

## Web 2.0 / SOCIAL MEDIA WEBSITES

### Legal Policies and IP Protection

Social Media Site Name	Flickr
Link to Home Page	<a href="http://www.flickr.com">http://www.flickr.com</a>
Site Description	<p>Flickr is a photo sharing site. The public can view photos that users have designated as publicly available. Registered users can upload, edit, organize and share photos online. Users can create profiles, comment on each other's photos, tag photos with names of people or brands and/or geolocations, and set up galleries of their favorite photos from other Flickr users. Users can restrict access to their photos. Users can set up and join groups (public, public (invite only), or private). For example, here is a link to a group called "McDonalds" <a href="http://www.flickr.com/groups/mcdonalds/">http://www.flickr.com/groups/mcdonalds/</a>. This group purports to be sponsored by Coca Cola <a href="http://www.flickr.com/groups/thecoca-colaco/">http://www.flickr.com/groups/thecoca-colaco/</a>. Flickr is a Yahoo! company and its terms of use are Yahoo!'s terms. Its privacy policy appears to be part-Flickr, part-Yahoo! or only Yahoo!, depending on when a user joined Flickr.</p>
Link to Web Site Terms of Use	<p><a href="http://info.yahoo.com/legal/us/yahoo/utos/utos-173.html">http://info.yahoo.com/legal/us/yahoo/utos/utos-173.html</a> (Yahoo! Terms of Service)</p> <p><a href="http://www.flickr.com/atos/pro/">http://www.flickr.com/atos/pro/</a> (Flickr Pro Additional Terms of Service)</p> <p><a href="http://www.flickr.com/guidelines.gne">http://www.flickr.com/guidelines.gne</a> (Flickr Community Guidelines)</p> <p>Flickr iPhone App Terms: <a href="http://info.yahoo.com/legal/us/yahoo/flickr/mobile/">http://info.yahoo.com/legal/us/yahoo/flickr/mobile/</a></p> <p>Flickr launched Windows Phone App in January 2011 and Android App in September 2011 - terms of use not found.</p>
Link to Trademark	<a href="http://info.yahoo.com/copyright/us/details.html?pir=4YYibWdibUms4BGB4qs.nw9Kgaf5_.O3DIg2OWvYC0_soy">http://info.yahoo.com/copyright/us/details.html?pir=4YYibWdibUms4BGB4qs.nw9Kgaf5_.O3DIg2OWvYC0_soy</a>

