

RIGHT MANAGEMENT is referred to control systems that allow publishers of information to manage what users are able to do in the efforts to prevent unwanted sharing/distribution ("Rights Management & Document Control").

Rights management is essential when using any kind of asset.

A Digital Asset Management (DAM) system is commonly associated with rights documentation and is done by:

- linking a legal documentation system to the DAM
- by storing scans/copies of documents as related files to the assets (Keathley et al., 2016)

Today's technology allows for easier access to unauthorized content and using any piece of work without permission can result in serious consequences.



DAM

RIGHTS MANAGEMENT

Digital Asset Managers use the following steps as a guide when navigating Rights Management:



Beware of Using Images of a Person

One should never use an image of a person without his or her permission. Besides news organizations, this rule strictly applies for every other outlet, especially for-profit and educational organizations (Keathley et al., 2016).



Certain Locations might have Copyright

This rule applies to photographers, videographers and digital artists to ensure that images used in the background of their work aren't owned or restricted for use.



Pay Attention to Cultural Norms

In terms of giving legal documents and waivers to gain permission to use content, make sure that it is clear and understood in the local language.



Determining an Image's Origin is Critical

If the origin of an image is unknown, reconsider if your company has the rights to redistribute that image - regardless if it has been used for a long time.

Digital Rights Management and DAM

Digital Rights Management (DRM) refers to controlling the access and usage of copyrighted **digital** content by and continuously monitoring its progress ("Digital Rights Management in DAM," 2020). Although DRM used to be a independant software, it's been often combined with DAM in recent years. Taking both of these systems into consideration, companies can have establish greater data security in an efficient way.

How Does it Work?

Digital Rights Management include codes that prohibit the ability to access or copy. Only creators with decryption keys can use the asset and have tools to determine additional limits or restrictions (De Groot, 2018). Users can be prevented from doing various actions like editing, sharing, and printing among many others.



Benefits of Integrating DRM and DAM

- Get Return on Investment
- Avoids litigation risk and other legal issues
- Secures the catalog with recording the proper rights
- Indicates whether your content is protected and it's usage rights

("Digital Rights Management in DAM," 2020).