

October 2017 quarterly check-in



FOUNDATION

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## Our department programs Defense of Transparency **Fellowship** Content & Report Program Communities Promoting **Public Policy** Free Culture



Wikimedia Brand & Identity

Community Health Privacy, Security, and Data Management































# Cross-Department Programs



# Program: Wikimedia Brand and Identity

## Segment 2: Trademarks



CHECK IN TEAM/DEPT

#### October 2017 Legal (Segment 2)

#### PROGRAM

#### **Brand and Identity**

**OUTCOME:** Have the rights and tools necessary to protect the brand.

-1				
2	What is your objective?	Who are you working with?	What impact / deliverables are you expecting?	
	File, maintain, and defend trademark registrations worldwide	LAST QUARTER		
		- Jones Day (our outside trademark counsel who helps maintain registrations worldwide)	- Maintained trademark registrations worldwide, and defended them against wrongful legal and administrative challenges, including those from government offices and third parties globally.	
		NEXT QUARTER		
		- Jones Day	- Same	

#### **PROGRAM**

#### October 2017 **Legal** (Segment 2)

#### **Brand and Identity**

**OUTCOME:** Have the rights and tools necessary to protect the brand.

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?	
File, maintain, and	LAST QUARTER		
defend domain name registrations	- MarkMonitor (service provider for managing domains)	- Maintained domain name portfolio	
	NEXT QUARTER		
	- MarkMonitor - Porkbun (registrar for .wiki domains)	- Continue to maintain domain name portfolio	

CHECK IN TEAM/DEPT

October 2017 **Legal** (Segment 2)

**PROGRAM** 

#### **Brand and Identity**

**OUTCOME:** Third-party uses of the Wikimedia brands align with our mission and brand goals.

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?	
Facilitate	LAST QUARTER		
mission-aligned community and external uses of Wikimedia marks	- Communications (occasional need for review)	- Reviewed requests to use trademarks and drafted licenses when uses furthered or promoted the mission	
through our trademark	NEXT QUARTER		
policy and by granting trademark licenses	- Communications (occasional need for review)	- Continue reviewing permission requests and draft licenses as appropriate to allow mission-aligned uses of the marks	

CHECK IN TEAM/DEPT

PROGRAM

#### October 2017 **Legal** (Segment 2)

#### **Brand and Identity**

#### **OUTCOME:** Prevent misuse of the Wikimedia brand.

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Send cease and desist	LAST QUARTER	
notices and file complaints in response to trademark infringement	- MarkMonitor (service provider for identifying infringement)	<ul> <li>Sent cease and desist letters to those misusing</li> <li>Wikimedia trademarks</li> <li>Filed complaints through domain name dispute resolution procedures</li> </ul>
	NEXT QUARTER	
	- MarkMonitor	- Continue to send cease and desist letters and initiate domain name disputes to curb misuse of trademarks

## Program: Community Health

Segment 4: Legal Defense Fund



**OUTCOME:** Support users who face significant harassment, and work to keep harassers away from Wikimedia sites.

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?	
Provide funding for	LAST QUARTER		
community members to bring anti-harassment legal claims, as appropriate or take direct legal action against users broadly disrupting the project, as appropriate	-Anti-harassment working group -Susa-team	-Pursued a case -Announced community health fund at Wikimania	
	NEXT QUARTER		
	-Anti-harassment working group -Susa-team	-Continue looking for appropriate cases and working on existing cases as needed.	

# Program: Privacy, Security, and Data Management

Segment 1: Legal



PROGRAM

PS&DM

### **OUTCOME:** Ensure high-quality protection and security of our infrastructure and data

	What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
	Evaluate current	LAST QUARTER	
security practices and make changes and provide training as appropriate	- Security - Tech	- Worked with appropriate teams to evaluate security practices and make appropriate changes	
	arr- ar-	NEXT QUARTER	
		- Security - Tech	- Continue evaluating current practices and making improvements as appropriate

**PROGRAM** 

PS&DM

**OUTCOME:** Provide clear communications with members of the communities and public regarding our privacy practices

deliverables are you expecting?
admin privacy training posted on th other CE trainings ivacy inquiries from community eneral public
rivacy-related inquiries from users and
i'

