winning on trust
me, me, me
@nickgrossman
abundance

ideas  assets  capital  effort
space  time  knowledge  assets
Peter Parks/AFP/Getty Images
architecting trust

among peers
with the public
with the platform

community
safety
value & risk
rights
responsibilities

architecting trust

among peers

with the public

with the platform

Privacy & law enforcement
Free expression
Freedom to associate & organize
Adjudication
Access to data
Transparency

@nickgrossman
architecting trust

among peers
with the public
with the platform

less like COMPANIES
more like GOVERNMENTS (but not)

data
2010: 381,576,305 CHECK-INS
competition
<table>
<thead>
<tr>
<th>Company</th>
<th>Requires a warrant for content</th>
<th>Tells users about government data requests</th>
<th>Publishes transparency reports</th>
<th>Publishes law enforcement guidelines</th>
<th>Fights for users' privacy rights in courts</th>
<th>Fights for users' privacy rights in Congress</th>
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<tr>
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<td>5 stars</td>
</tr>
</tbody>
</table>

**Tosdr.org**

- **Google**
  - Class: C
  - Terms of Service: Didn't Read
  - Ratings: About
  - More details

- **YouTube**
  - Class: B
  - Terms of Service: Didn't Read
  - Ratings: About
  - More details

- **SoundCloud**
  - Class: B
  - Terms of Service: Didn't Read
  - Ratings: About
  - More details

- **GitHub**
  - Class: B
  - Terms of Service: Didn't Read
  - Ratings: About
  - More details
#fail
What Instagram's New Terms of Service Mean for You

By JENNA WORTHAM and NICK BILTON

NSA Spying Risks $35 Billion in U.S. Technology Sales

By Nicole Gaouette | Nov 26, 2013 1:20 PM PT | 125 Comments  Email  Print

International anger over the National Security Agency’s internet surveillance is hurting global sales by American technology companies and setting back U.S. efforts to promote Internet freedom.

Disclosures of spying abroad may cost U.S. companies as much as $35 billion in lost revenue through 2016 because of doubts about the security of information on their systems, according to the Information Technology & Innovation Foundation, a policy research group in Washington whose board includes representatives of companies such as International Business Machines Corp. (IBM) and Intel Corp. (INTC).

“The potential fallout is pretty huge given how much our economy depends on the information economy for its growth,” said Rebecca MacKinnon, a senior fellow at the New America Foundation in Washington.
#win
Terms of Service

Tumblr is a U.S. company and subject only to U.S. laws and jurisdiction, so for the moment these documents are only available in English.

Hi! You are now reading Tumblr’s Terms of Service, meaning the contract between you and Tumblr when you use Tumblr’s site, services, and products. You should read this agreement to be fair and straightforward. We’re free to email us. We’ve aren’t a part of the contract, so you can read the text and emphasize key points.

1. Accepting the Terms

Please read these Terms of Service (collectively, the “Agreement”) carefully. If you do not agree to the Agreement, you may not access the Site, and you should not use any of Tumblr’s services. The Agreement is effective upon your acceptance. By accessing the Site, you are deemed to have accepted and agreed to the terms and conditions of the Agreement.

If you violate the Agreement, Tumblr may, without notice, terminate your access to the Site and services, or take any other action it deems appropriate. You may not have a contract with Tumblr, but you author a contract on your use of the Site and services.

2. Use of the Site and Services

You may use the Site and services for personal, non-commercial purposes only. You agree not to use the Site and services in any manner that could be harmful to others, that is illegal, or that violates these terms and conditions. You agree not to use the Site and services to post false or misleading information, to defame others, or to engage in any conduct that would violate applicable law. You may not use the Site and services for any purpose that involves the transmission of any illegal or harmful content, including, but not limited to, viruses, worms, or other malicious code.

3. Ownership of the Site and Services

Tumblr owns all rights, title, and interest in and to the Site and services, including all intellectual property rights. You may not copy, modify, redistribute, or use the Site or services in any way that would violate the Agreement. You may not use the Site or services to create any derivative works or to develop any similar services.

4. Termination

Tumblr may terminate your access to the Site and services at any time, without notice, for any reason. If you violate the Agreement, Tumblr may terminate your access to the Site and services. You agree to promptly pay any amounts owed to Tumblr.

5. Disclaimers

THE SITE AND SERVICES ARE PROVIDED “AS IS” AND “AS AVAILABLE,” WITHOUT ANY REPRESENTATIONS OR WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED. YOU AGREE THAT YOU USE THE SITE AND SERVICES AT YOUR OWN RISK.

6. Indemnification

You agree to indemnify and hold Tumblr harmless from any claims, demands, or losses, including attorney’s fees, made or suffered by Tumblr as a result of your use of the Site and services.

7. Limitation of Liability

IN NO EVENT WILL Tumblr BE LIABLE FOR ANY DAMAGES OR ANY OTHER TANGIBLE DAMAGES, INCLUDING, BUT NOT LIMITED TO, LOST PROFITS, LOSS OF DATA, OR OTHER TANGIBLE DAMAGES.

8. Governing Law

The Agreement will be governed by the laws of the State of California, without regard to its conflict of laws provisions. Any dispute or controversy arising out of or relating to the Agreement shall be submitted to the courts located in the State of California.

9. Modification

Tumblr reserves the right to modify these terms and conditions at any time. Your continued use of the Site and services after any modification indicates your acceptance of the modified terms and conditions.

If you have any questions or concerns regarding the Agreement, you may contact Tumblr by sending an email to support@tumblr.com.
Twitter Fights Prosecutors Seeking Occupy Protester's Data Without Warrant

Twitter is stepping up its legal battle for users' privacy. First it fought to reveal secret warrantless law enforcement requests for its users’ data. Now it’s fighting to block one such request altogether.

In a motion (PDF here) filed yesterday in a New York state court, Twitter asked a judge to block a subpoena that would force the company to turn over the data of Malcolm Harris, a participant in the Occupy Wall Street protests who was arrested in Brooklyn Bridge in October for “disorderly conduct”.

Lavabit email service abruptly shut down citing government interference

Founder of service reportedly used by Edward Snowden said he would not be complicit in ‘crimes against the American people’
Small startups need tools & resources
thanks!
nick@usv.com
@nickgrossman
nickgrossman.is