

# RECOMMENDED LEGAL AND LICENSING TERMS FOR YOUR DATA

## Option A:

### CC0

#### WITH ATTRIBUTION REQUEST

*“This work is dedicated to the public domain, marked by CC0 1.0. Attribution is requested.”*

#### Recommended for:

- Organizations developing new data policies
- Those willing to share their data freely to maximally reduce friction in use

#### What it is:

- CC0 is not a license; it dedicates data to the global public domain
- We add attribution requests by default, although they are not legally required

#### Benefits:

- Enables distribution, remixing, and adaptation without legal restrictions
- Encourages professional attribution
- Eliminates legal complexities, releasing any burden on users

#### Considerations:

- Address sensitive data proactively before sharing in the public domain
- Manage the use of name trademarks if necessary

## Option B:

### CC BY 4.0

*“This work is licensed under CC BY 4.0.”*

#### Recommended for:

- Producers and publishers that want to share and still own their copyrightable data, where allowed

#### What it is:

- CC BY is a highly permissive license that allows unrestricted reuse as long as proper attribution is given

#### Benefits:

- Retains data ownership in permitting jurisdictions
- Offers a legal mechanism for enforcing attribution and proper data use
- Could provide a way to track data use via attributions

#### Considerations:

- Sharing can become complex when users want to merge with other licensed data
- May not apply in all jurisdictions or on non-copyrightable material

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