
FIGHTING THE BIGGEST LIE ON THE INTERNET

COMMONTERMS BETA PROPOSAL

Pär Lannerö,
Metamatrix AB
par.lannero@metamatrix.se

2013-04-30



Illustration: Stop lying – logo of our BiggestLie.com campaign

Abstract

The CommonTerms project is trying to solve the “Biggest Lie problem” – in other words, the problem of lengthy and non-accessible online Terms & Conditions that almost nobody read, but everybody has to say that they have read.

In this report, which is a re-iteration of our “alpha” report from 2012, we describe the problem and outline our updated proposal: An accessible format for *previewing* terms. Alongside this report, we also provide a tool that anybody can use to generate their own one-screen summary.

We also present what others have done and are doing to solve the problem, and introduce the OpenNotice collaboration forum.

Keywords

Adhesion contract, boilerplate, clickwrap, usability, terms of service, privacy policy, preview, notice, consent



Contents

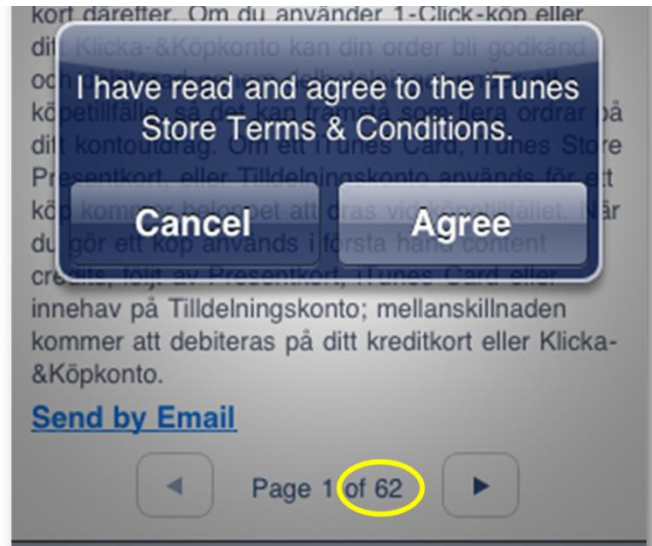
Background.....	3
Why is it a problem?.....	3
Our approach.....	4
Related work.....	7
Icons and graphics.....	7
Accessible text.....	10
Other ways to make terms more accessible.....	12
Other comments on the problem.....	14
Results from studying and contacting related projects.....	16
Evaluation results.....	18
User studies.....	18
Alpha test in a live setting.....	19
Beta proposal.....	21
Presentation format.....	21
Supporting infrastructure.....	26
Q&A.....	32
Future work.....	33
Challenges.....	34
Success factors.....	35
Licensing.....	35
Acknowledgements.....	35



Background

Almost nobody reads online Terms and Conditions!

This is a well known secret, and has been confirmed over¹ and over² again. Therefore, when users click Agree – which they must often do if they want to use internet services – they are telling the “biggest lie on the internet”.



*Terms & Conditions covering tens of pages of fine print is very common.
(iTunes is no worse than most other services.)*

The Terms are usually not by far as accessible as the online services they apply to.

This is a problem.

Why is it a problem?

If you do not think that lying is problematic, how about the following consequences:

Users get exploited

Most agreements have been formulated only by providers, and therefore not protecting the interest of users. Providers can keep writing whatever they like in the agreements as long as nobody reads them. Even if terms *are* fair, some users will regret having signed the agreement because they were expecting something else.

Users get excluded

Some users who do not want to accept an agreement they cannot understand or do not have the time to read will stay away from great services, thus reducing market size and contributing to the *digital divide*.

Limiting value

Some users, not knowing the terms, will be restrictive in their use, and only get limited benefit from the services. How fun would a social network be if you didn't trust it with some personal data?

¹ Federal Trade Commission, see for example <http://www.info-law.com/nobodyreads.html>

² According to <https://plus.google.com/113117251731252114390/posts/UjXrKcayV1n>

Wasting time

Some users spend a lot of time actually reading the agreements, and service providers spend time writing for almost nobody.

Lessening competition

Websites and other online services should be able to compete with great terms and agreements, but today that's hard because nobody has a clue what they agree to.

Eroding respect for contracts

Some users may become less respectful of agreements in general, having ignored so many of them.

The Swedish Consumer Agency (Konsumentverket) has reported³ that many people do file complaints after having agreed to things they did not know they had agreed to, so the problem is *real* and not just a curiosity.

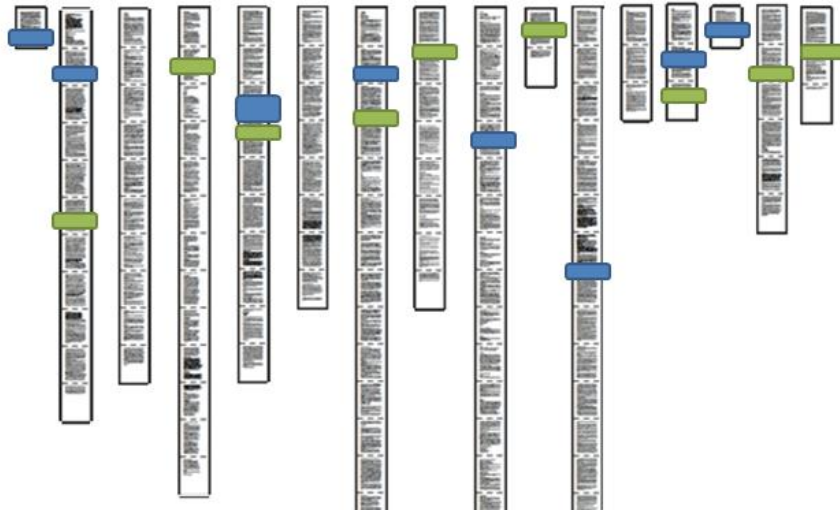
CommonTerms wants to contribute to a solution!

Our approach

CommonTerms started in 2010 with an intention to solve the problem of non-accessible online legal texts in a way similar to how Creative Commons made different copyright licenses accessible.

We thought⁴ that by analyzing existing agreements, we could identify the most *common terms*, and then create icons to symbolize them.

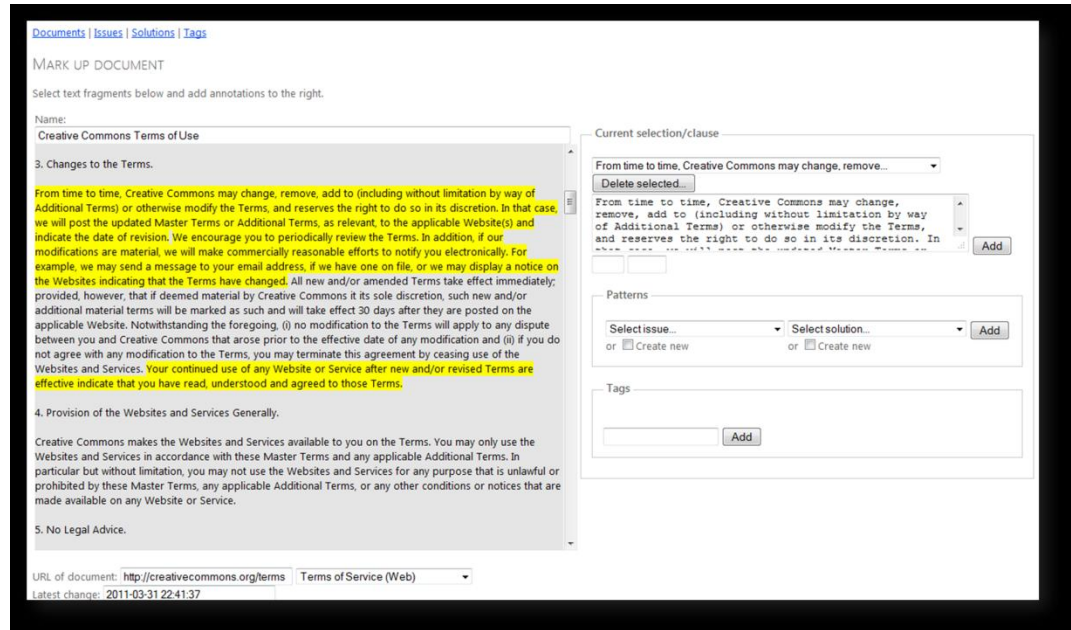
So we downloaded the Terms of Service from a little more than 20 popular websites of different kinds and we categorized every single term found in those documents.



Two terms appearing in several agreements have been identified and color marked.

³ Email from lawyer Elin Håggeborn

⁴ <http://p.lannero.com/cats/>

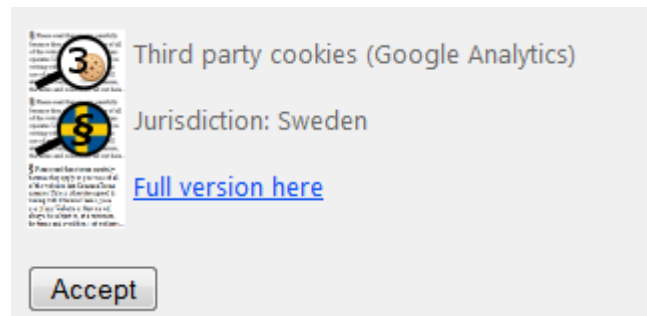


Screen shot from our work to find patterns in existing agreements.

The result of this work is a database of common terms. It can be browsed on our website at <http://commonterms.net/patterns/>.

Details about our method and findings, and the tool we created for this work, can be found in the documentation⁵ of our “alpha” version, published in January, 2012. That document discusses some issues that are still relevant, but omitted from this report.

