

COPYRIGHT POLICY Clarification (see 200.2.2)

Definition of terms

- Stock items—Titles carried by *CEF Press*® on a continuous basis.
- Vaulted items—Titles carried by *CEF Press* only during their current curriculum year.
- Temporarily Out of Stock items—Titles currently being stocked by *CEF Press*, but the supply has been depleted. *CEF Press* is restocking.
- Discontinued items—Titles that *CEF Press* has stopped producing and stocking. Limited quantities of these items may still be available temporarily.
- Out of Stock items—Titles that have been discontinued and all supplies have been depleted.
- Personal Use—For use in the direct ministry of the original purchaser. Listed below are examples of acceptable/unacceptable reproduction for personal use.

Acceptable

- You have one *Good News Club*® with five teachers. You want to give them each a section of the text to prepare their portion of club.
- You have a large club and want to scan and create PowerPoint or overhead transparencies of the materials.

Unacceptable

- You are a local director. You have six Good News Clubs. You have purchased one set of *Good News Club* materials. You would like to copy a set for each *Good News Club*.
- You have a large club and want to scan and create PowerPoint or overhead transparencies of the materials. You want to sell or give (distribute) them to all your friends for their clubs.

If in doubt, contact the *CEF* copyright office at copyrights@cefonline.com for permission prior to making any copies. It is important that you make contact by email rather than phone. These are legal issues and both parties need record of requests and permissions.

Fair Use as described in the “Copyright Law of the United States of America”

See: <http://www.copyright.gov/title17/92chap1.html#107>

One of the rights accorded to the owner of copyright is the right to reproduce or to authorize others to reproduce the work in copies or phonorecords. This right is subject to certain limitations found in sections 107 through 118 of the copyright act (title 17, U.S. Code). One of the more important limitations is the doctrine of “fair use.” Although fair use was not mentioned in the previous copyright law, the doctrine has developed through a substantial number of court decisions over the years. This doctrine has been codified in section 107 of the copyright law.

Section 107 contains a list of the various purposes for which the reproduction of a particular work may be considered “fair,” such as criticism, comment, news reporting, teaching, scholarship, and research. Section 107 also sets out four factors to be considered in determining whether or not a particular use is fair:

1. the purpose and character of the use, including whether such use is of commercial nature or is for nonprofit educational purposes;
2. the nature of the copyrighted work;
3. amount and substantiality of the portion used in relation to the copyrighted work as a whole; and
4. the effect of the use upon the potential market for or value of the copyrighted work.

The distinction between “fair use” and infringement may be unclear and not easily defined. There is no specific number of words, lines, or notes that may safely be taken without

permission. Acknowledging the source of the copyrighted material does not substitute for obtaining permission.

The 1961 *Report of the Register of Copyrights on the General Revision of the U.S. Copyright Law* cites examples of activities that courts have regarded as fair use: “quotation of excerpts in a review or criticism for purposes of illustration or comment; quotation of short passages in a scholarly or technical work, for illustration or clarification of the author’s observations; use in a parody of some of the content of the work parodied; summary of an address or article, with brief quotations, in a news report; reproduction by a library of a portion of a work to replace part of a damaged copy; reproduction by a teacher or student of a small part of a work to illustrate a lesson; reproduction of a work in legislative or judicial proceedings or reports; incidental and fortuitous reproduction, in a newsreel or broadcast, of a work located in the scene of an event being reported.

The safest course is always to get permission from the copyright owner before using copyrighted material. The [U.S.] Copyright Office cannot give this permission.

When it is impracticable to obtain permission, use of copyrighted material should be avoided unless the doctrine of “fair use” would clearly apply to the situation. The [U.S.] Copyright Office can neither determine if a certain use may be considered “fair” nor advise on possible copyright violations. If there is any doubt, it is advisable to consult an attorney.

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Frequently Asked Questions for Copyrights

A CEF owned title/product is a product created by CEF International Headquarters (IHQ) and CEF Inc. is the copyright owner. Local chapters do not own the copyright and must get written permission from the CEF copyright office before reproducing CEF owned title/products or producing a derivative work.

