

Developer Code of Conduct for Microsoft Cognitive Services

Thanks for checking out Microsoft Cognitive Services!

We would like to ask for your help in protecting the people whose data your app, service or project sends to Microsoft Cognitive Services. This Code of Conduct outlines basic steps we would like you to take, and is not a substitute for legal advice. You are responsible for complying with laws that apply to you, including privacy laws.

Do's

- Consent:
 - o We require that you obtain sufficient consent from the people whose data (such as images, voices, video or text) is sent to Microsoft's Cognitive Services. We ask that you include a prominent notice in your UI so your users know that consent is required.
- Privacy:
 - o We ask that you have a privacy policy that covers what data you are collecting, what you will be doing with that data, and who you'll be sharing it with, including Microsoft. We ask that you include a reasonably prominent link or full URL to your privacy policy from your app, service or project.
 - o Consider a blurb along the following lines in your privacy policy:
 - <<insert the name of your app, service or project here>> uses Microsoft Cognitive Services. Microsoft will receive certain data from <<insert the name of your app, service or project here>> to provide and improve its products. 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. For more information refer to the Microsoft Privacy Statement here: <https://go.microsoft.com/fwlink/?LinkId=521839>.
- Reporting abuse & requests to access or delete personal information:
 - o 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:
 - o We require that you include reasonably prominent attribution to Microsoft Cognitive Services in your app, service or project. The attribution should read "using Microsoft Cognitive Services" and include a hyperlink to <http://go.microsoft.com/fwlink/?LinkID=829046>.
- Review your Microsoft Account security:

- o We recommend that you enable two-step verification for the 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 anyone's legal rights.

Termination

If you breach the agreement under which you are using Microsoft Cognitive Services, Microsoft reserves the right, at its sole discretion and without any obligation to do so, to terminate access to Microsoft Cognitive Services on the terms of the agreement.

Further Information

Microsoft Cognitive Services Terms – applicable to free previews, excluding generally available Microsoft Azure and Volume Licensing

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

Online Services Terms – applicable to generally available Cognitive Services use via Microsoft Azure or Volume Licensing (once available)

<http://www.microsoftvolumelicensing.com/DocumentSearch.aspx?Mode=3&DocumentTypeId=31>

Microsoft Privacy Statement:

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