Indeed, there were some commonalities between the agreements. We even created a few draft icons:



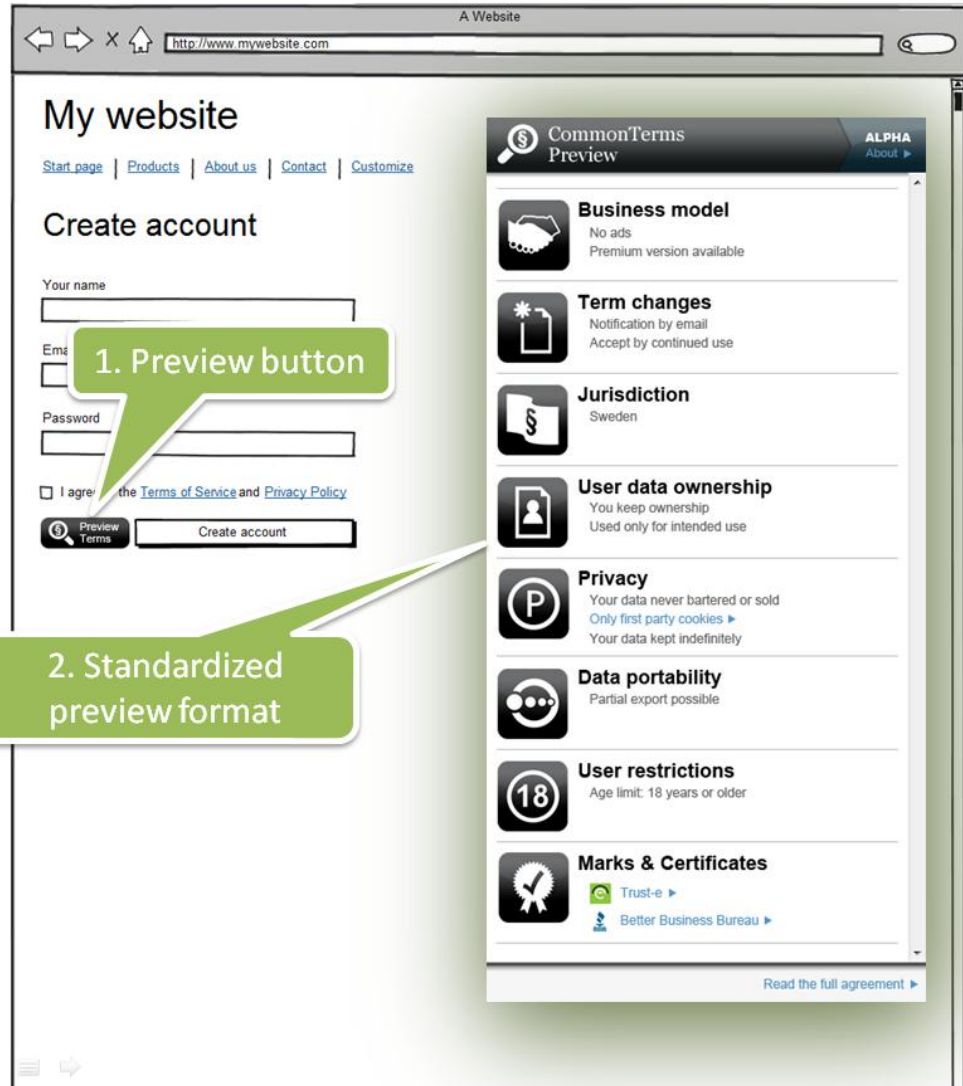
Early draft of icons for two common terms.

But in just 22 documents we found more than 450 *different* terms. The full number of term patterns on the web must therefore be well over a thousand. Making thousands of icons would not be practical, especially given their often quite abstract nature. So we had to abandon the ambition of creating icons for every term.

However, representatives from Creative Commons, and many others, were very encouraging, and almost everybody we discussed the issue with recognized the problem and said we should keep looking for solutions.

Inspired primarily by the Nutrition Label project⁶, we tried instead to create a proposal for a standard tabular format for one-screen summaries of Terms & Conditions.

⁵ http://www.commonterms.net/commonterms_alpha_proposal.pdf



CommonTerms alpha proposal (January 2012)

During 2012, we have evaluated and improved this “alpha” version, and created a tool which anybody can use to generate their own one-screen summary of their Terms & Conditions. The result is a “beta” presented later in this report.

The evaluation was performed both through an academic in-depth usability study with 10 users, and through a live alpha testing where cloud computing company Gnowsis has been presenting their Terms with a CommonTerms alpha. Other input has come from an ISOC workshop, from social media followers, feedback after conference presentations, discussions within the OpenNotice collaboration forum, and reading what others do.

In parallel to drafting and improving our own proposal, we have always made efforts to find related work and get in touch with other projects - whether active or abandoned - with similar goals.

⁶ <http://cups.cs.cmu.edu/privacyLabel/>

Related work

During our research, we found several other projects with similar goals.

Quite a lot has happened to this list during 2012 and the beginning of 2013. We also try to keep an updated list on our website.

Icons and graphics

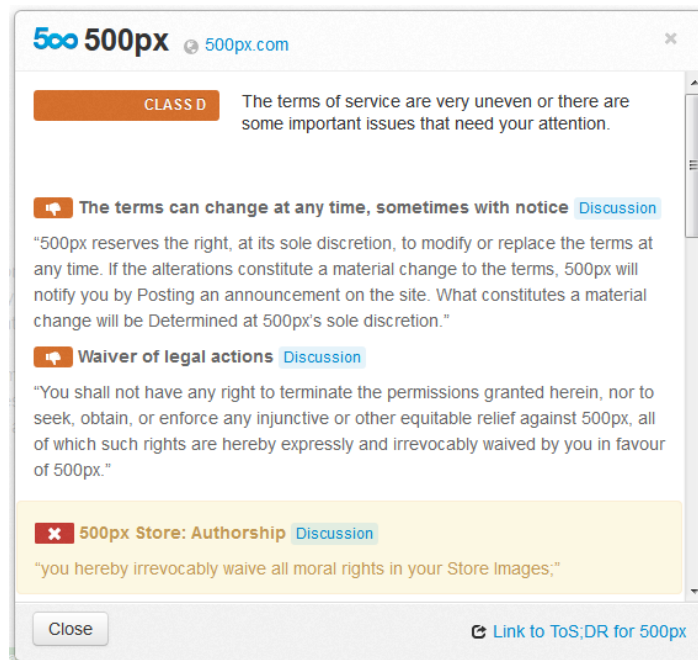
The following projects have presented icons and other graphics to summarize important terms.

Terms of Service; Didn't Read (TOS;DR)

<http://www.tosdr.org>

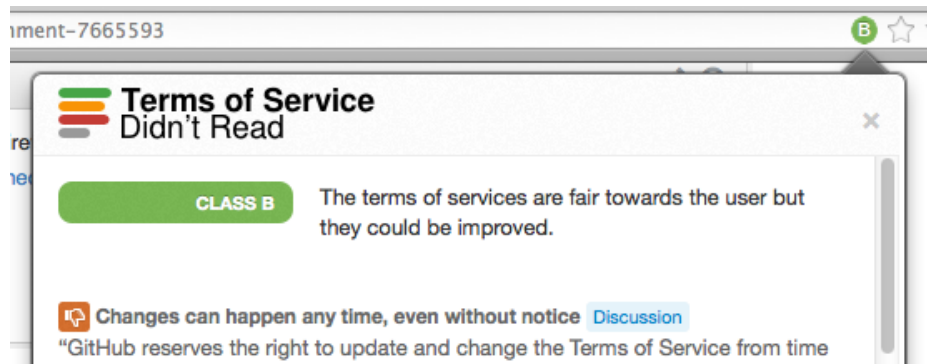
This word play on the "TL;DR" (Too Long; Didn't Read) acronym, was coined during 2012 by Hugo Roy and his group of hackers and visionaries, and gained significant attention from major tech blogs as well as some mainstream media. They also did a successful Kickstarter crowdfunding campaign, which was matched by an equal amount by Google.

The TOS;DR approach to making Terms of Service contracts more accessible is to crowdsource evaluations and descriptions. Members of an open mailing list can bring comments about the Terms of any website, and following a discussion on the list, TOS;DR will submit a bunch of JSON files to a Github repository summarizing the comments and finally awarding the site Terms an overall grade. The contents of those JSON files are available on the TOS;DR website.



Example TOS;DR rating.

Having the ratings only on tosdr.org wouldn't do much good, but thanks to the JSON format and raw data availability, browser plugins can and have been created that display the grade within the browser window when you visit a website that has a TOS;DR rating.



Exampel of TOS;DR rating displayed with browser plug-in

The arrival of TOS;DR was probably the most significant event in this area during 2012, and they have managed to keep up a certain activity on the mailing list even after the initial surge. CommonTerms recognizes that this effort is promising, and a very interesting alternative/complement to our own approach of self-declaration by site owners.

Privacy Icons

<http://www.azarask.in/blog/post/privacy-icons/>

Started by Aza Raskin while he was working for Mozilla, this project has done a great job drafting icons to describe a select set of privacy parameters.



Your Data is Used Only for the Intended Use



Your Data May be Used for Purposes You Do Not Intend

Two examples of Mozilla Privacy Icons

Being a Mozilla project, there's a chance that the icons may be presented in a dedicated browser panel rather than on a webpage somewhere on a website. We very much like the effort, which has a high quality and involved great people, but the alpha proposal still has a number of drawbacks (e.g. complex icons, red/green colors to indicate good/bad policies - Who would put a red color on their site?). CommonTerms wants to build on the many valuable findings from Mozilla Privacy Icons. Last known activity: December 2010.

