



Checklist for the Internet Entrepreneur

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techlawyers Hey, just joined Twitter, anybody out there?

5:08 PM Apr 21st from TweetDeck

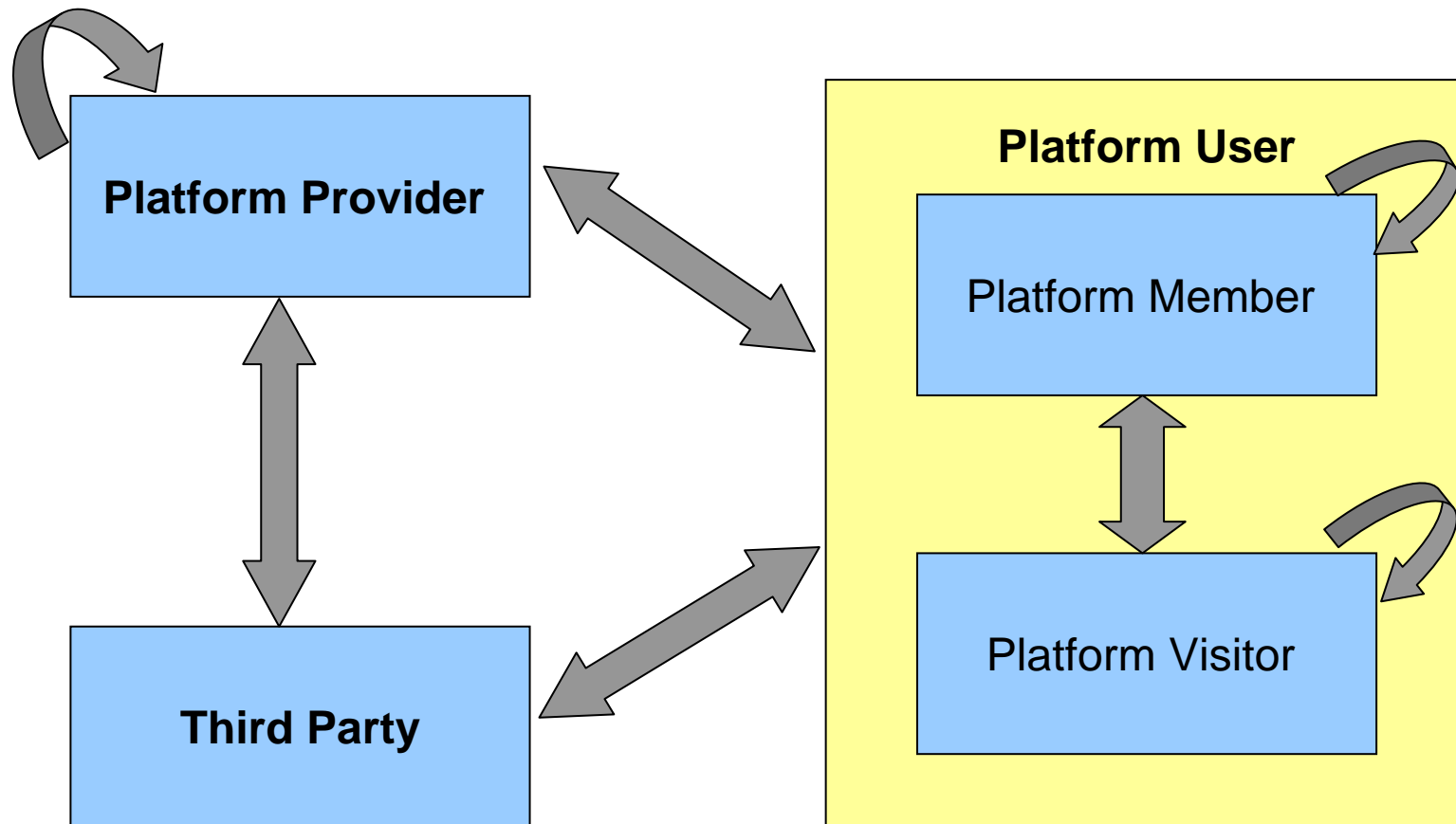


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■ Agenda

- Introduction
- Copyright
- Privacy
- Terms of Use and Privacy Policy

■ Platform Relationships



techlawyers Remember the toddler dancing 2 prince youtube video? now EFF wants Universal 2 pay damages <http://bit.ly/81L1xk> (via @twittering_lawyer)

3:46 PM Dec 14th from TweetDeck



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■ Copyright

- **What is copyright?**
 - Original creation
 - Economic right & moral right
- **Is there copyright in users generated content?**
- **Who owns the copyright in UGC?**



techlawyers IL: Supreme Court rules that GoldenPages may cont. drawing data from Bezeq's site +posting on its own till main suit resolved (8304/09)

4:58 PM Dec 2nd from TweetDeck



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■ Privacy

- One can not violate a person's right to privacy, unless the person's consent was obtained
- What is breach of privacy?
- Database registration
- Anti Spam



techlawyers report on the potential 9.5M\$ settlement in the suit against #FB for alleged privacy breaches <http://bit.ly/2wETFM> #law

7:56 PM Oct 27th from TweetDeck



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■ Terms of Use Checklist

- **Why Do We Need Them?**
 - **Set out the conditions of participation on the platform**
 - **Define the rights and obligations of the parties**
 - **Change and Amendments to ToU - at any time?**
- **Two General Forms:**
 - **Click Wrap**
 - **Browse Wrap**



techlawyers though we accept cynical tone re wal-mart's wordy terms of use <http://bit.ly/S1uIP> , having no terms could be dangerous

5:39 PM Jul 9th from TweetDeck



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■ Terms of Use Checklist (continued)

- **Notice & Takedown procedures, termination of account**
- **Intellectual Property Rights and Title**
- **Rights in the UGC**



techlawyers US: court enforces eBay's forum selection clause in its standard terms of use <http://bit.ly/4AgkiW> #law

12:09 PM Oct 28th from TweetDeck



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■ Privacy Policy checklist

- **Obtain** and **process** the information fairly
- **Keep** only the information you need
- **Keep** the information only for a reasonable period of time
- Keep the information **safe and secure**
- Give the user access to his personal data



techlawyers interesting concern raised w/ twitter's new terms of use <http://bit.ly/SPTYL> #law

6:53 AM Sep 13th from TweetDeck



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■ Thank You!

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