Accessibility – Global Readiness – Licensing, Privacy, and Brand

Worldwide Learning (WWL)

Content Compliance Checklist

Contents

[Accessibility – Global Readiness – Licensing, Privacy, and Brand 1](#_Toc33535050)

[Before You Begin 3](#_Toc33535051)

[Requirements 4](#_Toc33535052)

[Record permissions 4](#_Toc33535053)

[Exceptions 4](#_Toc33535054)

[Sign off 4](#_Toc33535055)

[Content owner information 5](#_Toc33535056)

[CELA Accessibility 6](#_Toc33535057)

[CELA Global Readiness 8](#_Toc33535058)

[CELA licensing, privacy, and brand 9](#_Toc33535059)

[Sign off 12](#_Toc33535060)

[Appendix A: Permissions log 13](#_Toc33535061)

[Appendix B: Useful contacts and resources 14](#_Toc33535062)

Before You Begin

This checklist is an official document to help you confirm that your product and content (either developed by Microsoft or provided to Microsoft) and its components are compliant before publication. By completing and signing off on this checklist, you and Microsoft have documented that your content meets Microsoft Corporate Compliance Policy.

**IMPORTANT: This checklist is not a training document.** If you are unfamiliar with compliance for accessibility, Global Readiness, CELA licensing, privacy, brand, or other compliance topics, please refer to the [Microsoft Accessibility Standards (MAS)](https://microsoft.sharepoint.com/sites/accessibility/SitePages/Microsoft-Accessibility-Standards-(MAS).aspx) in the [Microsoft Requirements Catalog (ReqCat)](https://liquid.microsoft.com/) the [Worldwide Learning Content Compliance site](http://aka.ms/wwlcompliance), the documentation in the [WWL Compliance Resource Library](http://aka.ms/wwlcompliance), and Appendix B: Useful contacts and resources in this document *before* *you begin* completing this checklist.

This compliance checklist is intended to help each content producer and/or manager ensure that products and content meet Microsoft corporate requirements and avoid risk. Submitting a completed and signed checklist is a way to record that Microsoft is compliant and have evidence of compliance for subsequent releases and/or sustained engineering (SE) i.e., no new checklist. It’s also a great way to communicate with the Worldwide Learning (WWL) Compliance Team about your needs. Just fill out a [WWL Compliance Support Request](http://aka.ms/askwwlcompliance).

This checklist highlights the most prevalent compliance categories to familiarize you with these high-risk areas: CELA *accessibility, CELA Global Readiness, and CELA licensing, privacy, and brand*. Note that **all product and content types are included in all three categories** (CELA accessibility, CELA Global Readiness, and CELA licensing, privacy, and brand), and each category is addressed in separate sections later in this document. Also know that while this checklist focuses on accessibility, Global Readiness, licensing, privacy and brand, all components of your product and content are subject to *all of the requirements* and can be audited at any time to verify compliance.

**Product and content types that are** included in this checklist:

|  |  |  |
| --- | --- | --- |
| * Videos | * Code and code comments | * Demonstrations |
| * Microsoft Word documents | * Open and closed caption files | * Simulations |
| * Microsoft Excel spreadsheets | * XML and HTML files | * People and company names |
| * Microsoft PowerPoint files | * VTT and TTML files | * Graphics and pictures (including people) |
| * PDFs | * URLs | * Software |

Requirements

Completing this checklist for all products, content, and components before publishing is a requirement. The FTE product or content owner must sign off on this checklist before the product and its components are published.

Record permissions

If your product contains any third-party intellectual property (IP) or content as described in the following sections, you must provide a record of permissions and store them with your source content. Documentation includes but is not limited to: PoliCheck results and signoff, licenses, written approvals, media release forms, and copies of Terms of Use (TOU) agreements.

To record permissions:

1. In the **CELA licensing, privacy and brand**section, select the **Required permissions added to appendix?** check box to indicate that there is supporting documentation.
2. Complete **Appendix A: Permissions log**at the end of this checklist.

If you have questions or need assistance, please submit a [WWL Compliance Support Request](http://aka.ms/askwwlcompliance) and the WWL Compliance Team will assist you.

Exceptions

If you are unable to meet or adhere to any accessibility, Global Readiness, licensing, privacy, or brand requirements in this checklist due to constraints with time to market, available resources, budget impact, market life, or other issues, you may request an exception. Fill out a [WWL Compliance Support Request](http://aka.ms/askwwlcompliance) and the WWL Compliance Team will assist you.