**PROGRAM** 

PS&DM

**OUTCOME:** Provide clear communications with members of the communities and public regarding our privacy practices

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	What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
	Draft and update	LAST QUARTER	
	public-facing privacy-related policies and procedures	- Various	- Reviewed surveys and prepared survey statements-
		NEXT QUARTER	
	- Various	- Draft survey statements or other policies as needed	

#### **OUTCOME:** Continue compliance with best practices for privacy

2	What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
	Provide training in,	LAST QUARTER	
	draft internal policies relating to, and ensure privacy compliance		- Provided training and draft policies as necessary
		NEXT QUARTER	
			- Provide training and draft policies as necessary

**PROGRAM** 

PS&DM

#### **OUTCOME:** Continue compliance with best practices for privacy

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Ensure that privacy	LAST QUARTER	
issues are considered throughout the product design process and lifecycle	- Audiences	- Provide advice as necessary through Privacy by Design process
iniceyere	NEXT QUARTER	
		- Provide advice as necessary through Privacy by Design process

#### **OUTCOME:** Continue compliance with best practices for privacy

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Ensure compliance	LAST QUARTER	
with applicable privacy, security, and data protection law		- Provided counseling on privacy-related questions to all teams as needed
	NEXT QUARTER	
		- Continue to provide privacy-related counseling to all teams as needed

**PROGRAM** 

PS&DM

# **OUTCOME:** Continue compliance with best practices for data management

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Continue compliance	LAST QUARTER	
with best practice for data management.		- Evaluate current practices and make improvements as appropriate to ensure adherence to best practices for data management
	NEXT QUARTER	
		- Evaluate current practices and make improvements as appropriate to ensure adherence to best practices for data management

# Department Programs



# Defense of Content & Communities



What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?	
Defend against legal threats to the Foundation and Wikimedia content	LAST QUARTER		
	- SuSa - Outside counsel - Comms	- Victories vs defamation in Brazil and France, and desired outcome in in the U.S.	
	NEXT QUARTER		
	- SuSa - Outside counsel - Comms	- Continue support for defending against litigation brought against the Foundation.	

	What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?	
Resist unreasonable or		LAST QUARTER		
unlawful legal attempts to unmask community members (Part I)	- SuSa - Outside counsel (on occasion) - Comms (on occasion)	- Resisted requests for non-public information to be detailed in the upcoming transparency report.		

**GOAL:** Protect the Wikimedia Foundation, the Wikimedia communities and content, and the free knowledge movement broadly from legal threats

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?	
Resist unreasonable or unlawful legal attempts to unmask community members (Part II)	NEXT QUARTER		
	- SuSa - Outside counsel (on occasion) - Comms (on occasion)	- Continue to carefully evaluate all requests to remove/alter content or for nonpublic user info and push back in inappropriate cases	

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Ensure compliance	LAST QUARTER	
with applicable law	- CE - Outside Counsel - Comms	- Responded to requests to be detailed in the transparency report
	NEXT QUARTER	
	- CE - Outside Counsel - Comms	- Continue defending the Foundation by responding to informal requests and complying with relevant law when properly formulated.

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Fund defensive	LAST QUARTER	
litigation for community members and movement organizations in	- CE - Outside Counsel - Comms	No new user cases this quarter
appropriate circumstances through the Legal Fees Assistance Program and Defense of Contributors Program	NEXT QUARTER	
	- CE - Outside Counsel - Comms	- Provide support for new threats against good-faith users.

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
File amicus briefs and proactive litigation where appropriate to protect the Wikimedia movement (Part I)	- CE - Outside Counsel - Comms	- Status conference in <i>Wikimedia v. NSA</i> ; discovery phase next - Search engine delistings intervention in France: Case has been referred to the ECJ - Joined two amicus briefs, one with a coalition of tech companies and organizations filed at the Supreme Court supporting challenge to travel/ immigration-related U.S. government executive orders
		and one supporting effort to prevent enforcement of Canadian global removal order

**GOAL:** Protect the Wikimedia Foundation, the Wikimedia communities and content, and the free knowledge movement broadly from legal threats

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
File amicus briefs and	NEXT QUARTER	
proactive litigation where appropriate to protect the Wikimedia movement (Part II)	- CE - Outside Counsel - Comms	- Continue public advocacy on key areas of the law that support the editorial discretion of the Wikimedia communities

**CHECK IN** 

**TEAM/DEPT** 

October 2017

Legal

#### **Equustek v. Google**

Previously spoke out via op-ed piece and intervention filed in Canadian court, about the chilling effects of this ruling.