1. I have an older copy of an obviously discontinued lesson. Can I make copies of it?
 - a. You need to contact copyrights@cefonline.com for written permission.
2. I have enough CEF visuals to use for my Sunday school classes. I don't want to use the text. Can I use my own text with CEF visuals?
 - a. Yes, but you may not make copies of the visuals without contacting copyrights@cefonline.com for written permission.
3. Can I change the text for the Bible lesson owned by CEF IHQ?
 - a. Certainly, when you teach you should "make the lesson your own" adjusting to fit the needs of the children in your club or class and for your own style of delivery. This is fair personal use of teaching material. If you want to change a lesson for others to use too, then you must always check with copyrights@cefonline.com. All lessons published by CEF Press® follow a stringent process and are professionally proofread and edited. They also are reviewed for biblical accuracy by multiple theologians, as well as field staff and Christian educators.
4. I want to create a PowerPoint from CEF Press lesson visuals. May I?
 - a. First check to see if the lesson is in cycle. If the lesson is in cycle, there will be a PowerPoint CD that you can purchase from cefpress.com. If the lesson is not in cycle, always check with copyrights@cefonline.com.
5. Can I have the CEF logo printed on t-shirts, sweatshirts, polo shirts, pens, mugs, signage, display, etc.?
 - a. Use of CEF logos and trademarks is restricted to *Child Evangelism Fellowship* and its subsidiaries unless permission is obtained from the CEF copyright office prior to production of a product. Potential vendors should contact copyrights@cefonline.com for permission before using the CEF logo.
6. Where can I download the official CEF logos?
 - a. You can find high quality logos (ai files) in the Resource Library at staff.cefonline.com. Log in as staff and go to the Resource Library. Search the Resource Library for logo. The downloadable file is a zip file that will need to be extracted after it is downloaded. If you are unsure how to log in as staff, contact usa@cefonline.com.
7. I need an image for my website. Can I search online, find one and use it?
 - a. Use of an image without permission from the photographer (or the photographer's rights management company) is always a copyright violation. There are many photos online, but few are copyright free. You can obtain copyright free photos from pixabay.com and unsplash.com. Be sure the image bears a Creative Commons license waiver (CC0).
8. I want to use something that has no copyright line on it. Can I use it?
 - a. No. A copyright line is not a legal requirement for copyright protection. Always ask permission. If you cannot find the copyright owner through research and do

not know for certain that an item is in the public domain, then do not assume permission. This includes items that originate in other countries.

9. There's this great song I would like my *Good News Club*® kids to sing it at our banquet/church program/etc. May I use it?
 - a. A public performance of a copyrighted piece without permission from the copyright owner is a violation of the copyright. Permission is always needed. Mobile ministry licenses are available through Christian Copyright Licensing International ccli.com. If it is a CEF owned song and recording, CEF chapters have permission for public performance. If it is not a CEF owned song, we are unable to research its ownership for you. CCLI.com is a good starting point for song ownership searches.
10. May I create a derivative work (work derived from the original; translations, videos of lessons, creating coloring sheets from lesson visuals, and adding to songs are a few examples) using CEF materials?
 - a. You must contact copyrights@cefonline.com for permission for any derivative work.
11. May I upload CEF videos to my website and/or YouTube channel?
 - a. Permissions are documented with each video file available in the staff Resource Library. If permission for the purpose you need is not listed, contact copyrights@cefonline.com. Each video carries different permissions. Most promotional videos can be embedded on chapter websites.
You must not load any CEF videos on a YouTube channel or other social media sites.
12. I saw a wonderful video created by the CEF Creative Services department that I only want to use part of on my website or YouTube Channel. May I download the CEF videos that I find on YouTube, Facebook or cefonline.com and modify them?
 - a. By copyright law you may not download and/or modify CEF videos without permission. CEF Inc. does not own 100 percent of the content in our products. Always check with copyrights@cefonline.com before you start any project using CEF material. You cannot load any CEF videos on a YouTube Channel or other social media.

Uses of CEF logos are strictly governed. For current trademark and copyrights guidelines refer to the following publications:

CEF Graphic Standards Manual
 CEF Style Guide for the current year
 CEF Trademark Worksheet for publication for the current year
 USA Operations and Policy Manual section 200.2.2

Rule of Thumb

If you did not create an original work in “fixed” form (fix form meaning; on paper, CD, DVD, visual, text, photo, APP, website, etc.) you do not have the right to change, add to, take away from, copy, or download and use the materials. Always, you must receive permission from the copyright owner.

Just ask. We want to say yes and will if we can.

Contact copyrights@cefonline.com. We are unable to answer questions by phone due to the need for research or legal requirements.