Sign off

When the checklist is complete, the FTE content owner or manager must enter their signature, alias, and date in the **Sign-off** section of this checklist. This serves as a record of their accountability and attestation for the accuracy of this checklist. After signoff, place this checklist in your team’s content repository. Also, after sign off, this checklist is subject to review or audit.

Content owner information

|  |  |
| --- | --- |
| Please complete all fields in this section | |
| **Your name**: Jill Leary | **Your email alias**: Jileary |
| **Your role**:(content owner, project manager) content owner | **Your manager**: James Seymour |
| **FTE content owner/Microsoft business lead name**: (if different from the Your name field) *Select here to enter text* | **FTE email alias**: jesymour |
| Is Microsoft the sole owner of this product and IP?  Yes  No | **If not**: Provide the name and contact info. for the owner: *Select here to enter text* |
| **Describe the product**: AZ-700 Learning path | **Example**: 20334 MOC course, including student and instructor materials, and virtual machines |
| What type of product is this? (In the second column, select all that apply) | Online courseware  Instructor-led courseware  Downloadable courseware asset  Assessment/knowledge check  Online courseware with virtual lab  Video  PowerPoint  Website content  Virtual machines  Other asset (please describe) *Select here to enter text* |

**IMPORTANT:** Please select the check box if you have an *approved and documented exception* with the WWL Compliance Team that applies to your content.

CELA accessibility

| CELA ACCESSIBILITY CHECKLIST APPLIES TO ALL PRODUCTS AND CONTENT | | YES | NO | N/A |
| --- | --- | --- | --- | --- |
| 1. | Have you read the following documentation and applied the accessibility requirements that are applicable to your content?   * [Microsoft Accessibility Standards (MAS)](https://microsoft.sharepoint.com/sites/accessibility/SitePages/Microsoft-Accessibility-Standards-(MAS).aspx) in the [Microsoft Requirements Catalog (ReqCat)](https://liquid.microsoft.com/) * The Create Inclusive Content documentation—Videos and Microsoft Office files in the [WWL Compliance Resource Library](http://aka.ms/wwlcompliancelib) and the information on the [WWL Content Compliance site](http://aka.ms/wwlcompliance)   **If no:** Read the documentation *before you begin development*. |  |  |  |
| 2. | Did you run the Accessibility Checker tool on all the Microsoft Office components in your product?  **If no**: Run the Accessibility Checker and fix all issues. For more information, refer to the [Accessibility Checker.](https://support.office.com/en-us/article/Improve-accessibility-with-the-Accessibility-Checker-a16f6de0-2f39-4a2b-8bd8-5ad801426c7f) |  |  |  |
| 3. | Does your product contain effective alternative text (alt-text) for all non-text objects such as graphics (images, pictures, screenshots, clip art) charts, tables, shapes, SmartArt, and embedded objects?  **If no**: Add effective alt-text to the appropriate components. For more information on alt-text, refer to the Create Inclusive Microsoft Office Files documentation in the [WWL Compliance Resource Library](http://aka.ms/wwlcompliance). |  |  |  |
| 4. | Does your product have open captions, closed captions, or subtitles for all videos or live/real-time synchronized media that are owned by or licensed to Microsoft?  **If no**: Add captions or subtitles for all synchronized media. For more information, refer to the Create Inclusive Microsoft Office Files documentation in the [WWL Compliance Resource Library](http://aka.ms/wwlcompliancelib). If you need assistance with ordering captions, fill out a [WWL Compliance Support Request](http://aka.ms/askwwlcompliance) and the WWL Compliance Team will assist you.  Does your product offer a transcript for all videos or live/real-time synchronized media that are owned by or licensed to Microsoft?  **If no**: Inclusion of a transcript isn’t mandatory at this time but is strongly recommended. |  |  |  |
| 5. | Does your content use a meaningful sequence (reading order)? For example, does the order in which images appear in a PPT deck convey the correct meaning for the content and is the order understandable by a screen reader?  **If no or you are unsure**: Please refer to the Create Inclusive Microsoft Office Files documentation in the [WWL Compliance Resource Library.](http://aka.ms/wwlcompliancelib) |  |  |  |
| 6. | Does your product have the correct color-contrast minimums for all graphics, clip art, charts, tables, shapes, SmartArt, controls, and embedded objects?  **If no or you are unsure**: Please refer to the Create Inclusive Content documentation—Videos and Microsoft Office files in the [WWL Compliance Resource Library](http://aka.ms/wwlcompliancelib). |  |  |  |
| 7. | Does your product use color as the sole means of communicating information?  **If yes**: Don’t use color as the only way to convey information, indicate an action, prompt a response, or distinguish a visual element. Also, don’t use color in a way that requires the user to discriminate between hues. For more information, please refer to the Create Inclusive Content documentation—Videos and Microsoft Office files in the [WWL Compliance Resource Library](http://aka.ms/wwlcompliancelib). |  |  |  |
| 8. | Does your product use the correct text size, font, and color for all learners?  **If no or you are unsure**: Please refer to the Create Inclusive Content documentation—Videos and Microsoft Office files in the [WWL Compliance Resource Library](http://aka.ms/wwlcompliancelib). |  |  |  |

