

PREAMBLE

The Terms of Service for most social networks and other web services are designed to take away your privacy and sell your profiled data to the market. By contrast, the Openbook Terms of Service are intended to preserve your freedom to share personal data over a social network knowing without being controlled and profiled, and to decide whether to remove them easily, rapidly and definitively from the Service.

PRINCIPLES

- 1) OPENNESS
- 2) NO MARKET
- 3) DATA ETHICS

From the first three, the others three descend:

- 4) CLEAR DATA TREATMENT
 - 5) USER'S AWARENESS
 - 6) ALTERNATIVE FINANCING MODEL
-

1) OPENNESS

You have the right to know EVERYTHING that we do with your data and stay the OWNER of this data. You have the right to import or migrate this data freely through the Internet, via open standards. That is only possible WITHIN opensource software, publicly visible and relying upon other opensource software.

2) NO MARKET

You have the right not to be controlled through your data; that your personal data should not be mined, scanned then sold to third parties; that your imaginary be not corrupted by hyper-targeted advertises. We commit ourselves NEVER to insert ANY ads in the Service website, nor to sell any data to third parties. We reserve the right to mine the data to improve the service use, while publishing ALL data mining results through the Service.

3) DATA ETHICS

You have the right to access a Service based on values not inspired by, nor devoted to, the market. We achieve this through politics of anti " user-frenziness " and a degrowth approach to personal data sharing (as opposed to massive, time-wasting personal data flow and publishing)

4) CLEAR DATA TREATMENT

You have the right to ask for immediate, complete and definitive removal of your data from our Service; you have the right to access a Service whose data retention will be the shortest possible. We will be choose the best country for archiving data according to national data retention laws. Through the software we will encourage politics of automatic data expiration applied to any data (messages, uploaded files, profiles). Since software is open, data treatment is public; any data minings, statistics, data visualizations has to be publicly visible. External applications are encouraged, as long as their source code stays open.

5) USER'S AWARENESS

You have to be responsible in using this Service. Personal data protection is assured WITHIN users responsibility. YOU are solely responsible for the data you submit. In no case the owners of the Service will be held responsible for user-

submitted content.

If you are a developer, you can work with us to improve security; at the same time, all users must understand that, while we work on security, nobody can guarantee user's personal data from external attacks.

6) ALTERNATIVE FINANCING MODEL

You have the right to access a Service free of marketing/profiling/ads.

Please understand that, to keep it free, the Service will be based on private donations and constantly searching support from not-for-profit institutions, thus not depending on private enterprises nor public (national) institutions. No freedom is guaranteed without fighting for it.

These principles apply to everything in the Service.

We reserve the right to move, edit or remove any account violating these principles. While we don't ask for data consistency with real world identities, we reserve the right to remove profiles which will prove to be related to 'stolen' identities.