



How to Create an Embedded Metadata Copyright Preset

In this Lightroom Guy Tutorial, you will learn:

- Why an embedded copyright notice is important
- Where to fill out your copyright information
- What kind of info to put into your copyright preset
- How to apply your copyright preset

Why You Need to Include an Embedded Copyright Notice

“Copyright is a form of protection grounded in the U.S. Constitution and granted by law for original works of authorship fixed in a tangible medium of expression.” The work may be in a literary, artistic, educational, or musical. There’s actually nothing you need to do for your photos to be copyrighted, they’re copyrighted at the moment you take them.

Since 1976, the United States and over 170 other countries are members of the Berne Convention, an international agreement that governs copyright laws. Those laws say, you have the right to do with your photos as you wish and you have the right to assign those copyrights to others. The idea here is to protect you from others who may try and take ownership or profit from your photos. Adding an embedded copyright helps you to protect your work.

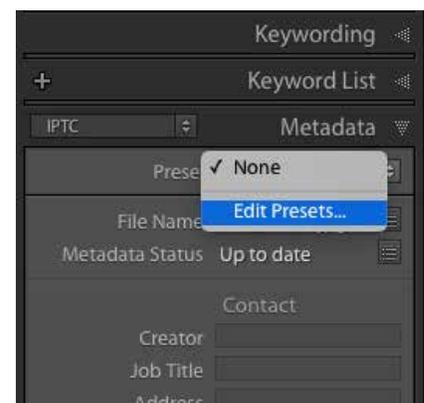
A copyright notice can be embedded in your photographic files in a hidden metadata area called IPTC. Used by news agencies since the 1960s, IPTC has gained nearly universal acceptance for pro photographers and amateurs alike. Unlike camera generated EXIF data that contain camera make and model, capture date and time and GPS location, IPTC is data you have to fill out. Even though this metadata is “hidden,” programs like Lightroom and other photo editors can read and display this data, as you will see below.

Creating Your Copyright Preset for Lightroom Classic

Start in the Library Module. Look for the Metadata panel on the right-hand side bar, and select “IPTC” from the pulldown menu to the left of the Metadata panel title.

Next, choose “Edit Presets” from the Preset pulldown menu.

(Note: if you don’t see anything but a gray, blank panel, simply select a photo. the Preset pulldown will appear)



When the Metadata dialog box comes up, it will look daunting. Don't worry! You can close down all the other panels and show only the ones necessary by clicking on the small triangle to the left of each title. Leave only the "IPTC Copyright" and "IPTC Creator" panels open. The titles of the field text may appear either in red or black – it doesn't matter.

What to Enter in IPTC Copyright Fields

First, change the Copyright Status pull-down from "Unknown" to "Copyrighted."

Next, fill out the IPTC **Copyright** field by placing a copyright symbol and the current year before your name. For example: © 2020 D.A.Wagner. Do not use a company name. Artwork is generally copyrighted in the name of the artist. (Note: The keyboard shortcuts for the © symbol are: Mac-Option G, PC-Alt 1)

In the **Rights Usage Terms** field add the following text: Not to be reproduced without the express written permission of [YOUR NAME]. No other usage is expressed or implied.

Fill in the **Copyright Info URL** field with your website address, if you have one and want to use it.

What to put in the IPTC Creator fields

Fill out these Fields with any contact information you wish to share. You don't have to fill out these fields, but we recommend to enter your name, email address and city of residence. This will identify you should your image end up at an agency or other entity that may want to use your photo. Unfortunately, social media platforms, like Facebook and Instagram, strip metadata from any uploaded photos. But don't let that stop you from doing your

The screenshot shows the 'Edit Metadata Presets' dialog box with the 'Custom' preset selected. The 'IPTC Copyright' section is expanded, showing fields for Copyright, Copyright Status (Unknown), Rights Usage Terms, and Copyright Info URL. The 'IPTC Creator' section is also expanded, showing fields for Creator, Creator Address, Creator City, Creator State / Province, Creator Postal Code, Creator Country, Creator Phone, Creator E-Mail, Creator Website, and Creator Job Title. All fields are currently empty or set to default values.