CELA Global Readiness

| CELA GLOBAL READINESS CHECKLIST APPLIES TO ALL PRODUCTS AND CONTENT | | YES | NO | N/A |
| --- | --- | --- | --- | --- |
| 1. | Have you read the following documentation and applied the Global Readiness requirements that are applicable to your product and content?   * [Global Readiness in the ReqCat](https://liquid.microsoft.com/Web/Views/View/170806) * The Create Inclusive Content documentation—Videos and Microsoft Office files in the [WWL Compliance Resource Library](http://aka.ms/wwlcompliancelib) and the information on the [WWL Content Compliance site](http://aka.ms/wwlcompliance)   **If no**: Read the documentation *before you begin development*. |  |  |  |
| 2. | **Did you run** [PoliCheck](https://microsoft.sharepoint.com/sites/globalreadiness/SitePages/PoliCheck.aspx) **on all content in your product and provide signoff in the PoliCheck results sheet?**  **If no**: Run PoliCheck on all content in the product, including all Microsoft Office files, caption files, transcripts, and any other text-based content and code. If your PoliCheck results contain any true positive severity 1 or 2 hits, fix the issues, note what fixes were made, and sign off in the PoliCheck results sheet. Include the results with the product in your content management system. For more information, refer to Create Inclusive Content documentation—Videos and Microsoft Office files in the [WWL Compliance Resource Library](http://aka.ms/wwlcompliancelib).  Additionally, if your content is in a language other than English, you must run PoliCheck in both English and the target language. |  |  |  |
| 3. | **Did you review all imagery, audio, and video for geopolitical risks in all target markets in which you will release your product? Did you consider current geopolitical news events in your assessment?**  **If no or you’re not sure: Review your product and verify that there is no geopolitical risk by using the Global Readiness** [Images, audio, and video resources](https://microsoft.sharepoint.com/sites/globalreadiness/SitePages/ImageAudioVideo.aspx)**. Failure to adequately review content prior to release can expose Microsoft to significant risk.** |  |  |  |
| 4. | Does your product contain any geographic names?  **If yes: Verify that** the country, region, capital, major city, continent, and multinational region references in content, lists, and fields are labeled accurately per the [Geographic Issue Specs](https://microsoft.sharepoint.com/sites/globalreadiness/SitePages/Geographic-Issue-Specs.aspx). |  |  |  |
| 5. | Does your product contain any images of geography, maps, or flags?  **If yes**: Did you use a pre-approved image from [Recommended maps and globes](https://microsoft.sharepoint.com/sites/globalreadiness/sitePages/mapsandglobes.aspx#recommended-maps-and-globes)?  **If no**:All mages of geography, maps, or flags must meet Microsoft requirements on [Geography, maps, and flags](https://microsoft.sharepoint.com/sites/globalreadiness/SitePages/geography.aspx).  If they don’t meet those requirements, the images must be reviewed and approved by the WWL Compliance Team’s Global Readiness Manager. For assistance, fill out a [[WWL Compliance Support Request](http://aka.ms/askwwlcompliance)](http://aka.ms/askwwlcompliance) and the WWL Compliance Team will assist you.  **Note**: The highest risk maps are real-world maps or globes with borders or boundaries identified. |  |  |  |

