

DMCA Policies: Decisions and Accountability

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Executive Summary

A DMCA policy explains copyright notices, counter-notices, removal, and restoration. Its effectiveness depends on the organization's covered activities, current agent designation, and actual implementation. Editorial material still needs ownership or permission.

Key Takeaways

Map the service and its legal operator. Verify public agent details and current directory designation. Staff must review and act promptly, forward qualifying counter-notices, and track restoration from receipt. A policy alone does not establish safe-harbor eligibility.

Governance Implications

Assign an owner and backup. Align Terms and privacy disclosures. Record decisions and deadlines with restricted access. Define vendor handoffs and update the workflow when staff, domains, or features change.

Questions for Leadership

Who receives notices and who can remove or restore material? Do public and registered agent details match? Can we demonstrate reasonable repeat-infringer handling? How do we protect the personal information in a counter-notice? Has the team tested a complete case?

Restoration Control

After a qualifying counter-notice, promptly forward it and tell the complainant restoration will occur in 10 business days. Restore no earlier than 10 and no later than 14 business days following receipt unless the agent first receives notice of the specified filed court action.

Related Reference Sheet

DMCA: Implementation Reference, accompanying this guide. See the AI Governance Essentials library for broader ownership, inventory, and risk-assessment practices.

Sources: [17 U.S.C. § 512](#); [Copyright Office agent FAQs](#).

General operational information; obtain qualified legal advice for your organization.