

Asset Audit: Sorting out what you use and who owns it

Draw a line from the asset on the left to the correct statement on the right.

Photos on website

Photos on print materials (newsletters, etc.)

Logo

Website

Recordings, art, or any materials
your organization has developed

Names of people gathered from website

Clipart used on print materials or website

Organization name

Domain name

We own it!

- We have proof of this.
- We protect our assets.
- We respect others' assets.
- We communicate how we use private information.

We don't own it!

- We ask permission to use assets.
- We give credit to owner.
- We stop using assets we do not have permission to use.