

**BEACON**

## Prohibited Use Policy

Deciding how data can and/or will be used in the future is exceedingly more difficult than deciding how it will not be used. Prohibited Use Policies force companies to define the point at which they will hold themselves accountable.

Companies have openly asked for federal legislation that creates a consistent standard and prevents inconsistency across state lines. However, it has been repeatedly demonstrated that our elected officials lack the technical knowledge required to determine what needs to be done.

This has resulted in laws that lack proper scope and definition. It has also led companies to complain about their “inability to live up to the spirit of the law.”

The purpose of the Prohibited Use Policy is to put legislation in place that forces companies to cooperatively participate in the creation of law that is well-defined, actionable, and enforceable.

**Details of Prohibited Use Policies**

- Should be reviewed by authorities to assess weight and enforceability of policy.
- Should be produced by specified date or period of time, post-ratification of law.
- Should be reviewed annually, and updated as necessary.

**Enforcement of Prohibited Use Policy**

- If not produced in given time, company should be fined.
- If not reviewed annually by proper authorities, company should be fined,
- Breaches of policy should result in criminal liability for company executives.
- Consumers should be able to sue companies individually.

**BENEFITS**

- + Doesn't require regulators to speculate as to how data is or could possibly be used.
- + Puts responsibility back on businesses to hold themselves accountable.
- + Gives consumers an idea of how data will not be used and what they can do if company goes against its own word
- + Simple and flexible enough to implement across the web and not be old by the time the law comes to life.