



Document Catalogue and Instructions

Name of Document	Purpose	When/How to Use
Terms of Use	This is essentially an agreement between a website and the visitor of the website. The purpose of a terms of use is to lay out some general terms about how your website operates.	Every website should have a link to the terms of use. This is typically located on the bottom of the home page.
Privacy Policy	The purpose of a privacy policy is to let a website visitor know how you handle/use personal information that is collected. In fact, a website is bound to the terms they set forth in the Privacy Policy. If a website deviates from that policy they open themselves up to extreme liability. Therefore, it's important to have a simple, clear and concise privacy policy.	Every website must have a link to the privacy policy. This is typically located on the bottom of the home page.
Niche Disclaimers	There are certain disclaimers that each business should make depending on the niche that business operates in. The DML Niche Disclaimers document allows a business owner to identify their niche(s) and provide the proper disclaimers.	Every website should have a link to these special disclaimers. You may integrate these disclaimers into your Terms of Use.
Freelance Agreement - Copywriter	The is a simple agreement between a business and a	This agreement should be used when a copywriter is

	copywriter hired for a specific project. It sets forth the scope of the project, fees to be paid, and manner in which the project will be carried out.	hired for a specific project or group of projects. This agreement may be used by both copywriters and businesses.
Freelance Agreement – Event Speaker	This is an agreement between a business and a speaker who will be presenting at a specific event. It sets forth the scope of the presentation, fees to be paid, and manner in which the event/presentation will be carried out.	This agreement should be used when a speaker is hired to present at a specific event. This agreement may be used by both speakers and businesses.
Freelance Agreement – Graphic Designer	The is a simple agreement between a business and a graphic designer hired for a specific project. It sets forth the scope of the project, fees to be paid, and manner in which the project will be carried out.	This agreement should be used when a graphic designer is hired for a specific project or group of projects. This agreement may be used by both Graphic Designers and businesses.
Non-Disclosure Agreement (NDA)	The purpose of a non-disclosure agreement is to protect parties who disclose confidential information to another in a business relationship. The agreement specifically sets forth how and when confidential may be used, and prohibits any other use of the information.	The NDA should be used when one or more parties anticipate that they will be disclosing information to the other that is confidential.
Cease and Desist Letter - Copyright	A cease and desist letter serves two purposes: 1) It notifies a party that they have infringed on your intellectual property, and 2) It demands that they stop using your intellectual property. If a party refuses to obey a cease and desist letter you may take legal action against them.	This cease and desist letter should be used when a party is infringing upon intellectual property that falls under the category of Copyrights.
Cease and Desist Letter - Trademarks	A cease and desist letter serves two purposes: 1) It	This cease and desist letter should be used when a party

	<p>notifies a party that they have infringed on your intellectual property, and 2) It demands that they stop using your intellectual property. If a party refuses to obey a cease and desist letter you may take legal action against them.</p>	<p>is infringing upon intellectual property that falls under the category of Trademarks.</p>
Earnings Disclaimer	<p>An earnings disclaimer is a special disclaimer that applies to business which offer products or services that a customer believes will help them make money. The disclaimer essentially states that a customer's purchase of your product does not guarantee them monetary gains.</p>	<p>This disclaimer should be used if customers purchase your product under the belief that it will help them make money. If your marketing makes any references to financial gain you should use this disclaimer.</p>
Testimonials and Results Disclaimer	<p>Businesses like to use positive testimonials in their marketing materials. The testimonials and results disclaimer notifies potential customers that the testimonials used consist of best case scenario situations.</p>	<p>If you use testimonials in your marketing then you should be using this disclaimer.</p>
DMCA Takedown Notice	<p>Sometimes people steal intellectual property and then post it on someone else's website. In order to get this type of infringement taken down you must provide this third-party notice to the website. A cease and desist letter will not be effective in having this type of infringement removed from the website.</p>	<p>If you see someone has copied your work and then posted it on another website, you can send that website this notice to have the taken down.</p>
Consulting Agreement	<p>Often times business will hire consultants to assist with certain aspects such as marketing, sales, legal, structure etc. This consulting agreement specifies the scope</p>	<p>This agreement should be used when a business hires a consultant to assist in developing a certain area of the business. This should not be used as a full time</p>

	of the work, fees to be paid, and manner in which the work will be carried out.	employment agreement. This agreement may be used by both Consultants and businesses.
Affiliate Agreement	The purpose of the affiliate agreement is to specify several key points: 1) The product and affiliate will promote, 2) The manner in which the product will be promoted, and 3) The fees an affiliate will earn for each sale generated by the affiliate.	This agreement should be used when a business uses affiliate to promote its products or services.
Joint-Venture (JV) Agreement (Basic)	A joint-venture is when two or more businesses team up for the purposes of a specific project or group of projects. The JV Agreement sets forth the terms and scope of the venture, money contributed to the venture, and who is entitled to profits.	This agreement should be used when your business works with another for a specific project and you both contribute some work or money and both expect a share of the profits. This should not be used for individuals teaming, that would be a partnership. DML does not currently offer partnership agreements as they are very state specific.
Refund Policy	A refund policy sets forth the situations in which your business will provide refunds to customers.	Any business that sells products or services should have a refund policy. Even if that policy is that there are no refunds, it should still be stated.
Shipping Policy	A shipping policy sets forth how and when goods will be shipped to customers.	Any business that ships goods to customers should have a shipping policy.
Freelance Agreement – Social Media/Marketing	Many businesses hire an individual or agency to assist with the social media and digital advertising. This agreement sets forth the scope of the marketing project, fees to be paid, and manner in which the	If a business hires a an individual or agency to assist with the social media and digital marketing this agreement should be used. This agreement may be used by both marketers and businesses.

	marketing project will be carried out.	
Freelance Agreement – Web Development/ Maintenance	It is common to hire a web developer to help build a website and other web pages. Many businesses expect that same developer to assist if something goes wrong, and to provide simple maintenance. This agreement sets forth the terms of this type of business relationship.	This agreement should be used when hiring a developer to create and maintain a website or other web pages for a business. This agreement may be used by both developers and businesses.