1.5 I can describe how copyright and other constraints may affect the website

When creating a website you must ensure that you are not copying the content of other websites, including their images, text and large amounts of code. Ideas and general layouts for websites cannot be copyrighted however the ***original*** content of websites is automatically copyrighted and gives ownership rights to the content creator or owner. This ensures that the owner has Intellectual Property Rights. Copyright automatically applies to the elements that make up the website such as;

* Photographs
* Text
* Illustrations
* Audio and visual recordings
* HTML and CSS codes that make up the main framework/general theme of website

Website domain names need to be registered with an accredited registrar if the user wants to retain exclusive use of the domain name. This exclusive use will only apply for the duration of the registration and the registration will be subject to the terms of the registrar agreement. Whilst domain names cannot be copyrighted, using domain names containing trademarked names can be breach Intellectual Property law if the domain is being used to make money of the back of the reputation of another business.

Copyright will not just prevent these elements being replicated on other websites but all other platforms including television, radio, streaming services, and hardcopy publication etc. Adaptation, distribution and performances of original work will also be prohibited.

Copyright does not apply to business names or logos. These will need to registered as Trademarks in the UK and/or internationally to be eligible for intellectual property rights and this involves a cost.