The screenshot shows the 'Edit Metadata Presets' dialog box with the 'Custom' preset selected. The 'IPTC Copyright' section is expanded, showing fields for Copyright (© 2021 D. A. Wagner), Copyright Status (Copyrighted), Rights Usage Terms (Not to be reproduced without the express written), and Copyright Info URL (http://dawagner.com). The 'IPTC Creator' section is also expanded, showing fields for Creator (D.A.Wagner), Creator Address (59 Wyckoff Street), Creator City (Brooklyn), Creator State / Province (New York), Creator Postal Code (11201), Creator Country (USA), Creator Phone (917-837-2010), Creator E-Mail (da@dawagner.com), and Creator Website (http://dawagner.com).

due diligence to protect your rights.

Save Your Preset

Now that you've finished filling out the Copyright and Creator sections, select the blue "Done" button at the bottom right of the *Edit Metadata Presets* window. A new dialog will appear: *Save changes as a new preset?* Choose the blue *Save As...* button.

In the next field, name your preset. We suggest naming it something like "© 2020" or similar. This will help you keep track of presets when you have more than one.

The preset you've just created will now appear in the Metadata panel Presets pull-down menu.

There are a few different ways to add copyright metadata to your images.

Applying the Metadata Copyright Preset

In the Library module

Single Image

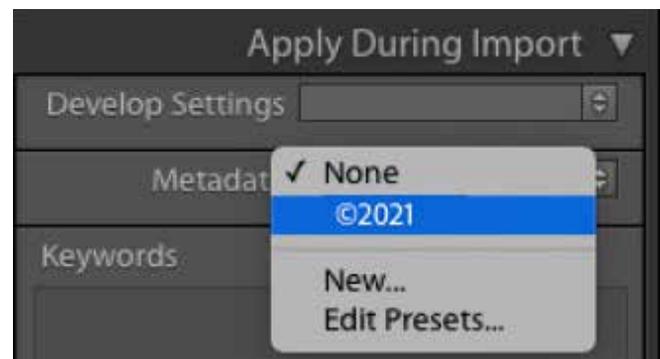
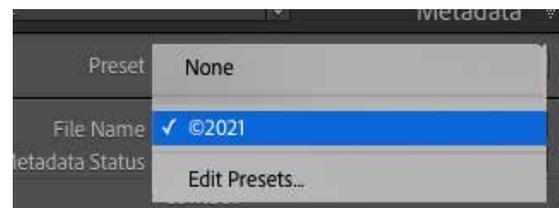
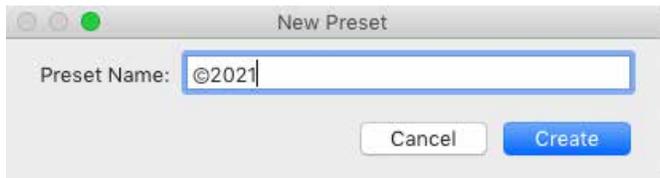
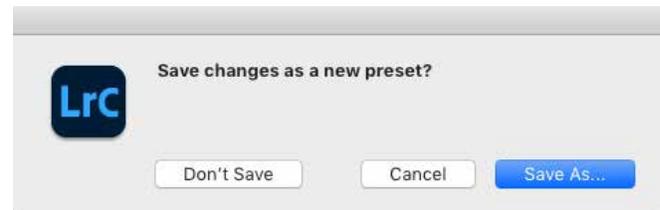
When one image is selected in the Library, choose your copyright preset from the pull-down menu. This will embed that copyright info into the photo's metadata.

Group of Images

When a group of images are selected in the Library and you choose your copyright preset, an Apply Metadata Preset dialog will appear. Choose the blue "All Selected" button. This will apply the copyright metadata to all the selected photos.