CELA licensing, privacy, and brand

| CELA LICENSING, PRIVACY, AND BRAND CHECKLIST APPLIES TO ALL PRODUCTS AND CONTENT | | YES | NO | N/A | Required permissions added to the appendix? |
| --- | --- | --- | --- | --- | --- |
| 1. | Have you read the following documentation and applied the licensing, privacy, and brand requirements that are applicable to your content?   * The guidelines on [CELAWeb](https://microsoft.sharepoint.com/sites/CELAWeb) * The Create Inclusive Content documentation—Videos and Microsoft Office files in the [WWL Compliance Resource Library](http://aka.ms/wwlcompliancelib) and the information on the [WWL Content Compliance site](http://aka.ms/wwlcompliance) * [Guidelines on Brand Central](https://microsoft.sharepoint.com/teams/BrandCentral/Pages/Guidelines.aspx)   **If no**: Read the documentation *before you begin development*. |  |  |  |  |
| 2. | Does your product contain any third-party IP or content?  IP content includes: Links to third-party websites (and content on those sites), videos, screenshots, icons, names, images, quotes, photos, artwork, text, PPTs, videos, music, sounds, studies, research, statistics, surveys, logos, trademarks, software, images on clothing, screenshots, identifiable people or property visible in the background, embedded content, and iFrames.  **If yes**:Please select the **Required permissions added to appendix?** check box and use the Permissions Log at the end of this checklist to point to the permission source files. In the log, add the name and location of the permission documentation and list each license included in your product. Also, if you use any third-party software, list what the software is, where you obtained it, and the URL or location of each software license.  For more information on third-party IP or content, please refer [Using third-party content](https://microsoft.sharepoint.com/sites/CELAWeb-Copyrights-Trademarks-And-Patents/SitePages/copyrights-third-party-content.aspx) and the Create Inclusive Content documentation—Videos and Microsoft Office files in the [WWL Compliance Resource Library](http://aka.ms/wwlcompliancelib). |  |  |  |  |
| 3. | Does your product include a person’s name, image, photograph, illustration, signature, video, and/or audio recording of a person? For example, are you using a person’s picture from the internet?  **If yes**:Please select the **Required permissions added to appendix?** check box and use the Permissions Log at the end of this checklist to point to the permission source files. For more information on using content off the internet, please refer to the Create Inclusive Content documentation—Videos and Microsoft Office files in the [WWL Compliance Resource Library](http://aka.ms/wwlcompliancelib). |  |  |  |  |
|  | CELA LICENSING, PRIVACY, AND BRAND CHECKLIST APPLIES TO ALL PRODUCTS AND CONTENT | YES | NO | N/A | Required permissions added to the appendix? |
| 4. | Does your product contain downloadable third-party software, code, sample code, or tools?  **If yes**:Please fill out a [WWL Compliance Support Request](http://aka.ms/askwwlcompliance) and the WWL Compliance Team will assist you. |  |  |  |  |
| 5. | Does your product contain self-extracting code, executable, or application?  **If yes**: Please fill out a [WWL Compliance Support Request](http://aka.ms/askwwlcompliance) and the WWL Compliance Team will assist you. |  |  |  |  |
| 6. | Does your product contain any open-source software components?  **If yes**: Read and follow the guidelines at [OSS at Microsoft](https://microsoft.sharepoint.com/sites/lcaweb/Home/Product-Development/Using-Open-Source-Software). Also, select the **Required permissions added to appendix?** check box and use the Permissions log at the end of this checklist to point to the permission source files. Also, read and follow the guidelines at [Microsoft Open Source Docs](https://docs.opensource.microsoft.com/). |  |  |  |  |
| 7. | Did you verify that your product doesn’t contain any proprietary or confidential Microsoft information such as pre-release software, screenshots, code, or documents that are marked as Microsoft Confidential?  **If no or unsure**: Verify that you have reviewed and applied the appropriate process to secure proprietary and confidential information and are using the information in a correct manner.  For more information, refer to [Confidential information and trade secrets.](https://nam06.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmicrosoft.sharepoint.com%2Fsites%2FCELAWeb-Compliance%2FSitePages%2Fconfidential-information.aspx&data=02%7C01%7Cv-elmorr%40microsoft.com%7C078540fa353a4232026708d7a9a26ff4%7C72f988bf86f141af91ab2d7cd011db47%7C1%7C0%7C637164387450473824&sdata=9JR5PxPpoVJcmTZoMVUx4ERRXCEGc8p%2F5SYoxF1NK%2BM%3D&reserved=0) If you have questions, fill out a [WWL Compliance Support Request](http://aka.ms/askwwlcompliance) and the WWL Compliance Team will assist you. |  |  |  |  |
| 8. | Did you remove all hidden data and personal information from all documents, including PowerPoint, Word, Excel, PDF files, and so on? **If no**: Refer to [Remove hidden data and personal information](https://support.office.com/en-us/article/Remove-hidden-data-and-personal-information-by-inspecting-documents-356B7B5D-77AF-44FE-A07F-9AA4D085966F?ui=en-US&rs=en-US&ad=US). |  |  |  |  |
| 9. | Does your product or content contain names of people or companies, email addresses, social media accounts, or similar?  **If yes**: Verify that all information came from the [Approved fictitious names and guidelines on CELAWeb](https://microsoft.sharepoint.com/sites/celaweb-copyrights-trademarks-and-patents/sitepages/trademarks-fictitious-names.aspx). If you need to use a name that is not on the approved names and guidelines, fill out a [WWL Compliance Support Request](http://aka.ms/askwwlcompliance) and the WWL Compliance Team will assist you. |  |  |  |  |
|  | **CELA LICENSING, PRIVACY, AND BRAND CHECKLIST APPLIES TO ALL PRODUCTS AND CONTENT** | YES | NO | N/A | Required permissions added to the appendix? |
| 10. | Does your product contain a Microsoft product or product logo?  **If yes**: Verify that you're using the correct logo, color scheme, and following the guidelines at [Brand Central](https://microsoft.sharepoint.com/teams/BrandCentral/Pages/Guidelines.aspx).  **Tip:** If you need reliable Microsoft images, you can find a wide variety of photography in the [Brand Central library](https://microsoft.sharepoint.com/teams/BrandCentral/Pages/The-Microsoft-brand-Core-elements-Photography.aspx) that you can download. These images are available to use in marketing materials anywhere in the world, as long as you follow the licensing terms that accompany each photo and determine that it is an appropriate image for your audience. When in doubt, don't hesitate fill out a [WWL Compliance Support Request](http://aka.ms/askwwlcompliance) and the WWL Compliance Team will assist you. |  |  |  |  |

