

17 practical steps

to help you create great course content,
protect yourself, and limit your risk

1

Mark your course content with a copyright statement

Put people on notice that your content is protected by copyright. You can also make it clear that they are not allowed to copy or adapt your content without permission.

✓ *Online Courses & Legal Stuff walks you through this and provides sample copyright statements you can use.*

2

Bolster your copyright statement with terms of use

Contractual protection can fill gaps left by copyright law and give you additional rights.

✓ *Online Courses & Legal Stuff explains this and gives you access to a terms of use builder that covers this topic.*

3

Know how to find and deal with copycats

Know how to check if people are ripping off your content and, if they are, what you can do to stop them.

✓ *Online Courses & Legal Stuff walks you through this, and explains 6 steps you can take to stop them.*

4

Don't copy other people's content

Whether written content, images, audio, or video, copying content without permission is a bad idea and could land you in hot water.

✓ *Online Courses & Legal Stuff explains why, for all content types mentioned above.*

5

Understand common copyright myths

Understand them, and they won't trip you up. There are many myths out there. For example, this is a myth: "I've only copied 10% / 20% of their work, so I should be OK." There are many more.

✓ *Online Courses & Legal Stuff helps you understand these myths. They might surprise you.*

6

Take care if using Creative Commons licensed content

If you use/copy content that someone has licensed for re-use under a Creative Commons licence, ensure the particular Creative Commons licence allows you to do what you want to do, and doesn't constrain you. Be sure to comply with the attribution requirements too.

✓ *Online Courses & Legal Stuff explains CC licensing, the licences to look out for and to avoid, and walks you through how to comply with attribution requirements.*

7

Unsplash, Pexels and Pixabay - Understand the pros and cons of using images from these sites

Understand the licensing and the risks, and appreciate you can lower your risk by using images from subscription-based image repositories.

✓ *These are important issues. Online Courses & Legal Stuff explains them to you and helps you limit your risk.*

8

If you're having a photoshoot done, know what to look out for

Appreciate that you may need to negotiate contractual terms with the photographer to get the full range of rights you may want or need.

✓ *Photographers often get more rights, and you often get fewer, than you might realise. Online Courses & Legal Stuff tells you what to look out for.*

9

Don't copy other people's music without permission

And don't think sampling a small amount is OK, as usually it's not.

✓ *Using unlicensed music for your course materials could sink them. Online Courses & Legal Stuff helps you stay on the right side of the law.*

10

Know how to find and use licensed audio content copy

Understand how you can find and use Creative Commons-licensed audio content or use subscription-based audio clips.

✓ *Online Courses & Legal Stuff shows you how.*

11

Know what you can and can't do with others' videos

Understand when and how you can, and cannot, use other people's YouTube and Vimeo content in your course materials.

✓ *Online Courses & Legal Stuff explains key details and helps you avoid your videos getting struck out.*

12

License a piece of your own valuable content

Release a piece of your own valuable content under a Creative Commons licence. Encourage people to promote your course for you.

✓ *Online Courses & Legal Stuff explains why you might want to do this and shows you how to do it.*

13

Comply with anti-spam and privacy law requirements

Understand and meet the anti-spam and privacy law requirements you need to comply with when building and using your email list.

✓ *Online Courses & Legal Stuff explains the law and helps you comply. You don't want to get this stuff wrong.*

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Appreciate that you'll probably need a privacy statement

Understand privacy statement requirements and get your own privacy statement in place.

✓ *Online Courses & Legal Stuff gives you access to a privacy statement builder so you can roll your own.*

15

Put a disclaimer in place

Disclaimers are an important tool in your risk-reduction arsenal. Understand why they're important, how they work, and their limits.

✓ *Online Courses & Legal Stuff helps you to write your own disclaimer.*

16

Put a refund policy in place

Refund policies can help you develop trust, reduce people's reluctance to purchase, and help you reduce the risk of complaints.

✓ *Online Courses & Legal Stuff walks you through some of the main options, and its terms of use builder includes a refund policy of your choosing.*

17

Put contractual terms of use of in place

Terms of use can serve multiple purposes, including limiting or excluding your liability to those who take your course.

✓ *Online Courses & Legal Stuff gives you access to a terms of use builder. The terms you'll build contain a limitation/exclusion of liability clause.*

For all the details and to get access to the privacy statement and terms of use builders, [sign up to Online Courses and Legal Stuff](#).¹

About your instructor

Richard is a lawyer who has been working on the legal stuff for 25 years, first as a litigator and then as a technology, public and commercial lawyer, in both in-house and law firm roles. He has practised law in three countries and been exposed to the laws of many more. His practice sees him getting deeply involved in matters relating to technology, contracting, intellectual property, privacy, and social media, to name a few. He's a lawyer that gets into the trenches too, having created his own blogs, ebook and audiobook, his own and others' websites, online contract generation tools, an online privacy toolkit, and his own course.

¹ At <https://app.mastermind.com/masterminds/29647>