Abuse/Infringement Policy	<p><a href="http://info.yahoo.com/copyright/us/details.html?pir=4YYibWdibUms4BGB4qs.nw9Kgaf5_.O3DIG2OWvYC0_soy_HGwOhGO1_3ru3Cs1SArwbj9fMHrvusSana">HGwOhGO1_3ru3Cs1SArwbj9fMHrvusSana</a></p> <p>One policy applies to both trademarks and copyrights.</p>
Link to DMCA Notice and Take Down Policy	<p><a href="http://info.yahoo.com/copyright/us/details.html?pir=4YYibWdibUms4BGB4qs.nw9Kgaf5_.O3DIG2OWvYC0_soy_HGwOhGO1_3ru3Cs1SArwbj9fMHrvusSana">http://info.yahoo.com/copyright/us/details.html?pir=4YYibWdibUms4BGB4qs.nw9Kgaf5_.O3DIG2OWvYC0_soy_HGwOhGO1_3ru3Cs1SArwbj9fMHrvusSana</a></p> <p>One policy applies to both trademarks and copyrights.</p>
Web Address for Complaints/Link to Online Forms for Take Down Request	<p><a href="http://info.yahoo.com/copyright/us/details.html?pir=4YYibWdibUms4BGB4qs.nw9Kgaf5_.O3DIG2OWvYC0_soy_HGwOhGO1_3ru3Cs1SArwbj9fMHrvusSana">http://info.yahoo.com/copyright/us/details.html?pir=4YYibWdibUms4BGB4qs.nw9Kgaf5_.O3DIG2OWvYC0_soy_HGwOhGO1_3ru3Cs1SArwbj9fMHrvusSana</a></p> <p><a href="http://www.flickr.com/report_abuse.gne">http://www.flickr.com/report_abuse.gne</a></p> <p><i>Policy mostly matches DMCA safe harbor language, except it omits “or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works at that site” from §512(c)(3)(A)(ii) and does not include the name of the agent, but instead lists “Copyright Agent.”</i></p>
Link to Repeat Infringer Policy	<p>Two relevant sections of policies:</p> <p><a href="http://info.yahoo.com/legal/us/yahoo/utos/utos-173.html">http://info.yahoo.com/legal/us/yahoo/utos/utos-173.html</a> (Section 26)</p> <p><a href="http://info.yahoo.com/copyright/us/details.html?pir=4YYibWdibUms4BGB4qs.nw9Kgaf5_.O3DIG2OWvYC0_soy_HGwOhGO1_3ru3Cs1SArwbj9fMHrvusSana">http://info.yahoo.com/copyright/us/details.html?pir=4YYibWdibUms4BGB4qs.nw9Kgaf5_.O3DIG2OWvYC0_soy_HGwOhGO1_3ru3Cs1SArwbj9fMHrvusSana</a></p>
Link to Other Take Down Policies (Defamation, etc.)	<p><a href="http://info.yahoo.com/legal/us/yahoo/guidelines/spam/">http://info.yahoo.com/legal/us/yahoo/guidelines/spam/</a> Spam policy</p> <p><a href="http://www.flickr.com/guidelines.gne">http://www.flickr.com/guidelines.gne</a> Flickr community guidelines</p> <p><a href="http://info.yahoo.com/guidelines/us/">http://info.yahoo.com/guidelines/us/</a> Yahoo! community guidelines</p> <p><a href="http://info.yahoo.com/legal/us/yahoo/">http://info.yahoo.com/legal/us/yahoo/</a> Other Yahoo! terms of service (for app developers, etc.)</p>
Link to Advertising/Promotion	<p><a href="http://info.yahoo.com/privacy/us/yahoo/adserving/">http://info.yahoo.com/privacy/us/yahoo/adserving/</a></p>

Guidelines	<a href="http://info.yahoo.com/legal/us/yahoo/">http://info.yahoo.com/legal/us/yahoo/</a>
Link to User Name Registration Policy	<p>Users can change their “screen names” whenever they want to do so.  <a href="http://www.flickr.com/help/profile/?search=change+screen+name#51">http://www.flickr.com/help/profile/?search=change+screen+name#51</a></p> <p>Screen names do not have to match the user’s Yahoo! ID.  <a href="http://www.flickr.com/help/signin/?search=screen+name+yahoo+id#113">http://www.flickr.com/help/signin/?search=screen+name+yahoo+id#113</a></p> <p>Users can create a personalized URL or “alias” but cannot change it once it is created.  <a href="http://www.flickr.com/help/account/">http://www.flickr.com/help/account/</a></p> <p>Group admins can create or change a group name but cannot change a personalized URL for a group once it is created. <a href="http://www.flickr.com/help/faq/search/?q=group+name">http://www.flickr.com/help/faq/search/?q=group+name</a></p>
Link to User Options/Page Creation, Etc.	<a href="http://www.flickr.com/">http://www.flickr.com/</a>
Link to Site Privacy Policy	<p><a href="http://info.yahoo.com/privacy/us/yahoo/details.html">http://info.yahoo.com/privacy/us/yahoo/details.html</a> Yahoo! Privacy policy</p> <p><a href="http://info.yahoo.com/privacy/us/yahoo/flickr/details.html">http://info.yahoo.com/privacy/us/yahoo/flickr/details.html</a> Flickr Privacy policy - could not find policy itself</p>
Other Contact Information	
Hints and Tips	
Additional Comments	Although this is ostensibly a non-commercial photo-sharing website, there are searchable photos of products with external links to where to buy them. Professional (“Pro”) accounts used to be available for purchase (phasing out in 2013 with limited continuation for existing Pro accounts) and some users provide links to other sites where people can purchase prints of their work.
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