Filed amicus in N.D.Cal. to support Google's effort to prevent enforcement of the order.





# **Transparency Report WIKIMEDIA** FOUNDATION

**CHECK IN** 

**TEAM/DEPT** 

October 2017 Legal

- August 2017 report released online
- Brand new print edition
- Distributed at Wikimania
- Will continue to distribute at events in Q2



**TRANSPARENCY REPORT 2017** 



# **GOAL:** To publish two Transparency Reports, July/Aug. 2017 and Jan./Feb. 2018

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Publication of biannual Transparency Report	LAST QUARTER	- Publish online and printed copy transparency report
		in early August - Distribute the new printed version of the report at events
	NEXT QUARTER	
		- Continue distributing print report at events

# **Fellowship Program**

**GOAL:** Recruit a class of top fellows each semester who provide the Foundation with high-quality legal work and are passionate about the opportunity to learn about the Wikimedia movement.

Who are you working with?	What impact / deliverables are you expecting?
LAST QUARTER	
- Talent and Culture	- Brought in 4 summer legal fellows representing several top schools including our continuing relationship with YaleOne long term fellow who provides more in-depth team supportCompleted Fall recruiting for current class of two semester interns and one long-term
NEXT QUARTER	
- Talent and Culture	- Finish spring recruiting for two semester fellows and one long-term.
	- Talent and Culture  NEXT QUARTER

#### What you learned from the fellow program:

#### Did anything unexpected (good or bad) happen?

We received an offer to publish an article with the Yale Law Journal from one of our former fellows, regarding how the Wikimedia Communities handle fake news/bad sources, which has just recently gone out.

#### What would you do differently if you had to do it again?

The program went solidly overall, though planning some extra activities over the summer to help supplement for the GC transition might have helped.

#### Did you struggle with anything?

N/A

# **Promoting Free Culture**



#### None

#### **GOAL:** Provide core legal support for the Foundation

	What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Update Wikipedia copyright license to Creative Commons 4.0 [delayed from last FY]	LAST QUARTER		
	Creative Commons 4.0	- CE - Comms - Reading (desktop, mobile web, and apps)	None
	NEXT QUARTER		
		- Comms - Reading (desktop, mobile web, and apps)	- Announcing and implementing the upgrade to CC 4.0

#### What you learned doing the licensing upgrade?

#### Did anything unexpected (good or bad) happen?

We have continued to delay implementing the transition to CC 4.0, after the community discussion encouraging the transition in 2016.

#### What would you do differently if you had to do it again?

We should reserve staff time and resources for a major initiative like this.

#### Did you struggle with anything?

See above.



# **GOAL:** Articulate positions on all public policy issues that are critical for the mission and operations of the Foundation

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Monitor and assess	LAST QUARTER	
ongoing policy developments worldwide, including issues that may affect other teams	- Comms	<ul> <li>Provided our perspectives on intermediary liability in a letter to U.S. lawmakers about a bill that would weaken protections for platforms (facilitated by EFF)</li> <li>Signed open letter calling for more transparency in the negotiations for a new NAFTA and adequate protections of user rights in the treaty</li> <li>Published blog post about the letter</li> <li>Signed an amicus brief challenging U.S. travel and immigration restrictions at U.S. Supreme Court</li> </ul>

# **GOAL:** Articulate positions on all public policy issues that are critical for the mission and operations of the Foundation

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Monitor and assess	NEXT QUARTER	
ongoing policy developments worldwide, including issues that may affect other teams	- Comms	<ul> <li>Apply to join Global Network Initiative and Network of Centers to bring the free knowledge perspective into these diverse networks (moved from Q4 to Q2)</li> <li>Host UN Special Rapporteur on Freedom of Expression for a visit at WMF and explain our perspectives</li> <li>Engage in conversations on access to knowledge and intermediary liability at Internet Governance Forum 2017 in Geneva.</li> </ul>

