

March 24, 2011

Dear Creator Affiliates:

Identifying book authors, artists, and freelancers is about to become much easier.

Access Copyright has been asked to contribute data to the [International Standard Name Identifier International Agency](#) (the “ISNI-IA” or “ISNI Agency”).

The ISNI Agency was founded by international rightsholder organizations including [CISAC](#), [IFRRO](#) and [IPDA](#) as well as [ProQuest](#), [OCLC](#) and the [Conference of European National Librarians](#) (represented by the [Bibliothèque Nationale de France](#) and the [British Library](#)), with the support of the [International Standards Organisation](#) (ISO).

The ISNI Agency’s mission is to assign a unique identifying number (known as the “ISNI”) to every **Public Identity** in the world that is involved in the creative industries, specifically in the digital marketplace.

Every creator affiliate of Access Copyright is eligible for an ISNI.

The ISNI will be a 16 digit number assigned to *you*, the individual author, artist or poet. Having an ISNI will enable users, publishers, content distributors, and our sister [Reproduction Rights Organizations](#) around the world to know that the work they are using is **your** work. This will improve and enhance the flow of rights and royalties around the world.

The ISNI will become the international standard by which you are recognized as a contributor to the creative industry.

Access Copyright has the opportunity to apply to the ISNI Agency on your behalf for an ISNI to be assigned to you, at no charge. Applications for ISNI’s by individual creators or by Access Copyright at a later date will be subject to a fee.

The ISNI Agency has already compiled a [database](#) of Public Identities using contributions from 19 libraries from around the world, including [Library and Archives Canada](#). To apply for an ISNI on your behalf, Access Copyright needs to provide the ISNI Agency and its partners with information related to you. This information will be used by the ISNI Agency and its partners for the sole purpose of confirming and verifying the information that it already has in its database of publicly available information.

The data that will be provided by Access Copyright to the ISNI Agency includes the following publicly available information, which will be retained by the ISNI Agency in its database:

- Your public name (forename, middle name, surname)
- Any variations we have on record of your Public Name
- Your Creation Role (e.g. author, artist)

The ISNI Agency has also requested the following more sensitive information. This information will not be made publicly available (unless it is already publicly available):

- Date of Birth
- Date of Death
- Pseudonyms
- Works created by an identity or those in which an identity has a creative role

Access Copyright will only disclose sensitive information to the ISNI Agency for the purpose of verification and will be requiring the ISNI Agency to delete the information we have provided once the data has been used for verification.

Access Copyright will be providing the ISNI Agency with the information above on your behalf on April 15, 2011. If you do not want Access Copyright to apply on your behalf for an ISNI, please let us know as soon as possible.

If you have any questions or concerns regarding the ISNI Agency or ISNI's, or do not want Access Copyright to apply for an ISNI on your behalf, please contact us at affiliates@accesscopyright.ca. If you have any concerns relating to the disclosure of your personal information to the ISNI Agency, please contact Access Copyright's Privacy Officer at privacy@accesscopyright.ca.

Sincerely,



Maureen Cavan
Executive Director, Access Copyright