

## DESCRIPTION

CC BY 4.0 is a Creative Commons license that allows data to be shared and reused with proper attribution to the creator. Developed by Creative Commons, it promotes open access, collaboration, and innovation, helping to increase the global visibility of cultural heritage data and disseminate accessible research outputs.

## IDEAL SCENARIO

All public data is licensed under CC BY 4.0, enabling broad access and reuse with proper attribution. Publishing cultural heritage assets under this license aids open science and open access initiatives. The open data means cultural assets can reach a wider audience and maximize impact.



## TIPS

### Do

- Apply CCBY 4.0 for public data
- Ensure proper attribution when data is reused based on CCBY 4.0
- Promote collaboration through open access
- Publish your own cultural assets under a CCBY 4.0

### Don't

- Avoid using restrictive licenses when possible
- Avoid omitting attribution when sharing data
- Avoid infringing legal, privacy and ethical concerns regarding the license deed

## FURTHER RESOURCES

- Creative Commons License, <https://creativecommons.org/licenses/by/4.0/deed.en>
- Interoperable Europe, CCBY 4.0 <https://interoperable-europe.ec.europa.eu/licence/creative-commons-attribution-40-international-cc-40>

*Figure:* Based on Creative Commons attribution, <https://creativecommons.org/licenses/by/4.0/deed.en>