Using Third-Party Content

Material on the Internet is copyrighted unless otherwise specified

One of the most common misapprehensions authors have is that material they've found online is fair game. This is not the case. If you find it online, it is protected by copyright unless it is specifically labeled as public domain—and even then there may be exceptions for commercial products, which our books are. This is true of both text and imagery, whether it's been up for one day, one month, one year, or one decade.

We prefer that you do not use work created by others at all, but if referencing it is the only way to illustrate a point you need to make, you must do one of the following:

- **For Text:** If you need to quote smaller selections of the work of others, you must footnote and source it accurately. The Apress writing template is set up to make footnoting easy. The key is that when you quote others, you must be doing so to support a point you are making, and not to make the point for you.

  For example, you might write something like, "Internet security is like Swiss cheese. Here's what John Doe has to say about that:...." Then, you should follow up with another point of your own: "As you can see, most experts feel..." For more substantial quotes, you need to secure written permission from the author in question (Apress will provide you with a permission form). When in doubt, either don't quote or get permission.

  **Note:** Definitions taken from online sources such as Wikipedia are a major source of permission complaints for all technical publishers—so avoid using them.

- **For Imagery:** If you need to utilize an image created by another individual or entity, you must first gain written permission from the owner. (Again, Apress will provide you with a permission form.) Remember, for illustrations, charts, and diagrams, you only need to create a clear model that the Apress Production team can use as a guide to create the final version. Utilizing images published elsewhere should not be needed, except in rare circumstances.

  **Note:** We run every chapter document we receive through two separate and very effective evaluation tools, which detect text pulled from both online and print sources.

Lastly, if you source a piece of text, whether from online or print, it is not enough to rearrange some words or to paraphrase the selection; in either case, whether you intend it or not, you are reusing the work of another person. If you feel the most effective way to illustrate a point is to paraphrase the words of another, provide proper attribution. For instance, you might paraphrase a point made in a

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1 Apress, Obtaining Permission, 2016.
speech by the CEO of Google about their new Google Glass initiative, talk about what he said, and then properly attribute it. However, if you, for instance, take three sentences from the speech, then written permission is needed. When in doubt, consult your coordinating editor and development editor.

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