

# Copyright and Privacy Concerns

*We are required to be careful regarding copyright and privacy issues*

## Copyright

Borrowing or photos and videos from the internet can subject us to copyright violation.

U.S. copyright law says that any creative work is copyrighted the moment that it is created.

Creative work is only available in the public domain

- if the copyright has run out (the life of the author plus 70 years)

or

- if the author designates the work as being in the public domain.

We must pay and/or give credit to the authors of creative work.

Please help us track down the original video/photo so that we can provide a link to it.

## Privacy

As oncology professionals at the University of North Carolina hospitals, we take patient privacy seriously.

If you think that a patient's case is best told by the patient, the legal department wants written legal consent with 2 witnesses before we can broadcast patient information.

With minors, we need the consent of both parents as well as 2 witnesses.

We also need to be cautious with celebrities. Famous people might expect that their lives will be conducted in the floodlights of stardom; however, we risk crossing a line if we diagnose their health issues—which might be expected to remain a private matter—in a public space.

As a result, we ask that anonymous or de-identified photos and videos be used as examples of health issues.