



Principles for Continued American Tech Leadership

Business is a force for good in society.

When companies pursue profit in a principled manner by creating long-term value for customers, they can fundamentally transform society for the better. America has become a global tech leader because American businesses have engaged in principled entrepreneurship. To continue that trajectory, technology companies must continue to embrace openness, equal rights, and mutual benefit.

The Stand Together community encourages America's technology companies to continue to take a principled approach to their work by applying the following values:

Free Speech and Association

Freedom of speech and association are essential to our society. Private companies:

- Are free to set appropriate rules for speech that serve their consumer base.
- Should resist efforts by government that limit lawful speech or become a passthrough for government action.
- Should be skeptical of outside interests who lobby companies to limit expression.
- Should strive to create clear, understandable, and accessible rules to be enforced in an equitable and transparent manner.

Data Use and Privacy

Americans want companies that use data to be trustworthy. Private companies:

- Should be responsible stewards of the data they collect, use, store, and share.
- Should provide clear, understandable, and accessible data use policies that build consumer trust.
- Should be upfront with users and the public when problems inevitably occur, as perfection is not possible.

Regulatory Threats

The private sector plays a key role in explaining the real-world impact of proposed regulatory regimes.

Private companies:

- Should articulate how burdensome policies keep Americans from realizing the promise of innovation.
- Should advocate for a regulatory environment that encourages dynamism.
- Should not use regulation or other government action to hinder competitors or gain a competitive advantage.

Emerging Technology

It is only through multiple failures that we find what new ideas will succeed.

Private companies:

- Should favor a permissionless approach to innovation that encourages experimentation and recognize that challengers to incumbents accelerate innovation.
- Should constantly seek new ways to create value for customers while remaining humble in their ability to understand customer needs.
- Should pursue beneficial advances in emerging technologies but also respond quickly to harms that develop.

Government Surveillance

Americans deserve protection from unwarranted government surveillance.

Private companies:

- Should protect users from unwarranted government surveillance.
- Should comply with law enforcement requests that have meaningful due process.
- Should be transparent with the public about access being granted to governments.
- Should resist calls to create so-called "backdoors" in encrypted services that make it easier for bad actors to access our information.