

Best Practices for Using P2P Technology with Online Games

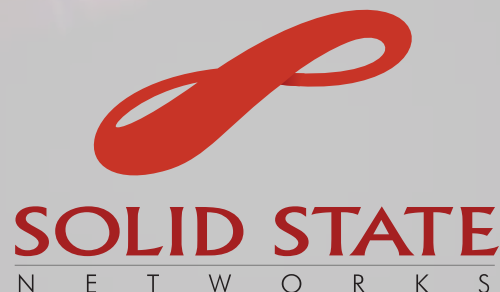
We believe that P2P Technology offers a number of compelling benefits to game developers, publishers, and even consumers. Implementing the following best practices will help to foster a better understanding of the technology and the numerous advantages which it can provide.

The confidence with respect to the use and deployment of P2P Technology will be advanced by demonstrating consideration for game consumers through three simple directives:

1. **Transparency** – Make visible and readily accessible information about the presence and operational activity of the P2P technology.
2. **Control** – Provide the ability to manage, operate and remove the P2P technology in an intuitive and conspicuous manner to the user.
3. **Privacy** – Ensure the absolute privacy and security of personal information and user originated files.

Read more:

- + **Recommended Best Practices**
- + **Definition of Terms**



Recommended Best Practices for Using P2P Technology with Games

1. During the installation of an application that utilizes P2P Technology to download a Game, Game Update, and/or User-Originated Game Content:
 - a. Inform the user in a clear and conspicuous manner that P2P Technology is being installed on the user's system;
 - b. Make readily available a plain language explanation of the relevant functionality of the P2P Technology that may materially affect their system resources and/or data; and
 - c. If any game files will be redistributed to other users after their installation and incorporation into the game, then disclose this behavior to users in a clear and conspicuous manner.
2. Provide a conspicuous, intuitive interface that indicates when the P2P Technology is operating, such as by displaying a system tray icon, in the task bar and/or within the game interface and clearly disclosing if delivery of an Update via P2P Technology will occur after the game closes.
3. Provide users with a clear and conspicuous way to disable the P2P Technology at any time either by closing the application or via a control accessible from within the application's main user interface. Ensure that the operational settings that govern the P2P Technology, once set by the user to reflect their preferences, persist as desired by the user through system logout, shutdown, startup or restart.
4. Never enable other users to access any files or directories other than those necessary to the games, updates, and/or user-originated game content being distributed by the P2P technology. The P2P Technology must not permit the distribution of other user-originated files.
5. Notify the user if any of the user's personally identifiable information (PII) provided in conjunction with the operation of the P2P Technology will be shared with any outside parties. Obtain consent from the user before any such activity begins.
6. Ensure that complete removal of the P2P Technology is simple to do and explained in plain language.

Definition of Terms

"install" (or *"installation"*) refers to the process of making an application persistently resident on a Game System.

"game" refers to a software application consisting of a file or set of files that constitute the necessary components to Install and play an interactive digital avocation, education, recreation, or related activity on a Game System.

"system" refers to a device that supports the operation of Game applications, such as a computer, game console, handheld or mobile device.

"game update(s)" (or *"update[s]"*) refers to a file or set of files that are added to an existing Game for the purpose of expanding, enhancing, improving, or repairing the files associated with that specific Game.

"P2P Technology" refers to content distribution technology that allows a Game System to retrieve files and/or segments of files from multiple sources, including other Game Systems, which have installed the same or compatible software and that have previously acquired or are in the process of acquiring the same Game data.

"user-originated game content" means data that users contribute to a Game that is then incorporated into the Game's software application and made available online to other users who play the Game.

"other user-originated files" means any files that are stored on a Game System by the owner or user of that device, which are unrelated to a Game or Game Update.

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