



# Project ReShare

## Code of Conduct

*Approved by Voting Members of ReShare Community  
February 2023*

### **Introduction**

This Code of Conduct provides guidance for those wishing to participate in the ReShare open source community, as well as steps for reporting unacceptable behavior. We are committed to providing a welcoming and inspiring community for all, and expect our code of conduct to be honored. Any member, person, or entity who violates this code of conduct may be banned from the community.

The Code of Conduct consists of the following sections, which are detailed in the pages that follow:

- A. Guidelines for Participation in the ReShare Open Source Project
- B. Guidelines for Commercial Entities and Others Developing and Deploying ReShare
- C. ReShare Trademark Policy and Branding Guidelines
- D. Acknowledgements

### **A. Guidelines for Participation in the ReShare Open Source Project**

All members of the ReShare open source community should strive to:

1. **Be friendly and patient.**
2. **Be welcoming:** Our community welcomes and supports people of all backgrounds and identities. This includes, but is not limited to members of any race, ethnicity, culture, national origin, color, immigration status, social and economic class, educational level, sex, sexual orientation, gender identity

and expression, age, size, family status, political belief, religion, and mental and physical ability.

3. **Be considerate:** Your work will be used by other people, and you in turn will depend on the work of others. Any decision you make will affect users and colleagues, and you should take those consequences into account when making decisions. Remember that we're a world-wide community, so you might not be communicating in someone else's primary language.
4. **Be respectful:** Not all of us will agree all the time, but disagreement is no excuse for poor behavior or bad manners. We might all experience some frustration now and then, but we cannot allow that frustration to turn into a personal attack. It's important to remember that a community in which people feel uncomfortable or threatened is not a productive community.
5. **Be careful in the words that we choose:** We are a community of professionals, and we conduct ourselves professionally. Be kind to others. Do not insult or put down other participants. Harassment and other exclusionary behavior are not acceptable.
6. **Be constructive in disagreement:** Disagreements, both social and technical, will happen all the time. The strength of our community comes from its diversity and the inclusion of people from a wide range of backgrounds and perspectives. Seek to understand an alternative viewpoint, rather than assuming it to be wrong. When mistakes occur, learn from them. Offer forgiveness and seek to resolve problems rather than assign blame.

## **B. Guidelines for Commercial Entities and Others Developing and Deploying ReShare**

### **1. Commercial Engagement in ReShare Overview**

Project ReShare welcomes the involvement and participation of a multitude of commercial service providers, developers, and other entities. The availability of multiple ReShare service providers and commercial support organizations is important to the project's long-term health, and to making ReShare a persuasive choice for organizations around the world.

Commercial services may include but are not limited to ReShare installation, hosting, on-site deployment and implementation, help desk / support services, maintenance, training, customization, and development of new features.

- a. At a minimum, organizations that provide or support ReShare services should adhere to this Code of Conduct.
- b. ReShare also recommends that all service providers join Project ReShare in order to fully participate in and benefit from its unique and deeply engaged community.
- c. Certified Service Providers serve as community leaders and are held as exemplars for other organizations wishing to engage commercially in offering ReShare services, demonstrating ReShare community values and contributing to ReShare's overarching success.

## **2. Guidelines for Commercial Engagement, Developers, and Service Providers Offering ReShare or ReShare-related Services**

### **a. Developer and Service Provider Principles**

While the specific items in the guidelines that follow may be revised from time to time, overall the guidelines are based on a simple principle:

***Those deploying and developing ReShare software should always:***

- I. *Observe the distinction between public community functions and private commercial functions, and*
- II. *Ensure that their activities support, or at a minimum, do no harm to the community.*

### **b. General Guidelines for all Commercial Engagement, Service Providers, Developers, and Entities Deploying ReShare or ReShare-related Services**

- I. *Treat the ReShare name with respect, and follow the project's trademark and branding policy, outlined on the ReShare website.*
  - i. In particular, do not seize the ReShare name in other public namespaces, e.g., company names, names of

commercial service offerings, in domain names, Twitter, GitHub, Slack, etc. It is reasonable, however, to register the project's name in a new namespace and then immediately donate control of that account to the project, because that is helping the project maintain its identity.

- II. *Do not replace community infrastructure; instead, improve it.*
  - i. For example, use the ReShare discussion forum, instead of setting up duplicate forums in a privately-controlled space that could potentially siphon off people from the existing ReShare forum. In other words, don't set up "walled gardens" that detract from public spaces.
  - ii. This principle applies to all existing community infrastructure, including project documentation (mentioned in more detail elsewhere in this document). It is fine to set up private forums that are specific to your commercial offerings, especially where those offerings differ from what is available in the open source project (though see the next item about avoiding the "enterprise edition" trap). That is, discussion that is specific to your commercial offering and is only useful to your customers. But do not discourage your customers from making use of the project's public forum when doing so would serve their needs.
  - iii. A good way to ensure compliance with this guideline is to link to the relevant project forums from the same places – and in comparable ways – that you link to your product-specific forums. This ensures that customers will be aware of all options available to them and can choose the appropriate forum for their needs. This also ensures that customer questions, and responses to them, can contribute to the public store of ReShare knowledge. This is an important way that commercial activity can support the long-term health of the project. Commercial representatives should include their affiliation in any support responses they make to

customers or to anyone else; your company should get credit for your contributions.

