

CONCLUSION

Your most valuable asset is your customer base. As consumers become more aware of the consequences of online activity and are faced with an ever-expanding array of options, they will increasingly demand products that are not only innovative but also protect their privacy and freedom of expression. Designing your products and policies with privacy and free speech in mind will put you ahead of the curve and help you earn the trust and loyalty of your users while protecting your reputation and your bottom line.

The practical tips and real-life case studies in this Guide are intended to help you begin the process of building robust privacy and free speech protections into your products and business plans. To learn more, please contact the Technology and Civil Liberties Program at the ACLU of Northern California and visit our Web site and blog at www.aclunc.org/tech.

