# Web 2.0 / Social Media Websites

## Legal Policies and IP Protection

<table>
<thead>
<tr>
<th>Social Media Site Name</th>
<th>LINKEDIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link to Home Page</td>
<td><a href="http://www.linkedin.com">http://www.linkedin.com</a></td>
</tr>
<tr>
<td>Site Description</td>
<td>LinkedIn is a business-oriented social networking site used primarily for professional networking. Users are able to create profiles and connect with other users to create their “network,” and can interact with their network by looking at second and third degree connections of people in their network, posting work opportunities for others in their network, following companies to learn more information about job openings, and more. As of June 2018, LinkedIn has more than 562 million users in more than 200 countries and territories worldwide. The site supports English, Arabic, Chinese (simplified or traditional), Czech, Danish, Dutch, French, German, Indonesian, Italian, Japanese, Korean, Malay, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish, Swedish, Tagalog, Thai, and Turkish.</td>
</tr>
</tbody>
</table>
| Link to Web Site Terms of Use | User Agreement: [https://www.linkedin.com/legal/user-agreement](https://www.linkedin.com/legal/user-agreement)  
- Users own the content and information submitted to LinkedIn; LinkedIn has a non-exclusive license to use, copy, modify, distribute, publish, and process user information submitted to LinkedIn, SlideShare, Pulse, related mobile apps, developer platforms, premium services, or any content or information provided as part of these services. The license generally does not survive once a user deletes information from the system.  
LinkedIn Professional Community Policies (Be Real; Be Professional; Be Nice; Respect Others’ Rights and Follow the Law; Respect LinkedIn’s Rights): [https://www.linkedin.com/help/linkedin/answer/34593?lang=en](https://www.linkedin.com/help/linkedin/answer/34593?lang=en)  
- “Before sharing or using someone else’s copyrighted works, trademarks, private information, or trade secrets, please make sure you have the legal right to do so.”  
- Any assertions made by those claiming trademark/copyright infringement or submitting a counter notice are made under penalty of perjury. LinkedIn’s user agreement prohibits violations of the intellectual property rights of others, including patents trademarks, trade secrets, copyrights or other proprietary rights. [https://www.linkedin.com/legal/user-agreement](https://www.linkedin.com/legal/user-agreement) |
LinkedIn may be required by law to remove information that violates a party’s intellectual property rights. You may complete and submit a Notice of Copyright Infringement form (https://www.linkedin.com/help/linkedin/ask/TS-NCI?lang=en), or send a written communication to:

LinkedIn Corporation
ATTN: Copyright Agent
Legal Department
1000 West Maude Avenue
Sunnyvale, CA 94085

The website also offers online Counter-Notice forms, available at https://www.linkedin.com/help/linkedin/ask/TS-CNRCCI (copyright) and https://www.linkedin.com/help/linkedin/ask/TS-CNTMI (trademark). Users may alternatively send a Counter-Notice to the above address.

LinkedIn’s user agreement prohibits violations of the intellectual property rights of others, including patents trademarks, trade secrets, copyrights or other proprietary rights. https://www.linkedin.com/legal/user-agreement

Developer program API Terms of Use here: https://developer.linkedin.com/legal/api-terms-of-use

Web Address for Complaints/Link to Online Forms for Take Down Request

https://www.linkedin.com/help/linkedin/ask/TS-NCI


Link to Repeat Infringer Policy

https://www.linkedin.com/legal/copyright-policy

It is LinkedIn’s policy to disable/terminate accounts of Members/Groups who infringe or repeatedly infringe the rights of others.

Link to Other Take Down Policies (Defamation, etc.)

LinkedIn’s user agreement prohibits a number of activities, including disclosing the information of others without consent, and monetizing LinkedIn Groups without LinkedIn’s consent.

(See Do’s and Don’ts, section 8) https://www.linkedin.com/legal/user-agreement
| Link to Advertising/Promotion Guidelines | [https://www.linkedin.com/ad/start](https://www.linkedin.com/ad/start)  
- LinkedIn allows companies to target sponsored content and text ads by job title, industry, seniority, and other characteristics.  

Advertising Guidelines: [https://www.linkedin.com/help/linkedin/answer/727](https://www.linkedin.com/help/linkedin/answer/727)  
- The advertising guidelines prohibit use of trademarks that the advertiser is not legally permitted to use, as well as attempts to deceive or confuse viewers. |
| --- | --- |
| Link to User Name Registration Policy | The LinkedIn Professional Community Policies provide that users must provide their real name and accurate personal information. [https://www.linkedin.com/help/linkedin/answer/34593?lang=en](https://www.linkedin.com/help/linkedin/answer/34593?lang=en)  
Sections 2 & 8 of the user agreement also reinforce the real name requirement: [https://www.linkedin.com/legal/user-agreement](https://www.linkedin.com/legal/user-agreement) |
| Link to User Options/Page Creation, Etc. | LinkedIn Business Solutions: [https://business.linkedin.com/](https://business.linkedin.com/)  
LinkedIn account creation: [https://www.linkedin.com/start/join?trk=hb_join](https://www.linkedin.com/start/join?trk=hb_join) |
| Link to Site Privacy Policy | [https://www.linkedin.com/legal/privacy-policy](https://www.linkedin.com/legal/privacy-policy) |
| Other Contact Information | Tel. 650-687-3600  
Fax 650-687-0505 |
| Hints and Tips | LinkedIn has a well-established reputation for not responding to telephone calls, and making it otherwise difficult to contact a live company representative by telephone. It may therefore be advisable to use other contact methods identified above. |
| Additional Comments | LinkedIn set up some company pages on its own so companies may not know they have a page on LinkedIn.  
If you have a former page admin who is unresponsive, contact LinkedIn via this page to request a change in control: [https://www.linkedin.com/help/linkedin/answer/37594/adding-or-removing-admins-on-your-company-page?lang=en](https://www.linkedin.com/help/linkedin/answer/37594/adding-or-removing-admins-on-your-company-page?lang=en) |
| Last Updated | September 2018 |