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## Goals:

1. Open and free
2. Flexible
3. For both publishers & consumers
4. Easy to understand



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- IP Protection
- Source reference
- Personal data
- Limitations
- Warranties
- Liability
- Payment
- Termination



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## Policies:

- Personal Data Policy
- Modification Policy
- Technical Documentation



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Result:

- [apilicens.se](http://apilicens.se)
- Customisation wizard
- Background information
- CC by Attribution
- Users!



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## Lessons learned:

- Marketing
- Maintenance
- Data Delivery vs Use



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