

## **To Outline Policies and Avoid Abusive Behavior**

Many companies use their website's terms and conditions to lay down the rules that users must agree to and follow before accessing your website or service.

Most of these rules revolve around how users should interact with others and what they can and can't post or do.

## **To Terminate Abusive Users' Accounts**

Your terms and conditions agreement is also a great place to list when and why you can terminate the accounts of abusive users.

Most companies, for instance, will ban users if they're using the platform or site for illegal activities, bullying other users, and unauthorized web scraping.

## **Keep Others From Copying Your Content**

Another reason for having a terms and conditions agreement is to disclose and protect your intellectual property rights.

Adding an intellectual property disclosure clause to your terms and conditions text informs users of your intellectual property rights, such as your logos, content, and other protected ideas and marks.

If you catch your users copying your content, you can take legal action against them since your terms and conditions agreement is legally binding.

## **To Outline Governing and Applicable Laws**

Finally, you should have a terms and conditions agreement to **inform users which federal or state laws — or both — govern your agreement.**

If a dispute arises between you and your user, the court will use the governing law to interpret the terms and conditions agreement and its effects.

## **Clauses To Include in Your Terms and Conditions Agreement**

Terms and Conditions agreements contain a broad range of guidelines for how you and your users can use your service or site.

Even short terms and conditions agreements should include several vital clauses to safeguard your business. Otherwise, your website's terms and conditions agreement will be incomplete, exposing you to many legal risks.

Here's what you should include in your terms and conditions agreements to prevent such misunderstandings and others:

## Introduction

Your terms and conditions agreement should start with an introduction that **lets users know they're reading a terms and conditions agreement**.

You should also mention that anyone using your service, platform, or site **must follow the terms**.

[YouTube](#), for example, clearly establishes in its terms and conditions that:

- Users must agree to the terms of the agreement before using the service.
- Users must be at least 13 years old to use YouTube.
- Users under 18 must have their guardian or parents' permission to use the service.
- Anyone who uses YouTube is automatically assumed to have agreed to its terms and conditions.

## **Governing and Applicable Laws**

As touched upon above, you need to establish **what national or state law governs the agreement between you and the users.**

Most companies choose the law of their state or country or the country where users access their site or app.

Most governing law clauses are short and straightforward. [Spotify](#), for instance, consists of only four lines.