Privacy simplified

<http://yale.edu/self/psindex.html>

Draft privacy icons and a simple tool to generate html. Nice contribution by a group of Yale students, developing the Mozilla proposal a bit further. Last known activity: May 2012

Privacy commons

<http://www.privacycommons.org>



Draft icons by Aaron Helton described for example Who owns User Generated Content: User, Provider company or Shared ownership. Last known activity: February 2009

Khula project

<http://www.khulaproject.com/>

Started by Tyler Baird. Producing easy-to-read hand-made Privacy Policies. Clear and nice graphics. Last known activity: september 2011.

Open Digital

<http://blog.opendigital.org/2012/03/identonomics-part-3-clarity-in-privacy.html>

Among other things, Open Digital proposed a nice set of icons to communicate what license a user has put on her personal data. Unfortunately, the project was suspended in april 2012.

Know privacy

<http://www.knowprivacy.org>

Report from a project by students at the UC Berkely School of Information in 2009. Drafted icons describing how user data is being collected and shared.

Netzpolitik

Matthias Mehldau created a large set of icons answering the questions "What data is collected", "How is my data handled", "For what purpose" and "For how long". Last known activity: 2007

European privacy open space

<http://www.privacyos.eu>

EU project proposed the idea of cc-like icons but no icons as far as I know. Last known activity: 2009

Privacy Icons (for email)

<http://privicons.org/>

This project has proposed a set of icons for email privacy. Ryan Calo, Max Senges and a few others are mentioned on the project website. Last known activity: November 2011.

Clearware

<http://www.clearware.org>

Clearware proposed a rather extensive set of icons to summarize common terms found in End User License Agreements (EULAs). Last known activity: 2006, but people behind the project joined OpenNotice in 2012.

Privacy labels

<http://cups.cs.cmu.edu/privacyLabel/>

Researchers from by CyLab Usable Privacy and Security Laboratory (CUPS) at Carnegie Mellon University proposed and evaluated a standardized table format for the presentation of privacy information, inspired by "Nutrition labels".





information we collect	ways we use your information				information sharing	
	to provide service and maintain site	marketing	telemarketing	profiling	other companies	public forums
contact information		opt in			opt out	
cookies						
demographic information		opt in			opt out	
financial information						
health information						
preferences						
purchasing information		opt in			opt out	
social security number & gov't ID						
your activity on this site		opt in			opt out	
your location						

Example table from the Privacy Label project

Their research papers provide many valuable insights. Last known activity: 2010

Internet Governance Forum

<http://identityproject.lse.ac.uk/mary.pdf>

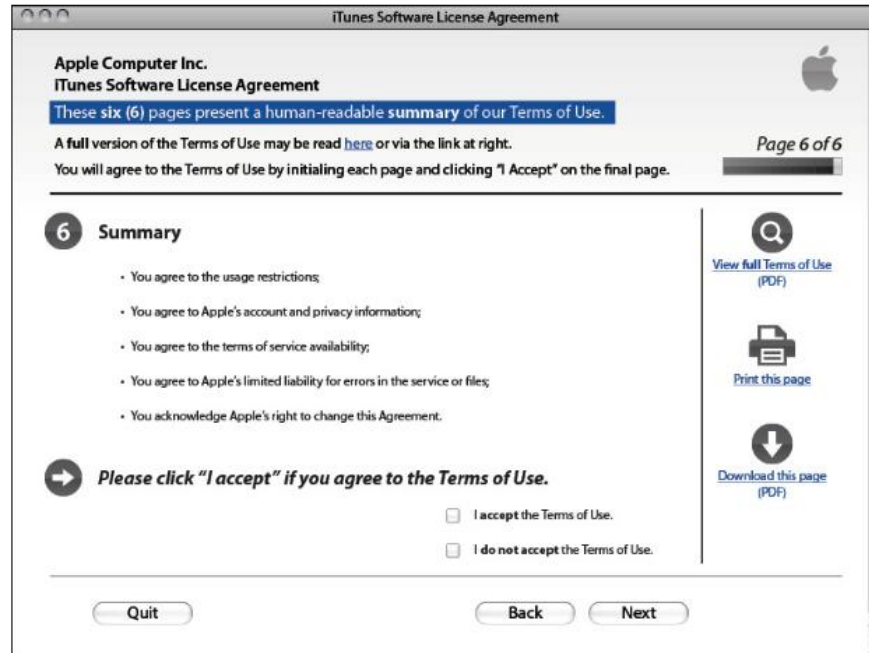
In 2006, Mary Rundle from Harvard University gave a presentation at the IGF meeting, proposing a small set of draft icons to symbolize how user data might be treated by online service providers.

Accessible text

The following projects have approached the problem mainly by trying to make the text of the agreement shorter or clearer, or both.

I agree to

<http://www.iagreeto.org>



Six easy-to-read screens instead of 62 screens of legalese...

Re-design of Apple iTunes Terms of Service by Gregg Bernstein, providing great inspiration for anybody trying to simplify and make online contracts more accessible. Last known activity: September 2011.

Standard Label

<http://standardlabel.org/>

Kickstarter proposal started April 2012 by Joe Andrieu of the Kantara initiative. Drafted a tabular terms summary format, inspired by CUPS Privacy Label project just like CommonTerms. Nice video, too. Crowdfunding didn't reach limit on time, but attracted lots of support and will probably continue anyway!

Google

<http://www.google.com/intl/en/policies/>

Multiple Terms documents will be (March 1, 2012) consolidated into one, and made simpler and shorter by removal of redundant information.

MailChimp

<http://blog.mailchimp.com/mailchimps-redesigned-terms-of-service-and-privacy-policy/>

MailChimp made significant efforts to clarify their terms of service and privacy policy during 2012, and wrote the above insightful blog post about it.

Facebook

<http://www.facebook.com/about/privacy/>

Simplified versions of agreements can be written in everyday language instead of legalese.

OwnTerms

<http://ownterms.pbworks.com/w/page/6985495/FrontPage>

OwnTerms is a proposal by Tom Scott to provide CC-licensed boilerplate Terms of Service documents (and other contracts). Last known activity: 2009

Lex publica

<http://lexpubli.ca/>

Company intending to adopt the OSS model to legal documents: provide the legal code (CC licensed contract document templates) for free but selling consulting. Last known activity: January 2010.

Portability Policy

<http://portabilitypolicy.org/generator.html>

Part of DataPortability.org, this side-project aimed to create a standard format to describe the data portability policy of an online service. They even produced a form-based tool to create such a policy. While we think this is a step in the right direction, it still looks a bit too complex, and portability, after all, is just one of many aspects, so we think this effort should become a part of something more holistic.

Other ways to make terms more accessible

TRUSTe

<http://www.truste.com>



Trust mark by TRUSTe.

TRUSTe is a certification for websites whose Privacy policies adhere to some basic quality requirements defined by TRUSTe. A few thousand websites, including well known sites such as Facebook and E-bay have been TRUSTe certified. This is a useful way for websites to provide a very simple summary of their privacy policy. But it does not communicate specific details of the terms – you can have the certification or not have it.

Iubenda

<http://www.iubenda.com>

Italian company offering a simple tool to create easy-to-understand Terms of Service documents.

PrivacyChoice

<http://www.privacychoice.org>

Among many other privacy related tools and services, PrivacyChoice offers a tool - Policymaker - which can be used to easily generate an accessible privacy policy for mobile applications. Founded by Jim Brock.

TOSback

<http://www.tosback.org>

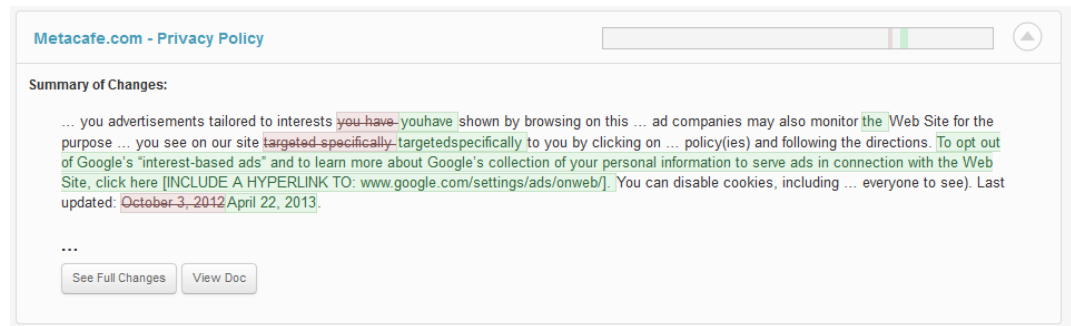
EFF project tracking changes to TOS documents for popular online services. During 2012, the project was reborn, and now crawls almost 1000 TOS documents once a month, placing the resulting data in a Github repository. Cooperates, for example, with TOS;DR.

Docracy TOS Tracker

<https://www.docracy.com/tos/changes>

Much like TOSback, the Docracy TOS Tracker regularly fetches TOS documents. Also offering visual diff analysis.





Example of visual diff analysis by Docracy

Docracy

<http://www.docracy.com>

Winner of a Techcrunch hackathon⁷, May 2011, this startup aims to become a "GitHub for legal documents". Docracy are open sourcing legal documents, highlighting changes and tracking how many times each document has been re-used. They also added the ability for anybody to comment on all of their documents, as well as counters for "like" and "views".

EmanciTerm

<http://cyber.law.harvard.edu/projectvrm/EmanciTerm>

From the *VRM project* (Vendor Relationship Management, headed by Doc Searls) comes the EmanciTerm proposal: Users should bring their own set of terms, to be automatically matched with those of service providers.

Customer commons

<http://customercommons.org>

Yet another spin-off from the *VRM project*. This is a non-profit organization aiming to create "a world of liberated, powerful, and respected customers". Started late 2011.

TOSSOS

<http://www.tossos.com/>

Initiative by Sebastian Lemery to scrape TOS documents, provide easier-to-read versions, and track changes. Started May 2012.

