.

This exception would generally apply to longer text extracts, where you are critically discussing the work rather than using it to illustrate a point or using it as an example.

If you are discussing a quotation from a work (as opposed to a whole work such as an image) then you should only use as much as you need for your specific purpose.

In addition to being critically discussed or reviewed in your work, the material must be:

- Previously published or made available to the public
- Sufficiently acknowledged (attributed, credited, referenced).

What constitutes fair dealing can be subjective. The legal provision is open to interpretation. If you are at all unsure please contact your editor at SAGE in the first instance.

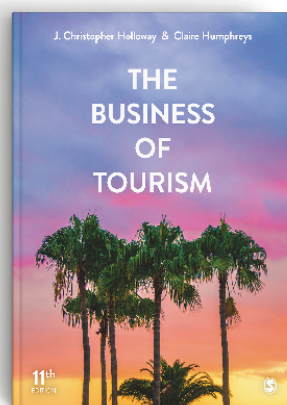
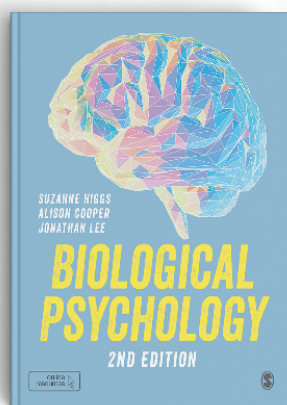
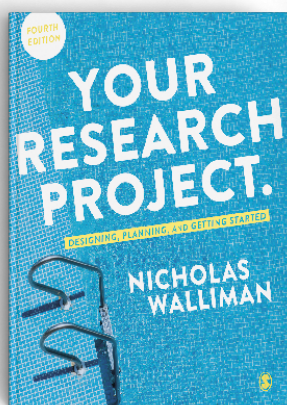
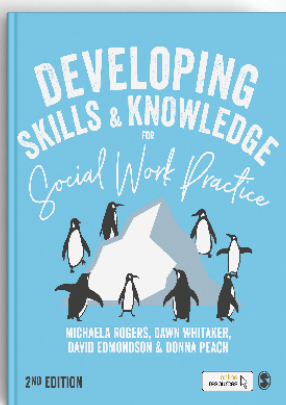
Some types of use are less likely to come under the fair dealing exception. Here are some common things to look out for:

- **Tables and figures** – unless you are critiquing the presentation or merits of the table or figure this is unlikely to be fair dealing. **Re-used figures and tables will almost always require permission unless they are significantly adapted.**
- **Adaptations** – you may need permission for an adaptation – it is not of itself criticism or review.
- **Unpublished work** – having been previously published is a condition of the exception.

### A note on tables/figures/adaptations

If you create a table or figure from raw data you do not need permission from the data provider as long as your access to the data is legitimate – e.g. it is publicly available data, or you have permission to access the data. You will own the copyright in your table or figure.

If you adapt a figure then you may not need permission if the adaptation is sufficiently different enough to constitute a new figure. Expanding or adding to a figure, or simplifying a complicated figure, may be a sufficient adaptation. Adding additional data lines and commentary to a table may also constitute a new work. Simply re-ordering data entries or changing box shapes may not be different enough to constitute a new figure. Please check with your editor if you are adapting figures.



## Orphan Works

Orphan works are works that are in copyright, but the rights holder cannot be identified or located. Unless your use of an ‘orphan work’ comes under an existing exception (e.g. fair dealing) then you would still need permission to use the work.

In October 2014 a licensing scheme for orphan works was introduced. It is run by the Intellectual Property Office and enables some use of orphan works by certain types of organisations.

The register of works licensed under the scheme is [publicly available](#) and can be searched to see if items have already been identified as orphan work. If you want to use a work that is on the register please contact your SAGE editor.

A work is considered an orphan work after a ‘diligent search’ has been carried out.

There is [detailed guidance](#) which contains useful sources and links which can help to find rights holders.

Whilst carrying out these searches does not automatically mean you can use a work, it may help to find the correct person to ask for permission, or help to identify the work as orphan.

**If you are using work that is still in copyright but appears to be an orphan work please contact your SAGE editor for further advice.**

## General Data Protection Regulations – GDPR

GDPR is a regulation on data protection and privacy. It came into force in the UK in 2018 and affects the use of identifiable personal data. Images that show faces may be considered identifiable personal data, and may require consent from the person depicted as well as permission from a copyright holder. This will not necessarily apply to all images which show faces – for example, many images from image libraries will be ‘model-released’ which means the people have consented to wide use of their image. If you have taken, or plan to take photos yourself which show faces, you can gain consent at the time the image is taken. This must be documented.

Other types of personal data might be real names used on social media. If you are collecting social media data for research, please bear in mind the terms and conditions of social media platforms, ethical policies at your institution (if applicable) and processes for consent/anonymisation of data.

Sometimes it is necessary to include a real name – e.g. as an attribution or credit line for someone’s work, where you are using the work under a copyright exception.

