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Details of the Stop Before You Click Campaign

Campaign Goals

- to promote fair business practices in the digital marketplace,
- to create market demand for fair terms
- to guide sellers, users of digital products and policymakers in developing balanced law to govern purchases of mass-market software and digital products
- to find business and organizational partners who implement the 12 Principles in their business practice and will lend their support to the campaign

Campaign Resources and activities

- *12 Principles for Fair Commerce in Software and Other Digital Products*, a set of balanced principles for digital product licensing that vendors may voluntarily adhere to and consumers can demand
- A model Fair End User Licensing Agreement that puts the 12 Principles into action
- A Stop Before You Click Flash Report, a regular electronic publication will highlight companies seeking to incorporate the 12 Principles into their “shrink-wrap” and “click-wrap” licensing agreements, pending legislation, relevant legal cases and regulatory developments.
- A new website www.fairterms.org that will provide up-to-date information and action alerts, a blog, a toolkit purchasers can use to advocate for fair licensing terms in their purchasing and contracting, a legislative and advocacy toolkit.
- Speakers Bureau

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