

COPYRIGHT LICENSING LIMITED CODE OF CONDUCT

PURPOSE OF THE CODE

Copyright Licensing Limited (CLNZ) has adopted this Code of Conduct (The Code) to promote best practice in CLNZ's operations and to sustain and grow confidence on the part of content creators (such as writers, publishers and visual artists) who have entrusted CLNZ with licensing the copyright they hold (typically referred to as rightsholders), customers such as educational institutions who purchase licences to use copyrighted works (licence-holders), CLNZ's shareholders, and other stakeholders such as government agencies who support the work that CLNZ does.

The Code embodies the principles and values held by CLNZ, our Board and staff. We have set out the standards of service that can be expected from CLNZ by everyone we interact with.

In developing The Code, reference has been made to the [IFRRO Code of Conduct](#), [WIPO CMO Toolkit](#), and the [Code of Conduct for Copyright Collecting Societies in Australia](#).

1. COMPANY PURPOSE

The Purpose of the Company is to *make creative rights work for all New Zealanders*.

2. OUR APPROACH

CLNZ's culture and approach is driven by dedication to excellence in service. Our approach is demonstrated as:

Experts

Our expertise helps everyone to get it right when it comes to rights

Simplify

Our technology and approach makes the rights process easier

Empower

We empower both creators and users of rights to get full value from them

3. VALUES

We value inclusion and diversity. As a New Zealand organisation, our aim in all of our activities is to be inclusive of all people of Aotearoa, and to welcome and demonstrate respect, fair treatment and care for the people who work with us and who use the services we offer.

We support the principles of Te Tiriti o Waitangi / the Treaty of Waitangi and acknowledge and respect the role of Māori as tangata whenua in Aotearoa. We embrace Aotearoa New Zealand's bicultural foundations and its multicultural identity.

In order to give effect to these values, CLNZ is:

- Responsive to the needs of everyone we interact with
- Efficient in collecting, allocating and distributing payments
- Accountable, ensuring transparency and striving for best practice in the conduct of all aspects of our business
- Effective and fair in our operations

CLNZ's OBLIGATIONS

4. GENERAL

CLNZ will:

- Act according to our [constitution](#) as well as applicable national and international laws;
- Provide information about our operations that is clear and easy to understand;
- Educate and support our staff to meet our obligations as set out in The Code;
- Work to maintain, protect and assist understanding of the value of copyright laws;
- Organise and publicise appropriate procedures to manage [complaints and resolve disputes](#);
- Deal with confidential information appropriately, respecting agreements and applicable laws while respecting [privacy rights](#).

5. REPRESENTATION OF RIGHTSHOLDERS (COPYRIGHT OWNERS)

CLNZ will:

- Represent all eligible rightsholders in accordance with applicable national and international laws¹, including competition law;
- Ensure that our business practices are transparent by publicising and explaining operations, practices, policies and procedures.
- Apply the principles of National Treatment (equal treatment of international copyright owners and local copyright owners) to rightsholder representation, including via reciprocal agreements with other RROs and CMOs.

¹ Eg The EU General Data Protection Regulation (GDPR)

6. RELATIONSHIPS WITH RIGHTSHOLDERS

CLNZ will:

- Manage our relationships with rightsholders honestly, efficiently, equitably and impartially;
- To the extent possible, use plain language in the [Rights Agreements](#) that are the legal basis for our relationship with New Zealand rightsholders;
- Treat all rightsholders in accordance with applicable statutes and national laws;
- Be efficient in collecting, allocating and distributing payments
- Explain clearly and regularly the basis of our operations.

7. RELATIONSHIPS WITH LICENCE-HOLDERS

CLNZ will:

- Manage our relationships with licensees and their representatives honestly, efficiently, equitably and impartially;
- To the extent possible, use plain language in our licence agreements and provide access to appropriate explanatory materials;
- Negotiate in good faith with the individuals and peak-bodies that represent licensee groups during licence negotiations;
- Collect payments in a diligent, efficient and transparent manner;
- Explain clearly the source and content of the rights that we represent

8. EDUCATION AND AWARENESS

CLNZ will engage in appropriate activities to promote awareness among rightsholders, licensees and the general public about copyright, the role and function of CMOs and their positive impact on the national economy. Education and awareness resources and collateral will, to the extent possible, use plain language.