In the Import Dialog

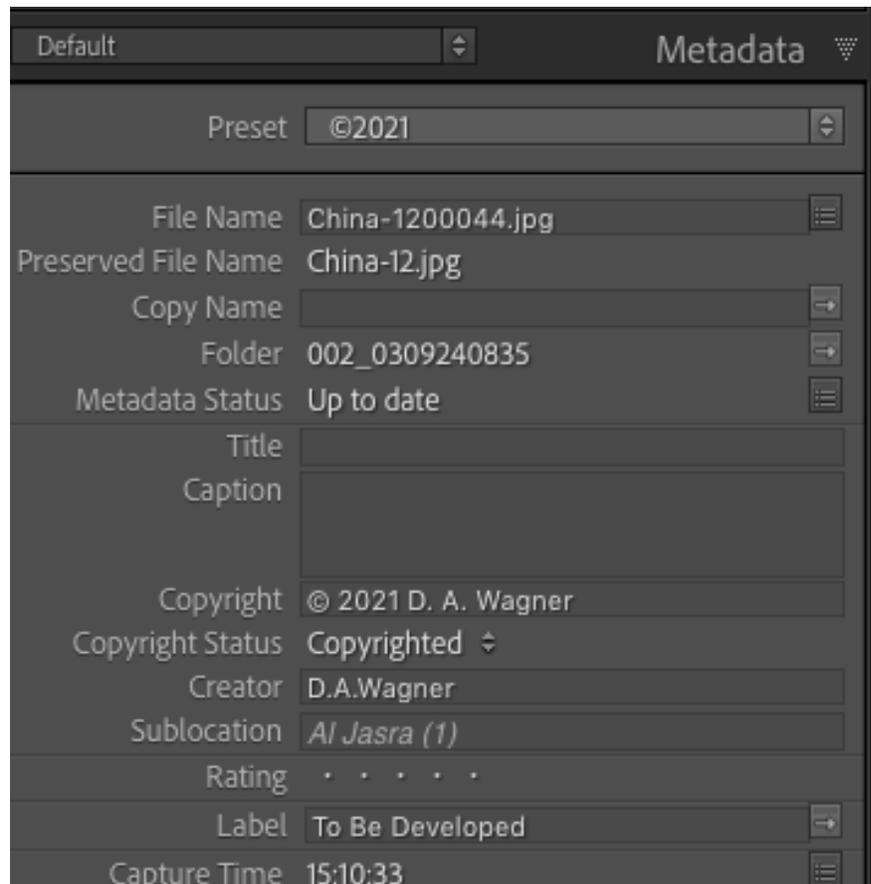
In the "Apply During Import" panel on the right side of the Import Dialog, choose the "Copyright Metadata Preset" from the Metadata pulldown menu. This will embed the copyright metadata into every imported photo.



Preview Your Copyright Information

To make sure your copyright is embedded, select an image in the Library and then look at the Metadata panel. If the Default Metadata menu is selected (usually it is), you'll see a simple copyright notice.

Note: If you don't see all your data, scroll down. If a window seems to have incomplete data, select the window, this will reveal all the entered text.



If IPTC is selected from the Metadata pulldown menu, you will be able to see all the information you entered when you created the preset.

