Creative Archive Licence (CAL)
Version 1.0
By British Broadcasting Corporation (BBC)

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Provisional Creative Archive Licence

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and

'You' (a private individual or member of an educational establishment)

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5.1 The rights granted to You under this Licence shall terminate automatically upon any breach by You of the terms of this Licence. Individuals or entities who have received Derivative Works from You under this Licence, however, will not have their licences terminated provided such individuals or entities remain in full compliance with these Licence terms.

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6.1 If any provision of this Licence is held to be invalid or unenforceable, it shall not affect the validity or enforceability of the remainder of the terms of this Licence.

6.2 This Licence constitutes the entire agreement between the parties with respect to the Work licensed here. There are no understandings, agreements or representations with respect to the Work not specified here. The Licensor shall not be bound by any additional provisions that may appear in any communication from You.

6.3 A person who is not a party to this Licence will have no rights under the
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6.5 This Licence shall be governed by the laws of England and Wales and the parties irrevocably submit to the exclusive jurisdiction of the English Courts.

ANNEXE A

Educational Establishments

For the purposes of this Licence, an educational establishment shall mean:

- those bodies set out under S174 of the Copyright Designs and Patents Act 1988, which include schools, universities, higher education colleges and colleges of further education

- museums accredited by the MLA (Museums, Libraries and Archives Council) or funded/sponsored by the DCMS (Department for Culture, Media and Sport)

5 Rules of the Creative Archive Licence

No commercial use

Share alike

Give credit

No endorsement

UK only

The 5 basic rules in brief

Basically, there are five main rules that you need to know and agree to in order to be able to use the Creative Archive material. Please note that this summary is not a replacement for the Creative Archive Licence but an effort to introduce the key concepts.

1. Non-commercial

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3. Crediting (Attribution)

This is your chance to make sure everyone knows what you've done, but you also need to make sure that others who have contributed to a work (a Derivative Work) are credited too. It's up to you how creatively you acknowledge others' contributions!

4. No Endorsement and No derogatory use

We want you to get creative with the content we've made available for you but please don't use it for endorsement, campaigning, defamatory or derogatory purposes. Whilst faith-based organisations may use the content for resource and teaching purposes they must take care not to breach the requirements of ' No Endorsement' as set out in the terms of the License. Equally, Educational Establishments may showcase uses of the content within the school environment but may not use the content to promote the school or college (e.g. on a school website). The bottom line is, don't use the content to promote political or charitable organisations or for campaigning or promotional purposes, and remember to treat others and their work in the way that you'd expect them to treat you and your work...with respect!

5. UK

The Creative Archive content is made available to internet users for use within the UK.

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