# **GOAL:** Local Wikimedia communities are empowered to work towards policy change

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Publish updates and	LAST QUARTER	
resources on the Wikimedia public policy page, mailing list, and other venues	- Comms - Travel	<ul> <li>Sent regular updates about policy issues to the public policy list to inform the communities and allies about our policy work</li> <li>Supported community members in submitting comments on Database Directive to EU Commission</li> <li>Gave talk about public policy at Wikimedia CEE meeting</li> <li>Started communications channel for conversations about public policy between Latin American chapters</li> </ul>

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# **GOAL:** Local Wikimedia communities are empowered to work towards policy change

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Publish updates and	NEXT QUARTER	
resources on the Wikimedia public policy page, mailing list, and other venues	- Comms	<ul> <li>Publish a biannual update to the public policy site to ensure it reflects the most recent developments (moved from Q1 to Q2)</li> <li>Publish policy resource on non-commercial clauses to provide a clear, accessible explanation of why adding it to new copyright exceptions is harmful for free knowledge (moved from Q1 to Q2)</li> <li>Send out updates to public policy list to keep volunteers informed about our work</li> </ul>

# **GOAL:** Local Wikimedia communities are empowered to work towards policy change

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	What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?	
	Organize meeting with	LAST QUARTER		
	select Wikimedians engaged in policy	- Comms - Travel	- Hosted public policy meetup with community and other organizations at Wikimania	

# **GOAL:** Local Wikimedia communities are empowered to work towards policy change

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Organize meeting with	NEXT QUARTER	
select Wikimedians engaged in policy	- Comms - Free culture organizations	- Work with Comms and other orgs to explore possibility of fellowship program and community meetings.

**GOAL:** Support Wikimedia communities around the world in resisting government censorship efforts, and increase people's ability to access and participate in the Wikimedia projects

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Create and maintain informational resources to help empower Wikimedia communities in anti-censorship efforts	- Comms - Travel	Continued support around Turkey block

#### What you learned doing public policy:

#### Did anything unexpected (good or bad) happen?

Unexpected, last minute requests for signing on to coalition public policy letters. We are developing better policies and practices to make this process better.

#### What would you do differently if you had to do it again?

We're reviewing our criteria for evaluating opportunities to sign up to letters, campaigns, and coalitions.

#### Did you struggle with anything?

Limited capacity remains an issue. And there are more attacks, regionally and nationally, affecting our policy priorities to which we want to respond.

# Department Non-Programmatic Work





#### None

#### **GOAL:** Provide core legal support for the Foundation

2	What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?	
	Train Foundation staff	LAST QUARTER		
	on legal policies and procedures	N/A	- No trainings delivered this quarter.	
		NEXT QUARTER		
	-All staff -Managers -Legal and Comms	- Create and deliver trainings as necessary		

# Fundraising Law & Compliance Support



#### None

#### **OUTCOME:** Compliance with global fundraising laws.

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?	
Monitor fundraising,	LAST QUARTER		
anti-spam, and other applicable laws in top fundraising countries	- Outside counsel (Covington)	- Provided messaging feedback around email and online campaigns.	
	NEXT QUARTER		
	- Outside counsel (Covington)	- Provide speedy ongoing feedback - Investigate Australia fundraising registration	

#### TEAM/DEP

### None

#### October 2017 Legal

**OUTCOME:** Compliance with global fundraising laws.

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?	
Maintain charitable	LAST QUARTER		
organization registrations in all states	- Labyrinth	- Updated Labyrinth with our new office address	
	NEXT QUARTER		
	- Labyrinth	- Update registrations with new address through Q1 next year	

PROGRAM

#### None

#### **OUTCOME:** Maintenance of strong endowment.

2	What is your objective?	Who are you working with?	What impact / deliverables are you expecting?	
Provide legal support	- 11	LAST QUARTER		
	and advice for maintenance of Wikimedia endowment	- Advancement	None	
	NEXT QUARTER			
	- Advancement	Prepared to provide ongoing support upon request.		