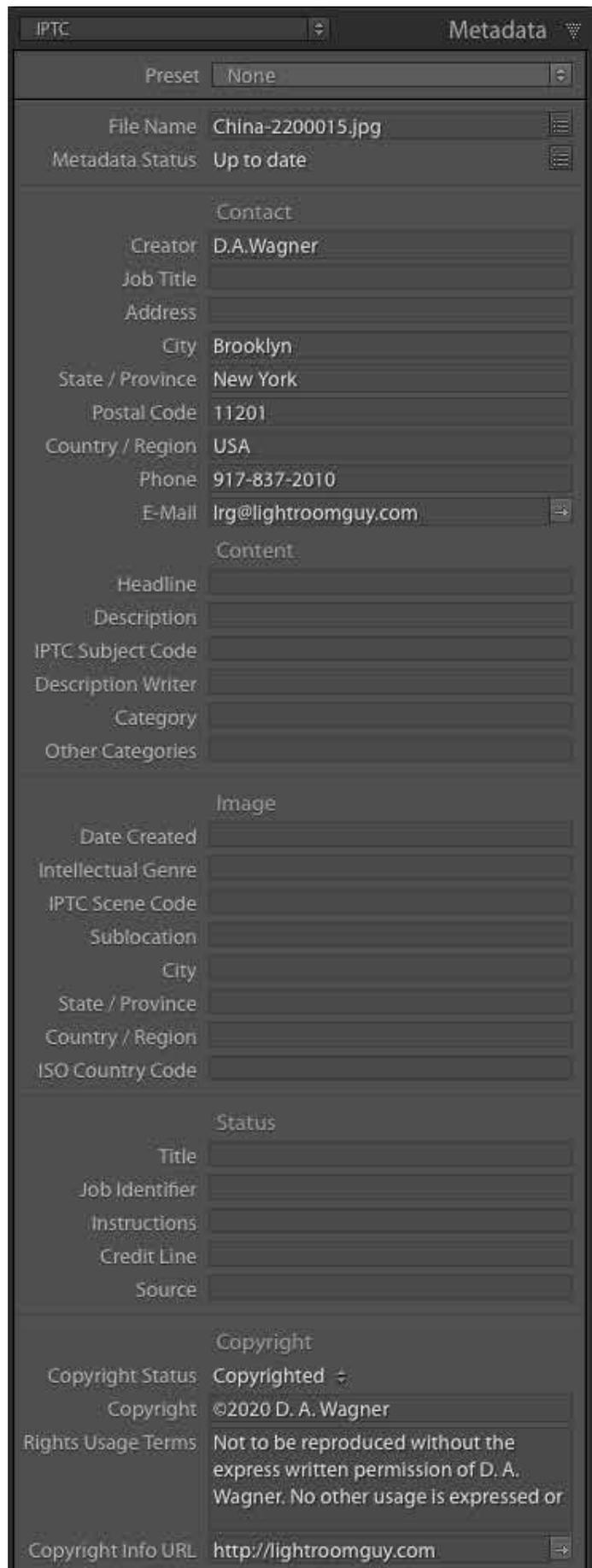
Register Your Photos

The moment you capture a photo, you own the copyright. That is law.

However, you CANNOT pursue a company or person for copyright infringement if you have not registered your image with the United States Copyright Office.

So, now that this task is complete, please register your images with the [U.S. Copyright Office](https://www.copyright.gov/).

Registering your intellectual property gives you extra protection and advantages should you ever have to pursue anyone for copyright infringement.



IPTC		Metadata
Preset	None	
File Name	China-2200015.jpg	
Metadata Status	Up to date	
Contact		
Creator	D.A.Wagner	
Job Title		
Address		
City	Brooklyn	
State / Province	New York	
Postal Code	11201	
Country / Region	USA	
Phone	917-837-2010	
E-Mail	lrg@lightroomguy.com	
Content		
Headline		
Description		
IPTC Subject Code		
Description Writer		
Category		
Other Categories		
Image		
Date Created		
Intellectual Genre		
IPTC Scene Code		
Sublocation		
City		
State / Province		
Country / Region		
ISO Country Code		
Status		
Title		
Job Identifier		
Instructions		
Credit Line		
Source		
Copyright		
Copyright Status	Copyrighted	
Copyright	©2020 D. A. Wagner	
Rights Usage Terms	Not to be reproduced without the express written permission of D. A. Wagner. No other usage is expressed or implied.	
Copyright Info URL	http://lightroomguy.com	