

Web 2.0 / SOCIAL MEDIA WEBSITES

Legal Policies and IP Protection

Social Media Site Name	Google Plus/Google+/G+
Link to Home Page	https://plus.google.com
Site Description	Google+ is a social networking site that was launched in June 2011. As of October 2013, Google+ has over 540 million registered users. Users can create profiles. Businesses can create pages and/or local pages. Users are expected to use their common names as their account names. Features include "Circles," which enable users to organize people into groups for sharing across various Google products and services, "Hangouts," for group video chatting, "Communities" for sharing common interests, and Auto Backup, which stores photos and videos in a private album for sharing.
Link to Web Site Terms of Use	http://www.google.com/intl/en-US/policies/terms/ (Google Terms of Service) http://www.google.com/intl/en+/policy/pagesterm.html (Google+ Pages Additional Terms of Service) http://www.google.com/+/policy/content.html (User Content and Conduct Policy) http://www.google.com/+/policy/pages-services.html (Google Places for Business – Additional Terms) http://www.google.com/+/policy/tos-custom-url.html (Google+ Custom URLs – Additional Terms) http://support.google.com/bin/static.py?hl=en&ts=1114905&page=ts.cs (Tool for removing content from Google)
Link to Trademark	http://www.google.com/intl/en-US/policies/terms/ (Google Terms of Service – no trademark-

Abuse/Infringement Policy	<p>specific policy)</p> <p>http://support.google.com/plus/bin/answer.py?hl=en&answer=2370152 (Trademark issues are dealt with under the Google+ impersonation guidelines.)</p> <p>http://www.google.com/intl/en+/policy/content.html (User Content and Conduct Policy).</p> <p>http://support.google.com/plus/troubleshooter/1715140?hl=en&rd=3 (to report impersonation)</p>
Link to DMCA Notice and Take Down Policy	http://support.google.com/bin/request.py?contact_type=lr_dmca&dmca=text&product=googleplus (online)
Web Address for Complaints/Link to Online Forms for Take Down Request	<p>Takedown requests for issues other than copyright infringement:</p> <p>http://support.google.com/bin/request.py?contact_type=lr_legalother&product=googleplus</p>
Link to Repeat Infringer Policy	http://www.google.com/intl/en+/policy/pagesterm.html
Link to Other Take Down Policies (Defamation, etc.)	<p>Takedown requests for issues other than copyright infringement:</p> <p>http://support.google.com/bin/request.py?contact_type=lr_legalother&product=googleplus</p>
Link to Advertising/Promotion Guidelines	<p>http://www.google.com/intl/en+/policy/contestspolicy.html</p> <p>https://developers.google.com/+/terms</p> <p>https://developers.google.com/+/policies</p> <p>https://developers.google.com/+/plugins/buttons-policy</p>
Link to User Name Registration Policy	http://support.google.com/plus/bin/answer.py?hl=en&answer=1228271 (User Name Policy)

	http://www.google.com/intl/en/+policy/content.html (User Content and Conduct Policy) http://support.google.com/plus/bin/answer.py?hl=en&answer=2370152 (Impersonation) http://www.google.com/+policy/tos-custom-url.html (Custom URL Policy)
Link to User Options/Page Creation, Etc.	http://support.google.com/plus/bin/answer.py?hl=en&answer=1713911 (Local Pages)
Link to Site Privacy Policy	http://www.google.com/policies/privacy/
Other Contact Information	
Hints and Tips	Business verification documents or other types of proof required to submit impersonation complaint regarding a business.
Additional Comments	
Data Confirmed/Updated	December 2013