#### None

**PROGRAM** 

**OUTCOMES:** Consistent and searchable recordkeeping, with streamlined creation, review, and approval of contracts; risk mitigation through contractual provisions

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?	
Draft, review, and negotiate	LAST QUARTER		
contracts to protect the Foundation and mitigate risk;  Maintain a robust contracts program and process in collaboration with Finance and	- All departments needing contracts - Outside vendors	<ul> <li>- Protected WMF and minimized risk through contractual agreements</li> <li>- Continued new contracts software trial</li> <li>- Completed contracts for Wikimania &amp; move</li> <li>- Contracts turn-around - Goal: 95% w/i 7 days; Actual: 95%</li> <li>- 88 contracts approved</li> </ul>	
Administration	NEXT QUARTER		
	- All departments needing contracts - Finance - Outside vendors	<ul> <li>Continue to protect WMF and minimize risk through contractual agreements</li> <li>Contracts turn-around - Goal: 95% w/i 7 days</li> <li>Complete new contracts software trial &amp; complete initial workflow with Finance for eventual full rollout FY18-19.</li> </ul>	

**CHECK IN** 

**TEAM/DEPT** 

October 2017 Legal

Worked with various teams (esp. Finance, OIT, Admin) on moving & installation contracts for the new space.



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#### None

#### What you learned doing contracts?

#### Did anything unexpected (good or bad) happen?

Contracts volume was down slightly last quarter, but still relatively high. Continued our trial with Ironclad, a new and more user friendly contracts software solution. Unfortunately, a departure in CE left the Events team with minimal administrative support during a critical Wikimania period.

#### What would you do differently if you had to do it again?

For reasons described below, additional planning and flexibility could have made the Wikimania contracts process smoother.

#### Did you struggle with anything?

The contracts processes didn't mesh perfectly with event contracts for Wikimania, which sometimes required especially flexible payment options and last-minute changes/revisions that happened without getting necessary information to the legal and finance teams. These difficulties were compounded by the aforementioned lack of admin support for the Events team.



#### None

**PROGRAM** 

#### October 2017 Legal

#### **OUTCOME:** Organized and productive Board meetings

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?	
Organized and	LAST QUARTER		
productive Board meetings	- ED - Board leadership	- Supported special Board meetings on July 21 (online) - Supported planned Board meeting on August 9-10 (at Wikimania)	
	NEXT QUARTER		
	- ED - Board leadership	- Support Board meeting and retreat on November 17-19, 2017	

#### None

#### **OUTCOME:** Organized and productive Board meetings

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?	
Take and publish	LAST QUARTER		
official Board meeting minutes, and maintain other Board records	- Board	<ul> <li>Minutes published for the July meeting</li> <li>Prepared resolution for new Board appointment</li> <li>Prepared resolution making Wiki Education</li> <li>Foundation eligible to participate in FDC grant process</li> </ul>	
	NEXT QUARTER		
	- Board	- Publish minutes for the August meeting - Prepare and publish minutes for the November board meeting	

PROGRAM

#### None

#### **OUTCOME:** Prepared and informed Board members

2	What is your objective?	Who are you working with?	What impact / deliverables are you expecting?	
'	Prepare and conduct	LAST QUARTER		l
	legal trainings, as needed		- None	
		NEXT QUARTER		
			- Provide legal training and orientation to new members prior to the November meeting	

# **Copyright Clearance**

#### None

#### **OUTCOME:** Legally compliant media produced.

9	What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
	Provide timely, clear,	LAST QUARTER	
	and helpful advice on the copyrighted works used in Foundation media	- Comms	- Wikimania video; ad campaign in Nigerian and Kurdish -Other small video support
		NEXT QUARTER	
		- Comms	-Continue assisting as needed

# **General Legal Advice & Support**



#### **PROGRAM**

#### October 2017 Legal

#### None

**OUTCOME:** Organizational legal compliance, best practices, and risk mitigation achieved.

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Provide timely, innovative, and effective legal advice and support to all departments as needed	- Advancement - Comms - Finance and Administration - Audiences - Tech - CE - Partnerships & Global Reach	Conducted thorough research and provide pragmatic legal and policy advice to all teams as needed, for example: - Reviewed media inquiries with legal components - Provided product counseling
	NEXT QUARTER  Same  Same	