Youluh

<http://www.x2xroads.com>

Youluh will be able to automatically analyze EULA documents, to see if they contain clauses that you usually agree to, clauses that you do not agree to, or clauses you haven't seen before, to make it easier for you to decide whether to accept or not! Started June 2012.

Scode

<http://worldmodscore.wordpress.com/2011/12/04/solving-the-eula-problem>

A proposal somewhat similar to CommonTerms but applied to EULAs. The idea here is not to make icons or a standardized table, but instead a large database of clauses. In fact, the database Scode describes has been partially built by CommonTerms. Blog post written December 2011.

⁷ <http://techcrunch.com/2011/05/22/hackathon-winner-docracy-is-a-github-for-legal-documents/>

C|net

http://www.cnet.com/8301-30976_1-20068778-10348864.html

Perhaps the message can come across if the agreements are dramatized by professional artists?

Zynga

<http://www.insidesocialgames.com/2011/07/07/zynga-launches-privacyville-a-gamification-version-of-its-privacy-policies/>



Screen dump from PrivacyVille

The gaming company has produced a *gamification* of their privacy policies. Finding privacy answers in “PrivacyVille” will give you credits in the ordinary game.

Other comments on the problem

The following is a selection of people who have commented on the problem of non-accessible Terms and Conditions, without really trying to solve the problem. Many of them use humor and give great illustrations of the problem.

The Biggest Lie

<http://biggestlie.com>



Screen dump from the “Biggest Lie” website

Our own campaign trying to "give voice to the consumers who want the hypocrisy to end". Visitors can confess the biggest lie ("Yes I have read and agree...") and at the same time protest. Opened May 30 2012. More than 2000 people confessed and protested, as of April 2013. While this number is not small, it could still be very much greater, given the number of people who constantly complain about having to lie so often. Therefore, we are considering to change the website from the current one-click slacktivism to instead ask for and publish the names of signatories. That might provide better for viral distribution.

TED Talks

Alan Siegel: Let's simplify legal jargon

http://www.ted.com/talks/alan_siegel_let_s_simplify_legal_jargon.html

Sandra Fisher-Martins: The right to understand

<http://www.ted.com/talks/sandra-fisher-martins-the-right-to-understand.html>

IDG

<http://www.idg.se/2.1085/1.421563/eula---avtalen-ingen-laser>

Swedish newspaper article claiming that one company – PC Pitstop - wrote in their EULA that the user would get a financial reward just by contacting the company and notify them that they read the clause. Only 1 out of 3000 users did this – and got a \$1000 reward.

The first truly honest privacy policy

<http://www.itworld.com/print/129778>

By being brutally frank and honest instead of complex, Dan Tynan thinks privacy policies could become more widely read and understood. Humor.

Those Sneaky Bastards

<http://www.thosesneakybastards.org>

Project started in 2012 by law researcher Renee Lloyd, commenting on the non-sustainable situation of unreasonable, unread adhesive contracts online.

Terms & Conditions May Apply - the movie

<http://www.tacma.net>

Highly relevant movie trailer from late 2012. Looking forward to see if there's going to be more than a trailer!

The small print project

<http://reasonableagreement.org>

Printed T-shirts with bogus agreements on them, protesting against bad EULAs etc. Andy Sternberg started the project after an idea by Cory Doctorow and Steve Simitzis. Last known activity: 2007.

Data Practice Policy and Negotiated Use

http://mappingthegaps.blogspot.se/2012/09/data-practice-policy-and-negotiated-use_2811.html

This blog post by Paul Corriveau from september 2012 describes the problem of non-readable TOSs, and proposes a solution quite similar to CommonTerms.

Failblog

<http://work.failblog.org/2011/08/15/job-fails-it-may-be-a-lie-but-its-hardly-a-secret/>

Artistic comment on the "Biggest lie on the internet" ("I have read and agree...")



South Park

<http://www.southparkstudios.com/full-episodes/s15e01-humancentipad> (from USA)
<http://www.southparkstudios.se/full-episodes/s15e01-humancentipad> (from Sweden)

The comic series made an episode called the “HumancentiPad”, in which a user has to suffer extensively because of having signed an agreement permitting just about anything. Be warned, it is a strong illustration.

SVT Kobra

http://svt.se/2.166237/1.2569424/prg_6

TV show (in Swedish) discussing the “I accept generation”. Among other things the TV show said that one company has written in their Terms that by accepting the terms “you give us your soul”.

Results from studying and contacting related projects

Conclusions from studying related work

- There seem to be an almost universal consensus that terms and conditions online (especially privacy policies) need to become more accessible.
- There are a different approaches to solving the problem:
 - o Self-declaration by site owners, using standardized symbols, phrases, layouts, machine readable codes, and/or plain language.
 - o Standardized full contracts, much like GPL, BSD and other open source licenses.
 - o Third-party ratings and comments.
 - o Instead of once-and-for-all take-it-or-leave-it contracts, users could be involved in a constant dialogue forming the contract as the use the system.
 - o Automatic analysis of contracts to support decision making.
 - o Automatic tracking of changes, so that you can revoke a contract you no longer find acceptable.
 - o Repositories of already accepted agreements, for future reference and comparison.
 - o Advanced visions of semi-automated negotiation of contracts instead of boilerplate.
- No solution has yet been widely adopted.
- No project has encountered problems which we think are unsolvable, but there are some serious challenges. The greatest challenge, probably, is that in some legal contexts, simplification implies risk: If you write a simplified version for the sake of accessibility and the simplification can be interpreted to your disadvantage, it will be interpreted that way in court, and the simplification may turn out to be legally binding. See, for example, the MailChimp blog post, and the discussion threads surrounding the 500px simplification of terms.
- Most proposals focus on privacy, while CommonTerms tries to address accessibility of all kinds of terms and conditions, but the problem is the same.
- Most projects have been abandoned after a while, probably because the task is non-trivial and they have not had the financial resources needed.
- Lots of experiences have been made, but new initiatives often start without learning from previous projects.



Collaboration between projects

Because we saw the need for collaboration, the widespread interest in the topic, and the multi-faceted nature of the problem, we decided that a forum for coordination and collaboration was needed.

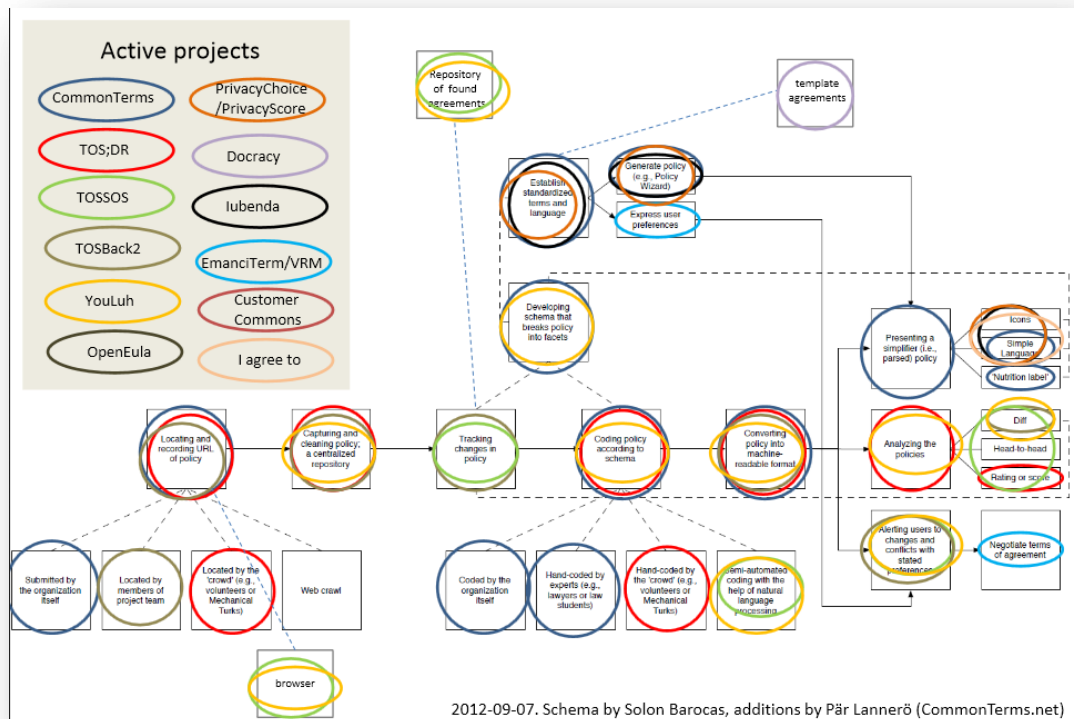


Logotype of the OpenNotice group

Therefore, in 2012 we co-founded the OpenNotice group together with Mark Lizar, Reuben Binns, and representatives from many of the other projects in this area.

The group has regular telephone conferences, an email list, and a website at <http://opennotice.org>. Representatives from the group have presented at a large W3C workshop, a "legal hackathon" et cetera. We are currently discussing how to best continue and coordinate work. Hopefully there will also be physical meetups in the near future. If you belong to one of the projects, or a similar initiative, please join OpenNotice!

One of the early collaborations of the OpenNotice group was the creation of an "ecosystem map", where most of the active projects were plotted against a schematic break-up of activities.



OpenNotice ecosystem, full resolution pdf available at <http://biggestlie.com/ecosystem.pdf>

Evaluation results

User studies

During the spring and summer of 2012, a detailed user study involving 10 research subjects was performed. They were presented with a mock-up website, where a CommonTerms preview button was present, and asked to sign up for an account and tell the researcher about every step in the process. If they did not spontaneously click the CommonTerms button, they were asked to do so afterwards. The subjects' reactions to the button and the one-screen summary, as well as their interpretations and attitudes were recorded.



The main part of the study was performed with a live on-screen demo, but preparatory studies were done with paper prototypes.

