



What is Copyright?

When building a web site it's important to consider where your content is coming from. It's not acceptable to crib large chunks of copy off other websites or use people's images. The internet makes it so easy to take other peoples work and use it as your own, but it doesn't make it right.

Copyright is automatically applied to original works, including logos, text and design. Items don't have to be registered to be protected. As long as the owner of the work can prove they own it, they're covered. How would you feel if you had spent weeks creating illustrations for your site and then found them being used by somebody else?

There are alternatives to stealing. If you don't have the photographs you need for a project take a look at some stock image websites. Most of them are reasonably priced and some are free. Just remember to always read the terms of use before downloading or purchasing.

Take the time to write your own text, you know your business best. There are lots of books and websites that will help you feel inspired. Alternatively get a professional copywriter to help you. Don't go to a competitors site and reword their copy for your own use, it's not allowed and will be extremely embarrassing and costly if you are caught.

Don't forget that copyright is there to protect you to. Copyright applies even if you don't have a copyright symbol on your work. But it does help if you put it on. It helps to remind anyone considering stealing your work that your take this matter seriously.

To find out more about copyright in the UK visit - <http://www.copyrightservice.co.uk>