PROMOTING PRIVACY AND FREE SPEECH: A ROADMAP

The following principles and questions provide a roadmap for your efforts to promote privacy and free speech. Each is discussed further in the following sections.

MAKE YOUR PRIVACY PRACTICES STAND OUT

RESPECT YOUR DATA: LIMIT AND PROTECT THE DATA YOU USE

• Do you collect and use only the data you need?
• Do you use data in ways that protect your users?
• Do you collect and store data securely?
• Do you properly handle any sensitive data that you do collect?

PLAN AHEAD: INCORPORATE PRIVACY AND SECURITY FROM START TO FINISH

• Do you have comprehensive privacy and security practices?
• How will you ensure your privacy and security practices are effective?
• How will you protect your users and your company if a breach occurs?

BE TRANSPARENT: GIVE USERS THE ABILITY TO MAKE INFORMED CHOICES

• Do you effectively communicate your privacy practices to your users?
• Do you provide effective notice of data collection?

PARTNER WITH YOUR USERS: PUT USERS IN CONTROL AND STAND UP FOR THEIR RIGHTS

• Do you identify and respect user expectations?
• Do you give users control over their personal information?
• Do you stand up for your users' privacy?

GIVE YOUR USERS A PLATFORM TO SPEAK FREELY

ENCOURAGE USERS TO SPEAK FREELY: PROMOTE DIVERSE SPEECH AND SPEAKERS

• Do you encourage users to express themselves as they choose?
• Do you give users control over the content they access and the third-party software they use?
• Do you give users ownership of their speech?

MODERATE CAUTIOUSLY: MINIMIZE YOUR CONTROL OVER USER EXPRESSION

• Do your policies safeguard free expression?
• Is your process fair to users accused of violating your policies?
• Do you apply your policies consistently and fairly?

PROMOTE CREATIVITY: LET CUSTOMERS DECIDE HOW TO USE AND DISCUSS YOUR PRODUCT

• Do you promote openness and interoperability?
• Do you assert legal control only as a last resort?

SPEAK UP FOR FREE SPEECH: PROTECT YOUR USERS' FREEDOM OF EXPRESSION

• Do you support your users when you receive demands to take down their content?
• Do you protect your users' identities?
• Do you advocate for laws that protect your users' freedom of expression?

Endnotes available online at **itsgoodfor.biz**