In the study, only 1 in 10 spontaneously clicked the preview button. However, we are not discouraged by this fact. Most people do not click to see the full terms either, and before the CommonTerms logo and button are widespread, we should not expect many people to recognize it.

Instead, the main challenge identified by the study was the difficulty of writing easy-to-understand and still very compact term descriptions. We have two responses to this challenge:

1. It should be possible to click on short term descriptions to bring up a longer version.
2. The infrastructure surrounding CommonTerms should allow website owners to add their own terms to the database of common terms, to avoid forcing them to select standard terms that aren't well suited for the context. There is also a need for professional curation of the database by legally competent people who are also fluent in plain non-legal language.

When explicitly asked by the researcher to look at and click the preview button, users understood the button and the preview fairly well. They also appreciated the preview and said they would like more sites to have something like it.

There was an indication that the button could be larger and even display some of the most important terms right from the start – from the users' perspective. The study even produced a proposal for such a larger initial display.

M

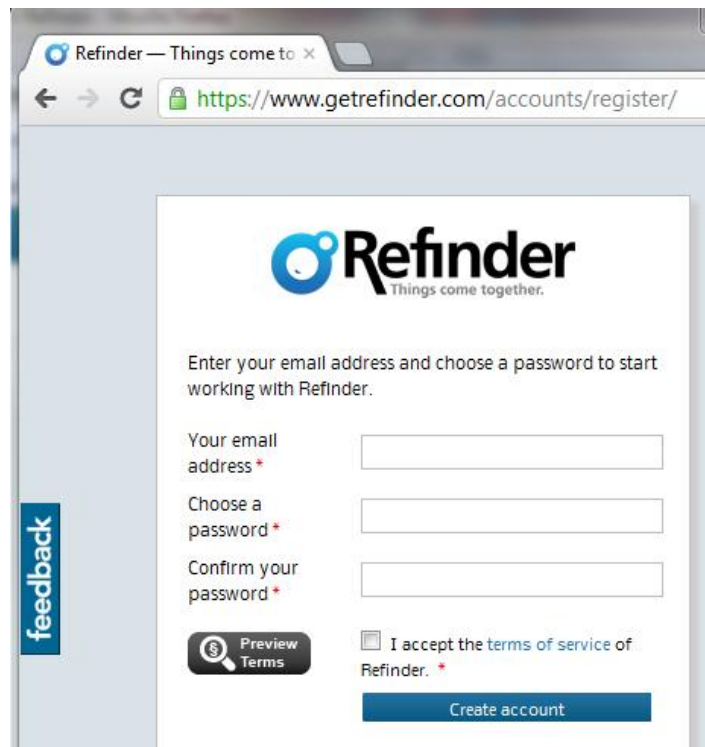


Instead of a traditional button, an entire panel could be displayed, according to study.

The study was carried out as a Masters' thesis project by two last-year students of User Experience, Carl Törnquist and Hanna Arkestål at Stockholm University. Their report⁸ (in Swedish, but English abstract available) was awarded the highest grade, and Carl Törnquist is now employed by Metamatrix and the main interaction designer for CommonTerms.

Alpha test in a live setting

During the second half of 2012, Austrian startup company Gnowsis, with their cloud based service Refinder⁹, did a live alpha testing of the CommonTerms preview.



First live use of CommonTerms preview – alpha test by Refinder

Website logfiles indicate that approximately 10% of users clicked the preview button. This may not sound like a lot, and unfortunately the figure may have been slightly exaggerated by people interested in CommonTerms who went to Refinder to see and try it in action. But if we can come anywhere near 10%, that would be a huge improvement from the 1-2% that normally bother to open the full Terms of Service or Privacy Policy documents! So we are encouraged by the live alpha testing. Also, Refinder did not take it away once we had evaluated it – which they probably would if it had caused problems.

⁸ <http://commonterms.net/alpha/userstudy2012.pdf>

⁹ <http://getrefinder.com>

There was very limited end user feedback, except for the traffic logging. But the adaption work we did in collaboration with Gnowsis brought valuable experiences. Going live brings up many detailed questions such as how will the presentation work in a mobile environment, how can the implementation be done to work with or without Javascript, et cetera.

Furthermore, some needs to adapt the language were identified. The presentation category previously named “Privacy and Censorship” was renamed “Privacy and Security”, because a website owner may not want to attach words with a strong negative feeling attached to them, such as “censorship”.

All these findings have been integrated into the new preview generation tool.

We also got a better understanding of the website owner’s perspective. As a startup, you want conversion. I.e. you want people to sign up, and not be stopped by legal considerations. You appreciate the opportunity to be clear about what rules apply. This brings trust. But the “sign up now” still button needs to be the main destination of the page – not “preview terms”. The most important conclusion from this alpha test, therefore, is that *website owners must be given a flexible choice of presentation formats*, or they will not be able to use CommonTerms, for business reasons.

As you may have noticed, there is a difference between the users’ perspective here (user study indicating that the preview button should become an entire panel) and the website owners’ perspective (preview button should be visible but not dominant).



Beta proposal

CommonTerms proposes a presentation format for a one-screen summary of your Terms & Conditions, and a supporting infrastructure including a centralized database of common terms.

Our ambition is to bring the proposal to standard status, but we recognize that a lot of work remains to get there. In this document we present our beta version, which is an improved version of the “alpha” from January 2012.

Presentation format

Using CommonTerms, a website owner (or possibly a mobile app provider) can put a button labeled “Preview terms” by the side of the “I accept”/“Create account”/“Install app” action.



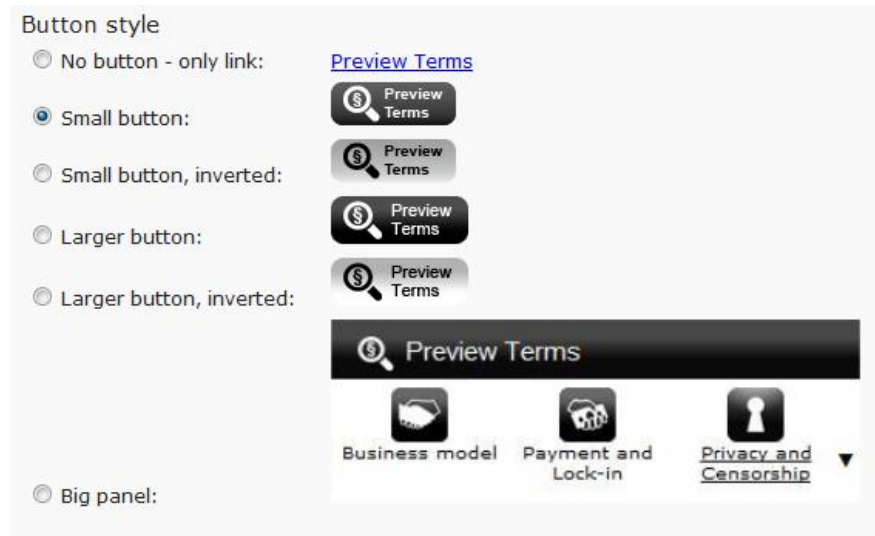
Visual appearance of our proposal.

Visitors wanting to get an overview of what they are about to accept can click the button and be presented with a standardized summary of the most important aspects of the agreements (There is often at least a “Privacy policy” and a “Terms of Service” document.). If the preview contains well known icons, topics and brief formulations, in a well known order, that should make it rather easy for the user to get the essence.

Button design

The alpha tests made it clear that website owners need be able to control the appearance of the “preview terms” button. The buttons should not be more dominant on the screen than the conversion button (“create account”, “submit order” et cetera) but still large enough to be seen. A suitable design for the button will vary depending on the context. We have been working primarily with grayscale colors, for this reason, but perhaps we will need to add some colors too.

At the same time, it is important that we try to keep the buttons somewhat similar, because we do want users to recognize the symbol and to know what to expect from a “preview terms” button.



The current selection of available buttons

Standardize selection and ordering of topics

The CMU Privacy Label project showed¹⁰ that a standardized selection, ordering and presentation of privacy terms can significantly enhance accessibility. We believe this conclusion applies to terms in general, and not only privacy policies.

Based on our research we have made a preliminary selection of seven topics/sections:

1. Business model
2. Payment and Cancellation
3. Agreement details
4. Content and Copyright
5. Privacy and Security
6. User restrictions
7. Certificates and Guarantees

This list has been modified and reduced according to feedback from our alpha testing, but may still need to be further revised.

Standardize icons for each topic

In order for users to more easily be able to locate the relevant topic, a set of icons representing each topic has been developed.

¹⁰ http://www.cylab.cmu.edu/research/techreports/2009/tr_cylab09014.html



Current collection of icons.

Note: one of them is for terms that still have no topic assigned.

In contrast with the Privacy Label approach from CMU, where only ordering and terminology is specified, we think icons should be added, or at least further evaluated.

There are often a greater number of terms that need to be presented than can be shown on a single (possibly mobile) screen, so scrolling may be necessary. If you have to scroll, the relative position will not always be apparent. Therefore an extra navigational aid, such as recognizable icons, should make it easier to browse the preview.

Of course, icons should harmonize as much as possible with existing conventions. We believe the above icons are if not intuitive, at least not counter-intuitive to most users. But before going from beta to 1.0 this assumption should be verified.

Standardize brief labels for common terms

Originally, we thought icons could be created for all of the most common terms. After our initial study, we think the diversity, complexity and changing nature of online terms make brief textual labels more practical.