Sign off

As the content owner, I sign off (by typing your name, alias, and date below) and attest that all the information in this document is accurate and that all components in my product meet the requirements that are presented in this checklist.

**FTE name, alias, and date**

|  |  |
| --- | --- |
| Jill Leary jileary | *7/16/2021* |

Appendix A: Permissions log

If your product contains third-party IP or content as described in this checklist, you must record all permissions and provide the required documentation. Documentation includes but isn’t limited to licenses, written approvals, media licenses, and copies of Terms of Use agreements.

Use the [Microsoft Media and Person/Property Release Forms](https://microsoft.sharepoint.com/sites/LCAWebAuthoring/LSWDocuments/Media_And_Person_Property_Release_Form_8_11_Form_CTP.pdf) when you must document permission to use any audio recording, video, film, photograph, or illustration (media).

Table 1: Permissions log

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Describe content asset requiring permission** | **Licensing/privacyor Global Readiness topic? (can be both)** | **Content details and file location** | **Permission documentation name and location** | **Approved:**  **Compliance team only** |
| **EXAMPLE**: Photo of a beach scene with people in swimsuits in front of a Waikiki Hilton sign. | ☒ Licensing  ☐ Global Readiness | **File details**: Module 2.pptx, PPT deck, slide 34  **File location**: $/ILT/Courses/ENG/90001A/Source/Powerpnt/ | **File name**: 90001A\_Hilton Hotels media release  **File location**: $/ILT/Courses/ENG/90001A/Compliance | **Reviewed** by *Select here to enter alias*  **Approved** by *Select here to enter alias* |
| Briefly describe content here | Licensing  Global Readiness | **File details**:*Select here to enter text*  **File location**: *Select here to enter text* | **File name**: *Select here to enter text*  **File location**: *Select here to enter text* | **Reviewed** by *Select here to enter alias*  **Approved** by *Select here to enter alias* |
| Briefly describe content here | Licensing  Global Readiness | **File details**:*Select here to enter text*  **File location**: *Select here to enter text* | **File name**: *Select here to enter text*  **File location**: *Select here to enter text* | **Reviewed** by *Select here to enter alias*  **Approved** by *Select here to enter alias* |
| Briefly describe content here | Licensing  Global Readiness | **File details**:*Select here to enter text*  **File location**: *Select here to enter text* | **File name**: *Select here to enter text*  **File location**: *Select here to enter text* | **Reviewed** by *Select here to enter alias*  **Approved** by *Select here to enter alias* |

