

Developer Code of Conduct for Microsoft Cognitive Services

Thanks for checking out Microsoft Cognitive Services, formerly known as Project Oxford APIs!

We would like to ask for your help in protecting the people whose data your app sends to Microsoft Cognitive Services.

Do's

- Consent:
 - People who use your app must have the consent of the people whose data (such as images, voices, video or text) are being processed by your app. We ask that you include a prominent notice in your app UI so your users know that consent is required and that you adhere to all applicable privacy regulations. For example, collecting personal information from children triggers obligations under privacy laws that exceed those applicable to collecting information from adults.
- Privacy:
 - You'll need to have a privacy policy. This policy should cover what data you are collecting, what you will be doing with that data, and who you'll be sharing it with. You'll need to include a prominent link to your privacy policy in your app.
 - Since you are using the Microsoft Cognitive Services, you'll also need to include this blurb in your privacy policy:
 - The image, voice, video or text understanding capabilities of <<*your app name here*>> app uses Microsoft Cognitive Services. Microsoft will receive the images, audio, video, and other data that you upload (via this app) for service improvement purposes. To report abuse of the Microsoft Cognitive Services to Microsoft, please visit the Microsoft Cognitive Services website at <https://www.microsoft.com/cognitive-services>, and use the "Report Abuse" link at the bottom of the page to contact Microsoft. For more information about Microsoft privacy policies please see their privacy statement here: <https://go.microsoft.com/fwlink/?LinkId=521839>.
- Reporting abuse & requests to access or delete personal information:
 - We ask that you have a way for your users to report abuse to you, and for you to handle access and deletion requests (e.g. someone deletes their account and would like to have all of their data deleted as well).
- Attribution:
 - Include attribution to the Service Component(s) on the splash screen at app start-up on applications designed for screen sizes of smart phones and larger. For applications designed for smaller screens (e.g., watches) or no screens, you will display attribution on

the about page of your app. For web pages, display attribution in a reasonably accessible page footer or other similarly prominent location. For scenarios where an End User's first or primary interaction with your app is through an interactive communications interface (such as a chat, messages, or a social media service), you will display attribution in the first communication you send or in the about page of your app where this may not be feasible. Attribution should be as follows:

"Powered by Microsoft's Cognitive Services: <https://www.microsoft.com/cognitive-services>"

- Review your Microsoft Account security:
 - We recommend that you enable two-step verification for the Microsoft account used when signing up for Microsoft Cognitive Services. This makes it more difficult for others to access your account. To find out more: <http://windows.microsoft.com/en-us/windows/two-step-verification-faq>

Don'ts

Don't build apps with the following intent:

- To invade anyone's privacy by attempting to discover, harvest, collect, store, or publish private or personally identifiable information without their knowledge and consent;
- To harm or exploit minors in any way; or
- To defame, abuse, harass, stalk, threaten, or otherwise violate the legal rights
- To be used by children under the age of fourteen.

Termination

If this code of conduct is not followed, Microsoft reserves the right, at its sole discretion and without any obligation to do so, to review and remove apps and content and terminate access to Microsoft Cognitive Services.

Further Information

Microsoft Cognitive Services – Online Services Agreement:

<https://go.microsoft.com/fwlink/?LinkId=533207>

Microsoft Privacy Statement:

<https://go.microsoft.com/fwlink/?LinkId=521839>