

# OUR PRACTICE

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## WEBSCAN®

**Businesses increasingly rely on new digital technologies to advertise, service and sell products, and to manage customer relationships through websites, mobile apps, and social media. Using new technologies and social media to do business online can create new opportunities, but also poses new risks of infringement and liability for noncompliance with laws in an evolving legal landscape.**

Baker Donelson's WEBSCAN® is a custom audit of your online footprint, tailored to your business, designed to help you protect your valuable intellectual property and comply with applicable laws. Depending on the nature of your business, the Baker Donelson WEBSCAN® may focus on some or all of the following:

- Terms of use and privacy policies for websites, social media, and mobile
- Social media, website, mobile, and native advertising IOs and master services agreements
- Website development and hosting agreements
- Digital online and mobile marketing platform agreements for on-demand delivery of goods and services
- Social media legal playbooks
- Rights clearance for third-party content used on websites and in social media
- Acquisition, use and protection of domain names, including new TLDs
- Cloud computing, including SaaS, PaaS, and IaaS agreements
- End user license agreements, data use agreements, content license agreements
- Social media sweepstakes official rules and coordinated privacy policy
- Registration of copyrights in original content used on websites and in social media
- Compliance with privacy laws
- Compliance with Children's Online Privacy Protection Act (COPPA)
- Compliance with the CAN-SPAM Act
- Compliance with FTC rules
- Compliance with DMCA safe harbor protections