Appendix B: Useful contacts and resources

Submit a [WWL Compliance and support request](https://aka.ms/askwwlcompliance) to:

* Get help with the WWL Compliance Checklist
* Get help with PoliCheck
* Get help with content or website accessibility
* Get help with Global Readiness requirements
* Request a Global Readiness image, video, or badge review
* Request a content compliance review
* Learn more about the WWL compliance program

Table 2: Links to useful contacts and resources by topic

|  |  |
| --- | --- |
| **Topic** | **Link** |

|  |  |
| --- | --- |
| Accessibility | **Build your network**—Email the [Accessibility Team](mailto:apq@microsoft.com) for answers to questions or to get help. |
|  | [Microsoft Accessibility](https://microsoft.sharepoint.com/sites/Accessibility) |
|  | [Accessibility Checker](https://support.office.com/en-us/article/improve-accessibility-with-the-accessibility-checker-a16f6de0-2f39-4a2b-8bd8-5ad801426c7f?ui=en-US&rs=en-US&ad=US) |
|  | [Office Accessibility Center](https://support.office.com/en-us/article/Office-Accessibility-Center-Resources-for-people-with-disabilities-ecab0fcf-d143-4fe8-a2ff-6cd596bddc6d?ui=en-US&rs=en-US&ad=US) |

|  |  |
| --- | --- |
|  | [Accessibility Learning Program Library](https://microsoft.sharepoint.com/sites/infopedia/accessibility/pages/library.aspx) |
|  | [Get accessible templates for Office](https://support.office.com/en-us/article/Get-accessible-templates-for-Office-ca086caa-2bd2-4ac8-8c12-4cd495bd4d76) |
|  | [Make your Word documents accessible](https://support.office.com/en-us/article/make-your-word-documents-accessible-to-people-with-disabilities-d9bf3683-87ac-47ea-b91a-78dcacb3c66d?ui=en-US&rs=en-US&ad=US) |
|  | [Make your PowerPoint presentations accessible](https://support.office.com/en-us/article/make-your-powerpoint-presentations-accessible-to-people-with-disabilities-6f7772b2-2f33-4bd2-8ca7-dae3b2b3ef25#picktab=windows) |
|  | [Make your Excel documents accessible](https://support.office.com/en-us/article/make-your-excel-documents-accessible-to-people-with-disabilities-6cc05fc5-1314-48b5-8eb3-683e49b3e593#picktab=windows) |
|  | [21st Century Communications and Video Accessibility Act (CVAA)](https://www.fcc.gov/consumers/guides/21st-century-communications-and-video-accessibility-act-cvaa) |
|  | [Understanding WCAG 2.1 Accessibility Guidelines](https://www.w3.org/TR/WCAG21/) |
|  |  |

|  |  |
| --- | --- |
| Accessibility: visual considerations | [Microsoft Writing Style Guide](https://styleguides.azurewebsites.net/Styleguide/Read?id=2700&topicid=29021) |

|  |  |
| --- | --- |
|  | [Microsoft Brand Central](https://microsoft.sharepoint.com/teams/brandcentral) |
|  |  |

|  |  |
| --- | --- |
| Accessibility: audio considerations | [CELA Quick Guide – Accessibility: Video Player Basics](https://microsoft.sharepoint.com/teams/msenable/Documents/Forms/AllItems.aspx?id=/teams/msenable/Documents/LCA/Quick%20Guides/MSENable-QuickGuide-VideoPlayer.docx&sortField=Modified&isAscending=false&parent=/teams/msenable/Documents/LCA/Quick%20Guides) |

|  |  |
| --- | --- |
|  |  |

|  |  |
| --- | --- |
| Global Readiness | **Build your network**—Use the [Global Readiness contact form](https://microsoft.sharepoint.com/sites/globalreadiness/SitePages/ContactUs.aspx" \o "Contact the Global Readiness team) for help with Global Readiness issues. |
|  | [Global Readiness site](https://microsoft.sharepoint.com/sites/globalreadiness) |

