

The **Wild** Ways

Copyright & Brand Use Policy

Effective Date	01/06/2025
Policy Description	This policy protects our brand by ensuring that creative assets are only used with proper authorisation and consistent integrity.
Author	LT / KS
Approved	CEO
Organisation	The Wild Ways / The Wildheart Foundation / Raising A Wild Child / The Wild Child PDA Foundation

Overview

The Wild Ways, along with our sister organisations: Raising a Wild Child, The Wildheart Foundation, and The Wild Child PDA Foundation, works to create thoughtful, original content and resources that support neurodivergent families and those who walk alongside them. This includes our logos, branding, written materials, training content, illustrations, videos, and other creative works.

This policy outlines how we protect and manage our intellectual property (IP), including copyright and brand assets. It applies to all content, resources, and materials created or distributed by The Wild Ways, along with our sister organisations: Raising a Wild Child, The Wildheart Foundation, and The Wild Child PDA Foundation, in accordance with UK law.

We follow the guidance set by the UK Intellectual Property Office (IPO) under the Copyright, Designs and Patents Act 1988.

We kindly ask that you respect the integrity of this work by following the guidelines below.

Copyright and Intellectual Property (IP)

According to the UK Government, copyright is an automatic right that protects original works - including written content, visual design, audio/video materials, training resources, and more. Copyright applies automatically to our original work and does not require registration.

Our intellectual property includes:

- Original content: written guides, PDFs, blog posts, presentations, and digital courses





The **Wild** Ways

- Methodologies and frameworks: therapeutic tools, tutoring models, course structures
- Brand assets: logos, colours, website design, photography, taglines
- Audio-visual materials: training videos, webinars, social media posts
- Trademarks (registered or pending): The Wild Ways, along with our sister organisations: Raising a Wild Child, The Wildheart Foundation, and The Wild Child PDA Foundation, and associated phrases

More about UK copyright law: www.gov.uk/copyright

Ownership of our work

All content shared under The Wild Ways umbrella, including but not limited to logos, graphics, written content, digital resources, programme materials, and website text, is the intellectual property of The Wild Ways or the individual credited creator (e.g., Suzan Issa). These works are protected under UK copyright law.

You may not:

- Copy, share, or reproduce our content without permission
- Modify, resell, or republish our materials to create your own service, offering, or publication
- Use our brand to endorse your own services or products
- Deliver training based on our frameworks without a licensing agreement
- Edit or adapt our branding or logos in any way

Our Logo & Brand Protection

Use of any logos, branding, or visual identity associated with The Wild Ways, along with our sister organisations: Raising a Wild Child, The Wildheart Foundation, and The Wild Child PDA Foundation is not permitted without our written consent. This helps us maintain trust in our work, prevent misuse, and ensure our values are upheld across all platforms.





You may not:

- Use our logos or visual assets without written consent
- Imitate or copy our brand look-and-feel
- Misrepresent an affiliation or partnership with us.
- Use "The Wild Ways", along with our sister organisations: "Raising a Wild Child", "The Wildheart Foundation", and "The Wild Child PDA Foundation" in your business name, service, or domain

If you're a partner organisation, funder, media outlet, or community member wishing to reference or share our materials publicly, please get in touch with us at hello@thewildways.org to request permission and access brand assets appropriately.

We reserve the right to take legal action against brand misuse or passing off under UK trademark law.

Sharing Our Work - Permitted use

We deeply value the sharing of our ideas, especially when they reach families and professionals who need them.

You are welcome to:

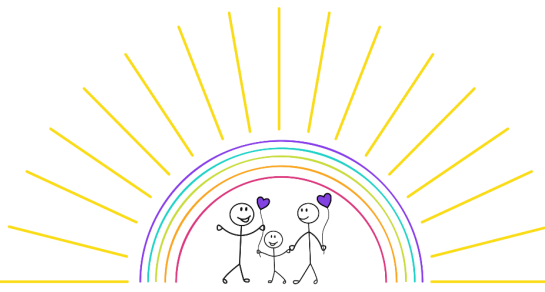
- Share links to our public resources, blog posts, and events, with full attribution and link back to our website(s).
- Quote short excerpts with clear credit and a link back to the source
- Use our name to reference our work (e.g. "as explained by The Wild Ways")
- Reference our work with acknowledgment, without implying partnership or authorship

For all other uses - especially in professional or commercial contexts - written permission is required.

Training Materials and Course Licensing

Training resources, including those shared through paid or private workshops (e.g. Train the Trainer, TNVR), remain the property of *The Wild Ways* and must not be:





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- Used to deliver your own version of the course
- Shared with non-participants
- Adapted into other programmes
- Recorded or distributed without permission

If you wish to train others or use our methods in your organisation, please request a licensing or partnership agreement.

Working Together – Licensing & Collaboration

We believe in collaboration, not gatekeeping. If you'd like to build something in partnership or explore using our frameworks in your own work, we're always open to conversation. Drop us a line, we're happy to talk about how to honour the spirit of The Wild Ways while co-creating something meaningful.

Infringement & Enforcement

If you become aware of misuse of our materials, please report it to us. We will take appropriate steps - including requesting content takedowns, issuing cease-and-desist notices, and seeking legal resolution where necessary. Under UK law, copyright infringement may result in legal action, including damages or injunctions.

Contact & Reporting

For questions, permissions, or to report misuse please contact **hello@thewildways.org**

For further reading on UK Copyright Law, Visit the UK Government's Intellectual Property Office for detailed guidance:

<https://www.gov.uk/government/collections/intellectual-property-copyright>