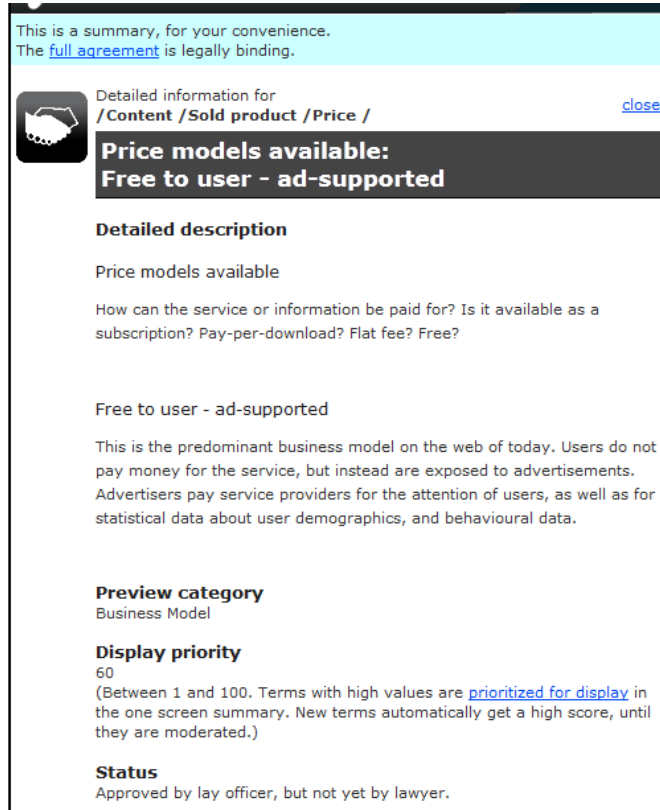
Again, we plan to use existing formulations wherever possible. The curation of the database of common terms is a very large, but not infinite, task, where a lot of work remains to be done.

Standardize legal text defining each label

Just as with Creative commons, every *human readable* text label should have a corresponding textual definition. This definition should still be human readable, but also lawyer readable.



We have now made every label clickable. When you click the label, the description and some metadata about the term is displayed.



This is a summary, for your convenience.
The [full agreement](#) is legally binding.

Detailed information for
/Content /Sold product /Price / [close](#)

Price models available:
Free to user - ad-supported

Detailed description

Price models available

How can the service or information be paid for? Is it available as a subscription? Pay-per-download? Flat fee? Free?

Free to user - ad-supported

This is the predominant business model on the web of today. Users do not pay money for the service, but instead are exposed to advertisements. Advertisers pay service providers for the attention of users, as well as for statistical data about user demographics, and behavioural data.

Preview category
Business Model

Display priority
60
(Between 1 and 100. Terms with high values are [prioritized for display](#) in the one screen summary. New terms automatically get a high score, until they are moderated.)

Status
Approved by lay officer, but not yet by lawyer.

Click on a term label and you some details about it are displayed.

Standardize translations

One of the great values of standardization is that translations can be provided in many languages.



 FR: Vos données ne seront échangés ni vendus

 SV: Dina uppgifter kommer inte att säljas eller bytas

 **User data ownership**
You keep ownership
Used only for intended use

 **Privacy**
Your data never bartered or sold
[Only first party cookies](#) ▶
Your data kept indefinitely

 **Data portability**

The terms of one online service could be rendered in another language than the original agreement, providing greater accessibility not only to non-lawyers but also to people with a different native language.

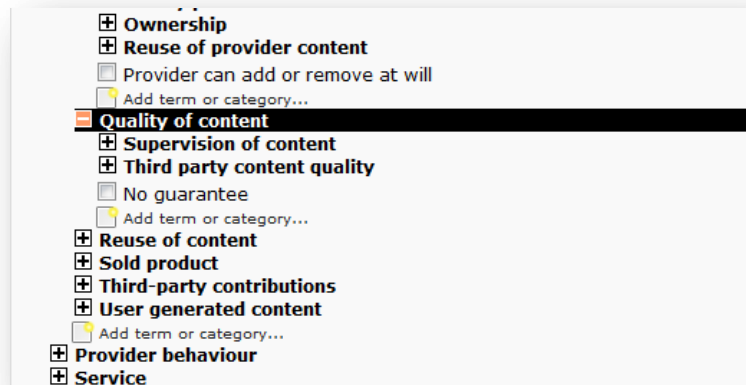
The database of common terms has been modeled with support for multiple languages in mind, but so far, the rest of the system is English-only.

Allow visibly identifiable non-standard terms

It will not be possible to standardize everything.

Providers of online services must be able to put anything in their agreements and generally should not be forced to stay only with standardized labels and topics. Such an inflexible system would probably be rejected by many.

Therefore, we propose that providers be able to put whatever terms they want in the preview.



Users can add terms and categories anywhere in the hierarchy.

A screenshot of a form titled 'Add new term or category' with a 'close' link in the top right. The form is for adding a new term under the path '/User behaviour /Accetable use'. It contains two text input fields: 'Human readable very short summary:' with the value 'Must only speak English here', and 'More specific description:' with the value 'This is a language course environment, please do not use any other language when communicating with other users.]. Below the fields are radio buttons for 'category' and 'term', with 'term' selected. An 'Add' button is at the bottom. A note at the bottom states: 'Note: You can use your own additions immediately, but others will not see it in the database until we have moderated it. Also: New additions will show up in the preview as non-standard clauses, until they have been moderated.'

The “generator” allows the user to add any term.

Yet, users should be able to easily see who uses mostly common terms and who uses their own terms. Therefore, non-standard entries should also be visually distinguishable from standardized ones.



User restrictions

Acceptable use: Only personal use
Acceptable use: Must only speak English here



Certificates and Guarantees

Warranty: As is
Complies with: Trust-e requirements

Right now, non-standard terms are highlighted with a shadow.

Legal disclaimer

To mitigate the risk of having the simplified texts treated as legally binding, it is important to clearly state that the summary is nothing but a summary, and provide a link to the full contract in a prominent position. We updated the proposed format to include such a disclaimer.

Terms Preview

This is a summary of terms for MyStartup, for your convenience. The full [Terms of Service](#) and [Privacy policy](#) are legally binding.

Business Model

Price models available: Free to user - ad-supported
Price models available: Subscription based - ad free

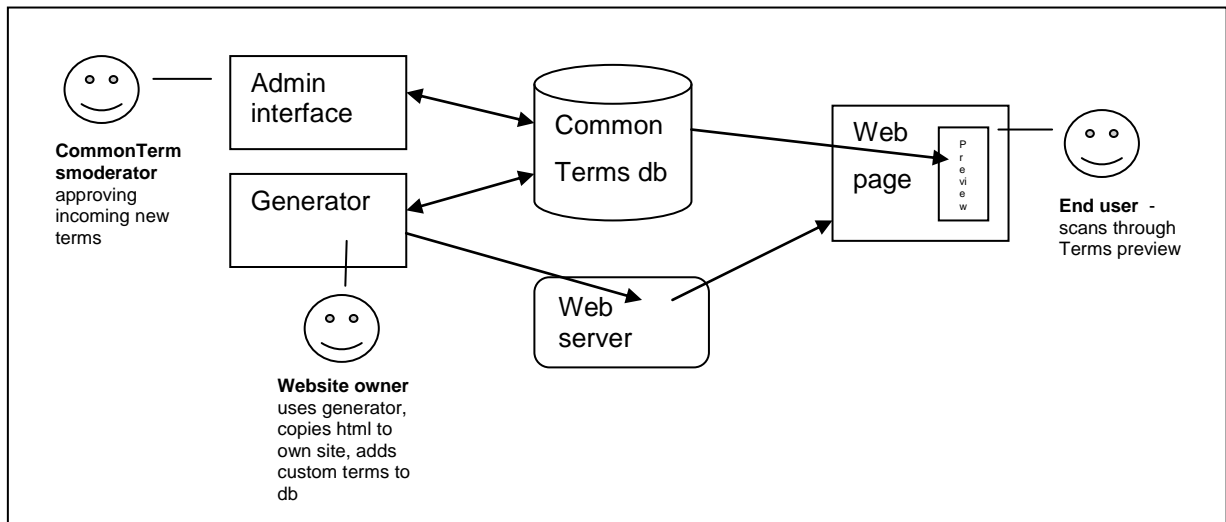
The top content of the preview is now a legal disclaimer.

It is likely that the formulations in this disclaimer needs further work.

Supporting infrastructure

Except for the visual preview design, we have also developed a working prototype – beta version – of a supporting infrastructure, including:

- An online tool – “preview generator” - which anybody can use to create their own preview.
- A database of common terms – including a defined workflow for additions and edits
- A layered information architecture modeled after Creative Commons



Rough overview of infrastructure

The preview generator

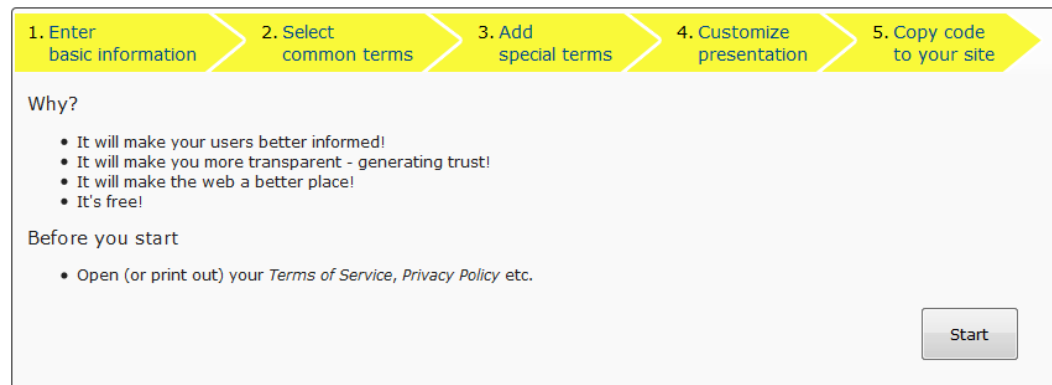

Until now, all CommonTerms previews have been created manually. But the only sustainable model for preview generation, until automated analysis of existing legal documents comes along, is a forms based tool.

