

MODEL POLICY

Product and Service Viewpoint Equality

Copy-ready language for protecting customers and users from religious and ideological discrimination.

HOW TO USE THIS MODEL Select the version that applies to the company. Adapt stakeholder and product names as needed, while preserving the substantive protections.

SPEECH FACILITATORS

For companies whose core platforms enable users to publicly create, share, or exchange expression.

- [Company] does not discriminate against a user; censor a user or the user's expression; restrict account access; reduce the visibility or distribution of lawful expression; or interfere with a user's ability to receive another person's expression based on the viewpoint of the user or another person.
- These protections apply regardless of whether the viewpoint is expressed on [Company's platform] or through another medium.
- [Company] will not restrict or penalize the expression of differing viewpoints on matters of public concern merely because those views may be unpopular or may be regarded by some as offensive, hurtful, misguided, upsetting, discriminatory, or otherwise objectionable.

OTHER COMPANIES

For companies that provide goods or services but do not primarily facilitate public user expression.

- [Company] does not discriminate against customers, clients, sellers, creators, users, or other people who seek to use its core products or services based on religious beliefs, ideological viewpoints, political opinions, or political affiliation.
- [Company] will not deny, restrict, suspend, terminate, or otherwise penalize access to its products or services because of such beliefs, viewpoints, opinions, or affiliations.
- [Company] will apply this commitment consistently throughout the customer relationship, including eligibility, access, pricing, servicing, enforcement, suspension, and termination decisions.

SHARED IMPLEMENTATION PROVISION

This policy does not prevent [Company] from maintaining clear, viewpoint-neutral rules addressing unlawful activity, targeted harassment, credible threats, excessively violent content, or other specifically defined harmful conduct. Such rules should be applied consistently to all users and should not be used to suppress lawful religious, political, or ideological expression.

PUBLICATION NOTE

Publish the adopted policy on the company's main public website and identify the products, services, and external stakeholders it covers. A generic statement about respect, fairness, or compliance with law is not a substitute for an affirmative viewpoint-equality commitment.

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