Please contact your SAGE Editor if you are at all unsure about how GDPR impacts your publication.

More information is also available [here](#).

# How to get permission

If you need permission to use copyrighted work, you will need to ask permission from the rights holder. This is not necessarily the author or artist.

For books, journals, newspapers, magazines etc, the publisher is often the rights holder. You can find out who the publisher is by looking to see if there is a copyright statement on the work, or by searching online. Many publishers have websites that will have their contact details on. Some publishers will have an online request system.

For song lyrics and music, a good place to start is the record label or artist's management/representation. An internet search can help with this too.

For photographs, many photographers retain their rights. Quite often they will have a website that you can contact them through. Photographs should be credited with the photographer's name, even if the image appears in a newspaper or other publication.

## RightsLink/Copyright Clearance Center/PLS Clear

These are online resources that many publishers use to process permission requests. You can search for the material you want to use and if the publisher is using this resource you can request permission through this system. Not all publishers use these types of systems.

- [Rightslink](#)
- [Copyright Clearance Center](#)
- [PLS Clear](#)

## STM guidelines

Many publishers are members of an organisation called STM. STM stands for The International Association of Scientific, Technical and Medical Publishers. The member publishers have agreed to some reciprocal permission guidelines called the STM guidelines.

This agreement allows publishers to use each other's material within certain limitations and under certain conditions. SAGE Publishing is a member.

The guidelines can be found [here](#). Always check each time you want to use material as new publishers may sign up or other changes may be made.

The guidelines allow publishers to opt in or out of requiring an express request for permission. You can see which

publishers require you to ask permission even if your use falls within the agreed limits by looking to see which box has been ticked in the relevant 'opting in' or 'opting out' column.

If a publisher requires you to ask for permission and your use is within the guidelines the use should be granted free of charge. If the publisher does not require you to ask for permission and your use is within the guidelines, then you can go ahead and use the material.

### Quantity limits for gratis permissions

Permission is, or in the case of an express permission requirement should be, granted free of charge, with respect to a particular journal article or book being prepared for publication to:

- use up to three figures (including tables) from a journal article or book chapter, but not more than five figures from a whole book or journal issue/edition;
- not more than six figures from an annual journal volume; and
- not more than three figures from works published by a single publisher for an article, and not more than three figures from works published by a single publisher for a book chapter (and in total not more than thirty figures from a single publisher for re-publication in a book, including a multi-volume book, with different authors per chapter)
- use single text extracts of less than 400 words from a journal article or book chapter, but not more than a total of 800 words from a whole book or journal issue/edition.

**Permission granted should cover all editions of your work, and electronic versions of it e.g. online journal article, use in ebook version.**

If your use of material falls outside of the guidelines you can still ask for permission. Some publishers may charge a fee for the material that is outside the guidelines.

Some publishers have exceptions – the material is not covered by the STM guidelines and you will have to ask permission separately, or perhaps contact someone else. Check the relevant column on the guidelines page to ensure that the material you wish to use is not an exception.

**You should always reference the source of the material and follow any other conditions within the guidelines or as required by the rights holder.**

## Written permission

Most permission needs to be requested and granted in writing. As mentioned above, some publishers operate an online system and will grant permission that way.

Make sure you save any permissions correspondence and grants of permission and send this to the Editorial Assistant working on your book.

### If you cannot get permission

You need to get permission for SAGE to use material in your work unless it falls into one of the five categories listed on pages 8 and 9.

- Not doing so means that you are infringing copyright.
- If you cannot get permission you must not use the material.
- There is a commonly held misconception that a good faith effort to get permission is enough. **This is untrue.**

These things may help you:

- Straightforward search using Google or another powerful search engine.
- Wikipedia/media – this can be quite useful for images as well as general information. There are various ‘sister Wiki’ sites that may also be helpful.
- [The WATCH copyright database](#).
- [The Society of Authors](#) – useful for UK-based authors.



## What if no one will respond to you?

If you cannot get a response try to contact them by phone. Although it is unlikely permission will be granted over the phone, you may be able to find out what has happened to your request, or who you should contact or follow up with.

As permissions requests can take a long time to be granted, it is important to apply for permission as you write so that this doesn't cause any delay to the publication of your book.

## What if you still cannot get permission?

Please contact your editor or editorial assistant at SAGE. We can discuss some options with you:

- There may be a way to rewrite or adapt the material so that your use falls into the fair dealing exception.
- You might be able to replace your material with something else for which it may be easier to obtain permission or even which is out of copyright.

## When you have obtained permission

- Save the correspondence, including all emails for all permissions cleared.
- Forward the complete set of permissions to your editor at SAGE when you deliver your manuscript. Your editor will need to keep this correspondence on file.

## Acknowledgements

- You need to note any particular requests made by the rights holders when you receive permission.
- **Often there may be a particular form of words required for the acknowledgement or source line, which you need to include precisely as stated, in your work.**
- This acknowledgement may need to appear next to the actual material, particularly if it's a figure or table or other illustration.