|  |  |
| --- | --- |
|  | [Install and use PoliCheck](https://microsoft.sharepoint.com/sites/globalreadiness/SitePages/PoliCheck.aspx) |
|  | [Geographic Issue Specs](https://microsoft.sharepoint.com/sites/globalreadiness/SitePages/Geographic-Issue-Specs.aspx) (the definitive guideline for how to handle sensitive geographic areas in Microsoft content). |
|  | [Guidance for using geography, maps, and flags](https://microsoft.sharepoint.com/sites/globalreadiness/SitePages/geography.aspx) |
|  | [Language and terminology](https://microsoft.sharepoint.com/sites/globalreadiness/SitePages/LanguageResources.aspx) |
|  |  |

|  |  |
| --- | --- |
| CELA licensing and privacy | **Build your network**—Visit [CELA Contacts](https://nam06.safelinks.protection.outlook.com/?url=https%3A%2F%2Ffyc-prod.azurewebsites.net%2F&data=02%7C01%7Cv-samhan%40microsoft.com%7Ca36f14fee0c2418be42008d7387e6cb0%7C72f988bf86f141af91ab2d7cd011db47%7C1%7C0%7C637039987945883899&sdata=HkBMGPAQJ3GztrWg71Ggw3Jofn1vUJZpaBxMdBJxf2k%3D&reserved=0) to identify your CELA representative for assistance with licensing and privacy issues. |
|  | [CELAWeb](https://microsoft.sharepoint.com/sites/celaweb) |

|  |  |
| --- | --- |
|  | [Approved fictitious names and guidelines](https://microsoft.sharepoint.com/sites/celaweb-copyrights-trademarks-and-patents/sitepages/trademarks-fictitious-names.aspx) |
|  | [Fictitious names finder](https://microsoft.sharepoint.com/sites/celaweb-tools/sitepages/fictitiousnamefinder.aspx) |
|  | [Find content to use](https://microsoft.sharepoint.com/sites/celaweb-copyrights-trademarks-and-patents/sitepages/copyrights-third-party-content-using-content.aspx) |
|  | [Copyright guidance](https://microsoft.sharepoint.com/sites/celaweb-copyrights-trademarks-and-patents/sitepages/copyrightshome.aspx) |
| CELA licensing and privacy (cont.) | [Guidelines for using photographs in ads and products](https://microsoft.sharepoint.com/sites/celaweb-copyrights-trademarks-and-patents/sitepages/copyrights-third-party-content-using-photographs-in-advertising-products.aspx) |
|  | [Using Creative Commons content](https://microsoft.sharepoint.com/sites/CELAWeb-Copyrights-Trademarks-And-Patents/SitePages/copyrights-third-party-content-using-creative-commons-content.aspx) |
|  | [Media Licensing Knowledge Base](https://microsoft.sharepoint.com/teams/MediaAcquisition/Pages/knowledgeBase.aspx) |
|  | [Integrating Bing Maps into a product or service](https://microsoft.sharepoint.com/sites/globalreadiness/KBLibrary/1665.pdf) |
|  | [Corporate privacy policy](https://microsoft.sharepoint.com/sites/CELAWeb-Compliance/SitePages/security-and-privacy-corporate-privacy-policy.aspx) |
|  | [Confidential information and trade secrets](https://nam06.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmicrosoft.sharepoint.com%2Fsites%2FCELAWeb-Compliance%2FSitePages%2Fconfidential-information.aspx&data=02%7C01%7Cv-elmorr%40microsoft.com%7C078540fa353a4232026708d7a9a26ff4%7C72f988bf86f141af91ab2d7cd011db47%7C1%7C0%7C637164387450473824&sdata=9JR5PxPpoVJcmTZoMVUx4ERRXCEGc8p%2F5SYoxF1NK%2BM%3D&reserved=0) |
|  |  |
| Brand | **Build your** network—Visit [Ask a Question](https://nam06.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmicrosoft.sharepoint.com%2Fteams%2FBrandCentral%2FPages%2FHelp-Ask-a-question.aspx&data=02%7C01%7Cv-samhan%40microsoft.com%7Ca36f14fee0c2418be42008d7387e6cb0%7C72f988bf86f141af91ab2d7cd011db47%7C1%7C0%7C637039987945883899&sdata=ygQNT5qcYBxZd816P8SeJGuDkPb12lIzMaRdo19tcRg%3D&reserved=0) for help with branding. |
|  | [Microsoft Brand Central](https://microsoft.sharepoint.com/teams/brandcentral) |
|  | [Brand Central complete guidelines](https://microsoft.sharepoint.com/teams/BrandCentral/Pages/Guidelines.aspx) |