Therefore, CommonTerms spent considerable effort to produce such a tool. Starting today (April 30, 2013) this tool is available at <http://commonterms.net/generator/>.

The tool has been designed with the intention of making it easy for website owners to select applicable terms from a large collection of standard term patterns.

Before starting, users are instructed to print out or open their own Terms of Service, Privacy Policies and any other relevant contracts.

5 steps to get a one-screen summary of your Terms & Conditions.



1. Enter basic information

2. Select common terms

3. Add special terms

4. Customize presentation

5. Copy code to your site

Why?

- It will make your users better informed!
- It will make you more transparent - generating trust!
- It will make the web a better place!
- It's free!

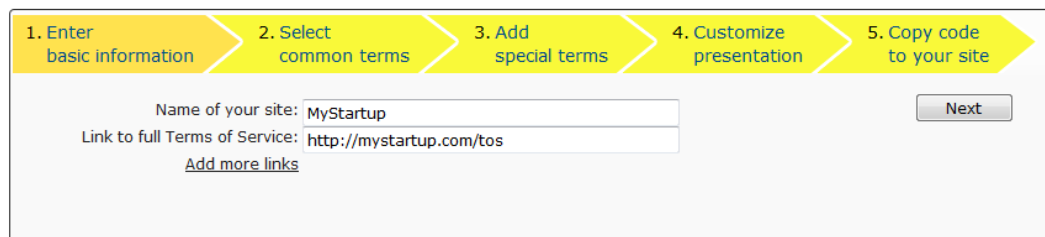
Before you start

- Open (or print out) your *Terms of Service, Privacy Policy* etc.

Start

Current welcome screen for the preview generator

The first step, then, is to enter the URLs of those documents into a form, so that links can be presented at the top of the preview.



1. Enter basic information

2. Select common terms

3. Add special terms

4. Customize presentation

5. Copy code to your site

Name of your site:

Link to full Terms of Service:

[Add more links](#)

Next

The second step asks the user to select all applicable terms from a list of common terms that are considered especially important for the user. Every selected term will here will appear in the preview.



1. Enter basic information 2. Select common terms 3. Add special terms 4. Customize presentation 5. Copy code to your site

Please select **everything that applies** from this list of common terms!

Business Model

- Price models available: Free to user - ad-supported
- Price models available: Subscription based - ad free
- Price: May not always remain free
- Price: Free for personal use
- Price: Future changes possible for commercial use

Payment and Cancellation

- Notification of price change: Will be communicated to user
- Notification of price change: Written notice 30 days prior
- Cancellation: By visiting specified webpage
- Cancellation: None after payment
- Cancellation: Refund within 14 days of purchase
- Payment method available: See website
- Payment method available: Credit card
- Payment method available: Debit card
- Payment method available: Invoice

Agreement details

- Damages: Set amounts
- Damages: According to court decision
- Provider can terminate service: Any circumstances

Next

It is possible that the site owner knows that his or her website terms include something really important that users definitely need to know about, but which did not appear in the list of common terms. If this is the case, the new term can be added in our database by selecting the appropriate category and clicking the *Add new term or category* link.

1. Enter basic information 2. Select common terms 3. Add special terms 4. Customize presentation 5. Copy code to your site

If there are terms in your contracts that did not appear in the list of common terms, but should appear in the summary, please add them in the below hierarchy. But please, only if there's nothing similar already!

All terms Search

- Content
- Provider behaviour
 - Account names
 - Advertising
 - Send messages to user
 - Send email to user
 - Send newsletter
 - Send snail mail to user
 - Add term or category...
 - Supervision and censorship
 - Utilize users computer hardware
 - Allowed to publicize partnership with user
 - Add term or category...
- Service
- The agreement
- User behaviour

Next

The reason the user must add new terms in the hierarchy is that we don't want them to add terms which we already have in the database – thus creating redundant copies. By browsing the entire database, users can hopefully see that their term is already present.

Newly added terms can be included in the preview for the currently active user, but others will not see it as an option until a moderator has approved (and possibly moved, re-formulated or down-prioritized) the new term. All new terms end up in a special "inbox" for CommonTerms moderators.

Step 4 is for customization. So far, only button style can be selected, but the idea is to implement a few more customization options, including:

- Presentation (lightbox, inline, popup, only machine readable)
- Language
- Color scheme
- Profile

Finally, a snippet of HTML code is generated, for the user to copy and paste into his own website.

```

<script type="text/javascript" src="http://commonterms.net/Scripts/common.js"
/><script type="text/javascript">$(document).ready(initlightbox);</script><link
rel="stylesheet" type="text/css" href="http://commonterms.net/fancybox
/jquery.fancybox-1.3.4.css" media="screen" /><a href="http://commonterms.net

```

In the future, we also plan to offer the option of downloading every resource needed to display the preview. This will reduce the dependency on the CommonTerms web server, and give website owners full control over what is displayed in their preview. The current solution includes rendering done through our server, and for a website owner who is hesitant to relying on cloud services that may be a showstopper.

Several companies and organizations could host generators such as this. Ideally, they should all use the same database of common terms, but the design of the generation tool need not at all be standardized.

The database of common terms

The foundation for our database of common terms is the collection of 450 term patterns found during our detailed study of 22 online contracts during 2011. This database has then been slightly updated while working with, for example, Gnowsiss during the alpha test. But a lot of work remains to be done. The entire database should be worked on by lawyers, preferably representing several different jurisdictions. Formulations need to be clarified, the hierarchy may need to be restructured, and some duplicates probably remain. Another task is to add translations.

The administrative interface for this tool was described in some detail in our alpha report. It has been updated slightly, with a few more fields, and an inbox for moderating contributions from website owners.

Structure

The common terms database uses a key-value-pair representation of terms, meaning that every term is a combination of an issue and a resolution.

Look at the following two term examples:

- Price models available: Free to user - ad-supported
- Price models available: Subscription based - ad free

“Price models available” is an issue, with two different resolutions. In the generator, we say “category” and “term” instead of “issue” and “resolution”. This is an attempt to stay with simple everyday terminology, but it may need to be revised.

We have also considered re-writing every term as a standalone phrase, eliminating the key-value-pair structure. That can make the average length of the term formulation shorter, which is very attractive. The database contains a field for this, but we have not yet had the time to write all those “standalone” text labels, so the generator does not yet use the field.

Presentation category versus full hierarchy

The database uses two parallel sorting schemes for the terms: A flat list of categories used for presentation of the most important terms in the preview, and a hierarchy used for sorting *all terms*. This may be a source of confusion, since the two schemes are not aligned, but there is a reason why. The hierarchy was created naturally when analyzing the 450 terms found in existing agreements, and is a mirror of the whole set of terms on the “market”. The presentation categories, on the other hand, represent aspects that should be of great importance to a prospective user in a pre-join/pre-purchase situation. These two dimensions, unfortunately, do not match very well.

Connections with TOS;DR

During 2012, the TOS;DR project started building a similar database of patterns. They call the patterns “data points” and they not only describe terms, but also evaluate them from a user perspective. CommonTerms offered TOS;DR that our database could actually become the back-end, hosting their “data points” as well as our own descriptive term summaries. They did neither reject or embrace our offer.

Probably TOS;DR hesitated because that project was initiated by another project, called “Unhosted”, which advocates for complete independence from servers. Instead of database servers they prefer to have static JSON file collections that can be distributed not only through live connections to a server but also via email, usb or any kind of file transfer. This, according to their philosophy, will make us independent of the cloud gigants. The CommonTerms database is a traditional SQL one, with its pros and cons. It is easy to build an API to it, and you can always be sure to have the latest data when you connect to it. But we respect the unhosted perspective, and have actually built an api to our database mimicked after TOS;DR JSON files, to facilitate interoperability. For example, a browser plug-in written to display TOS;DR evaluations could easily be modified to also fetch CommonTerms data about the same website, thus providing users both with a crowdsourced evaluation and with a self-declared summary of the terms.

Data points in TOS;DR were initially individual to each site evaluated. Probably, they have now extracted some patterns for re-use. If so, every CommonTerms Term pattern could be linked to a TOS;DR data point pattern. We will consider adding a linking field for this.

Prioritizing between terms

The CommonTerms database does not evaluate terms as good or bad, but there is one subjective aspect: display priority. This number between 1 and 100 is used to indicate how important it is that the term should appear in the summary. We need to address this issue in more detail. Some constructive proposals were provided by professor Dan Svantesson:

Use the *EU Council directive 93/13/eeec on unfair terms in consumer contracts*¹¹ to determine what kinds of terms are considered potentially harmful to users. Any term that matches an item in this list should definitely appear in the preview. There are a few other similar documents that we could lean on for this difficult prioritization task. One example is the *Fair Information Practice Principles* (FIPPs) by the Federal Trade Commission (FTC) for protecting personal information.

Layered information architecture

CommonTerms is much inspired by Creative Commons, who created a famous handful of licences for copyright. Every license comes in a few different shapes:

- License title: Eg. "Creative Commons Attribution License" (plus translations)
- License codename: CC-BY
- License URI: <http://creativecommons.org/licenses/by/3.0/> (where "3.0" is the version)
- License human readable definition (deed): See text content of <http://creativecommons.org/licenses/by/3.0/> (plus translations)
- License legal definition: See text at <http://creativecommons.org/licenses/by/3.0/legalcode> (plus translations)
- License icon: Eg. <http://creativecommons.org/images/deed/by.png>
- License machine readable markup: Eg. `Creative Commons Attribution License`

CommonTerms probably must take a slightly lighter approach, because we are dealing with a constantly growing set of common terms, as opposed to the 4 or so (BY, ND, NC, SA) that Creative Commons are modeling. Modelled from the Creative Commons structure, this is how we look at the information model of CommonTerms:

- Term title: Eg. "Age limit: 18 years or older"
- Term codename: Probably not used (there will be too many different terms for anybody to be able to remember codes)
- Term URI: http://commonterms.net/acceptable_use/agelimit_18/0.8 (the last part is for versioning, which so far is only partially implemented)
- Term human readable definition: Most terms will need a human readable definition. However, some terms – age limit, for example - may not need one (or can do with an extremely brief one).
- Term legal definition: Hopefully we can do without this level! CommonTerms will be so much simpler if we can skip this part and always refer back to whatever legal definitions are in the full version of the agreement.
- Term icon: We cannot create icons for every single term. There will be too many of them. However, for a select few it may still be a good idea to use icons. Especially, I am thinking of terms for which there are well known icons/symbols already (such as Trust-e certified, MasterCard accepted). So far, icons have not been implemented.

¹¹ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31993L0013:en:HTML>

- Term machine readable markup: This can wait until a future version of CommonTerms – but there is a section about it in our alpha report.
- Term category: Since CommonTerms is dealing with many more terms than Creative Commons, we must work more with sorting/ordering, to make the preview more navigable.

Layer	Creative Commons	CommonTerms
Title	"Attribution"	"Age limit: 18 years or older"
Code	CC-BY	Needed?
URI	http://creativecommons.org/licenses/by/3.0	http://commonterms.net/terms/agelimit_18/0.8
Icon		Not for all terms. Possibly for some (eg. certifications)
Human readable	"You are free: to Share — to copy, distribute and transmit the work. to Remix — to adapt the work. to make commercial use of the work Under the following conditions: Attribution — You must attribute the work in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work)."	"To use or access this service, you must be 18 years or older."
Lawyer readable		Reference to full document?
Machine readable	Creative Commons Attribution License	/common_terms.rdf (Wait til later)
Category	-	"Usage restrictions"
Status	-	"User generated"/"Standard"



Comparing CommonTerms to Creative Commons

Q&A

Who should provide the preview?

Initially, we think previews should be provided by the owner of the website or service (i.e. the same person or organization who publishes the full agreement). If somebody else publishes the preview, why should the user put any trust in the preview?

Later on (if CommonTerms becomes commonplace), there may be other ways:

- A certification agency with a large trust capital (such as TRUSTe) could produce a CommonTerms preview and sign it.
- A preview could be crowdsourced. If a significant number of users read the policy documents of some website and produce a CommonTerms preview of it – then the collective might be enough for others to trust it.

These three options can live side-by-side if they are clearly marked. A self-declared preview could have gold star, a certified preview could have a silver star and a crowdsourced preview could have bronze star, just to give an example.

It is quite possible to design an infrastructure for Terms previews that does not require for the site owner to contribute. A third party could provide a preview that references a specific URL, and the preview could be rendered in a browser plug-in, for example. We have not yet evaluated that option. It has the obvious drawback that a preview could be generated which does not make a good summary of what the author of a contract had intended.

Can long agreements be eliminated?

No.

Everybody should have the freedom to formulate agreements according to their own needs! Including providers of online services. We cannot expect that the agreements can all become easy to read and browse. Some issues are complex, and need to be taken care of with fine print.

Most agreements can become more clear and concise, though, with some effort!

What kinds of legal documents can be previewed?

We focus primarily on Terms of Service, Privacy policies and Terms of Use documents applicable to websites and mobile apps.

As soon as we have the resources, other terms in online services (eg. E-commerce purchase terms) will be considered for inclusion in the CommonTerms. They will need their own profiles (set of topics and terms).

For the time being we have no ambition to cover agreements of other types (eg. End User License Agreements, Non Disclosure Agreements...)

Should CommonTerms have international scope?

Yes.

People use online services from across the globe. For sure, the internet is somewhat segmented. The dominant service providers in the western world are not dominant in all parts of the world, and not all parts of the internet can be reached from all countries, but *www* still means *World-wide* web. With our Swedish background, we could have decided to start with a national scope. That could have facilitated some things, but we did not. Swedes spend a large part of their online time with services developed in other countries.

To what degree should a CommonTerms preview be normative?

Can a contract contain any terms whatsoever (even illegal terms and internally inconsistent terms) and still have a CommonTerms preview – or should the very existence of a CommonTerms preview signify some minimal quality of the agreement being previewed?

We think CommonTerms should be regarded as a codified language. You can use this language to express any term - even unfair terms. But there are some restrictions. For example, you should not create a new formulation if a suitable formulation already exists. So the answer is no, a CommonTerms preview should not be normative, but it will probably encourage fair-to-the-user terms, because it makes terms more transparent.

Future work

We believe that a significant change of how websites present their Terms and Conditions will not happen overnight¹². Our ambition is to stay around until the goal has been reached.

The OpenNotice working group, with a dozen or so active projects represented – is the primary vehicle we see today for moving the issue forward. We hope this group will be able to maintain and refine the results of our work. Currently, the group is discussing

- Organizational setting – should the group be part of the Kantara initiative, or the W3C, or something else?

¹² For a comparison, Creative Commons has been around for a decade or so. It is now quite well known, but still not understood by and used by everybody.

- Work items – what tasks should be assigned to the group, and what other tasks should be left for individual projects/companies?
- Funding – can we find a sustainable financial model for the work?
- Intellectual Property rights – should the work performed by the group belong to the public domain?
- Member priorities – who wants what and why?
- Collaboration forms – when can we have a first physical meeting?

Challenges

We have identified the following challenges that may need to be confronted if the CommonTerms proposal is going to make a real impact:

- **Complexity.** It is often hard to summarize complex and heterogeneous legal terms.
- **Legal risk.** There are some indications that simplified versions of terms simply are too risky. If indeed every simplification means you can be sued, then every system for self-declared simplifications seem to be deemed to die. This would be a strong incentive for third-party simplifications and ratings such as TOS;DR instead.
- **Choosing the right words:** Formulations of standard terms will need to be checked and re-checked by people from several different cultures in order to be correctly understood by as many as possible.
- **Resistance.** Status Quo may be the best situation for some companies. For example, some companies may benefit from unfair contracts, and therefore they do not want to make contracts easier to read and to compare. Another example: Legal firms who benefit from writing complex legal documents for startup companies could be threatened by a system proposing simplification and standardization.
- **Can standardization of terms reduce competition?** One lawyer expressed¹³ this concern when confronted with the possibility of having to cope with regulation regarding how terms must be presented.
- **Endurance.** As most other related projects seem to have been abandoned, we believe it can be a challenge to obtain enough funding and stability to be able to run this project long enough to overcome all obstacles.
- **Cooperation.** Given the many challenges, we think that cooperation between many people working in the same direction is necessary. We need to communicate, coordinate and learn from each other. Sometimes, geographic distance, cultural differences and competition can make cooperation difficult. CommonTerms financing is not based on patents or copyright or market share (but donations) so at least we do not have financial incentives not to cooperate.
- **Relative importance.** Many people agree that online agreements are not being read, and that this is a problem. But most of them still consider this a relatively minor problem. How can we gather enough support if most people think that other causes (eg. file sharing) are even more important?
- **Cross discipline.** It would probably be impossible for a usability expert alone to solve the problem of non-accessible Terms & Conditions, because there are so many legal concerns. Similarly, it would be very hard for a lawyer alone to solve it,

¹³ http://commonterms.net/workshop_pts.pdf

because there are so many usability concerns. It is quite possible that the best solution to some accessibility issues is a legal solution, and the best solution to some legal problems is a creative graphic design.

We will need both skills (legal, technical, communicative, cooperative, cultural, design, administrative...) and finances to tackle all of the above.

Success factors

We think the following mechanisms can be used to help make the proposed preview format widely adopted:

- Competition between providers
- Official status through a standardization body
- Semi-official standardization (consultant marking schemes etc.)
- Recommendations from user groups
- Recommendations from authorities
- Piggyback on standard templates for websites, plug-ins, skins...
- Use the enthusiasm of early adapters
- Positive research evaluations
- Increased e-commerce sales
- Media coverage



Licensing

The CommonTerms project has been greatly inspired by, and received valuable encouragement from the Creative Commons¹⁴ project. Consequently, this report is published under the CC-BY license¹⁵, which means that you can re-publish parts of it for free and without asking us first (even for commercial purposes) provided that you give attribution to CommonTerms. Please make a link to <http://www.commonterms.net> if possible.

Of course you are very welcome to create your own icons, layouts and definitions, but if you want to contribute to the CommonTerms framework please contact us, so we can try to keep the framework consequent.

Acknowledgements

The project is a result of a session on “sustainable web development” by Pär Lannerö and Thomas Bjelkeman at the Sweden Social Web Camp¹⁶, in August 2010.

CommonTerms graphics have been developed by Lars-Erik Jakobsson, Mia Kolmodin, Carl Törnquist and Pär Lannerö.

Daniel Westman, cyberlaw researcher at Stockholm University, has been the primary advisor on legal matters, and Gregg Bernstein, user experience expert at MailChimp, has been of great help not only with regards to design. Professor Dan Svantesson of Bond

¹⁴ <http://creativecommons.org>

¹⁵ <http://creativecommons.org/licenses/by-nd/3.0/>

¹⁶ <http://www.swedensocialwebcamp.se/>

university provided great feedback, as did most members of the OpenNotice group. Notably Mark Lizar, Renee Lloyd, Doc Searls, Nick Doty, Hugo Roy.

Many others who contributed to CommonTerms can be found on the project website at www.commonterms.net/About.aspx.

This work has been made possible by generous support from the Internet Infrastructure Foundation¹⁷ (.SE). For more information on funding for projects making the internet better, see www.internetfonden.se!

.se

M

¹⁷ <http://www.iis.se>