III. *Label your offerings in a way that makes their provenance clear, and that does not denigrate or diminish the ReShare open source project.*

- i. Specifically, do not label your proprietary offering as the “Commercial Edition” or “Enterprise Edition” of ReShare, especially not in contrast to a so-called “Community Edition” as a euphemism for the ReShare project’s open source code. Such marketing implies that the open source edition is not commercial in nature – which is untrue, as the open source license explicitly allows commercial activity by anyone – or not enterprise-ready. Instead, give your offerings their own distinctive names. Those names may incorporate “ReShare” so long as they comply with the project’s trademark guidelines.
- ii. It is reasonable to offer fact-based comparisons between your proprietary offering and the stock open source version, or between your offering and others’ proprietary offerings. If your offering is also open source software, but differs from the project’s offering in some significant way, explain that, and make sure your offering has a name that clearly distinguishes it from the code released by the ReShare project. The purpose of this particular guideline is to help you communicate clearly about what your company or other entity offers, and to help potential customers understand what differentiates your offerings from what is available elsewhere.
- iii. When offering features not present in the project’s open source releases, or with making different configuration choices from the project’s defaults, service providers should describe any differences accurately and objectively. Mislabeling, whether accidental or deliberate, causes confusion and is bad for the ReShare project’s health.

- IV. *Do not attempt to convert unofficial influence into claims of official control.*
- i. Even if your company or project is a major contributor to ReShare, do not conflate the project's identity with your own.
  - ii. If a company with a well-established position in the project casts too large a shadow, it may discourage involvement from others. For example, your company might have a number of employees as core committers in the project, and thus exercise a significant de facto influence over the project roadmap, simply by doing the work and participating actively in project development discussions. This is generally not a problem, as long as you do not claim some official preferential position in project governance that you do not in fact hold.
- V. *In all ReShare forums, employees of commercial entities should behave like any other project participants.*
- i. While an organization's management hierarchy may be important internally to that company or organization, it is irrelevant to the public open source project. For example, if an employee is assigned specifically to work on ReShare, that employee's contributions will still go through the usual community review procedures, and that employee will still gain commit access by the same route as anyone else would.
  - ii. Similarly, it is good practice for employees to hold design discussions or other technical discussions in the ReShare public development forums, even if the employees normally sit in the same room and could discuss those things in person. The more visible participation in the project, the stronger the ties between your company and the ReShare community.

VI. *Contribute to public activity, and avoid converting public conversations to private venues.*

- i. When commercial representatives are active in an open source project's public forum, there will be many opportunities to turn public conversations into sales opportunities. ReShare recognizes this activity can be a good thing – often a potential customer will benefit from being contacted about a commercial offering, and commercial entities should feel free to establish such contact so long as they avoid harassing or spamming people.
- ii. In general, if someone indicates needs that would be met by your product, it is reasonable to contact them about that directly, as long as you are respectful of the ReShare forum rules, and respectful of any preferences they may have given about unsolicited commercial communications.
- iii. It is important to avoid shunting conversations out of the public ReShare forum, where inquiries and responses will remain visible to others, and into private forums, where the initiator would be isolated from other sources of information. The best way to avoid this anti-community pattern is to distinguish carefully between answering questions and offering commercial services. The former should always be done via a public follow up in the ReShare forum where the question was asked, while the latter should happen via a separate private communication. A topic that started in public should remain public, and should not be interfered with or subsumed by private conversations.

VII. *Improve project documentation, don't fork it.*

- i. Help make the ReShare project's public documentation better, rather than duplicating and extending that documentation elsewhere. Even if your duplicate documentation is publicly accessible to non-customers,

it will still detract from the ReShare project's own documentation, by, among other things, causing confusion in Internet search engine results.

- ii. It is appropriate to maintain separate documentation for functionality that is specific to your product or service. But as much as possible, avoid duplicating material already present in the ReShare documentation. Instead, refer to the ReShare project's documentation, and, as much as necessary, participate in improving it and making it easier to refer to, so that your maintenance burden and everyone else's is reduced.

VIII. *Avoid use of nondisclosure agreements and confidentiality agreements whenever possible.*

- i. Whenever feasible, terms of any ReShare-related agreements should be shared with those directly impacted by their existence, and should not restrict or harm participation in the ReShare community, nor should such agreements negatively impact the use of ReShare software and related integrations by implementers, nor prevent members from making full use of community resources.

IX. *Do not make use of non-compete agreements that will restrict project activity.*

- i. If your company requires employees or contractors to sign non-compete agreements, those agreements should not prevent the individual in question from participating in the ReShare open source project in any way, whether during or after the term of their employment.
- ii. This does not mean that all non-compete agreements are incompatible with this code of conduct. A company may restrict an employee's ability to solicit the company's customers, for example. The key is that any



restrictions should not restrict ReShare project participation itself.

iii. An individual should not be blocked from any form of technical or social participation in the ReShare project, including the implementation of particular features. The accumulation of experience and expertise in individual persons, who are ultimately free to direct their energy and attention as they decide, is one of the most important drivers of progress in open source projects. A company that limits this freedom can hinder the success of the ReShare project.

X. *Security vulnerability information should always be promptly disclosed to the ReShare project.*

i. If a commercial entity learns about a security vulnerability in the ReShare open source code, it should always promptly disclose that information to the ReShare project. Security vulnerability information should be reported to the ReShare Steering Committee Chair and Product Owner listed on the ReShare website. Of course it is acceptable to pre-patch the company's own offerings, as long as that patching does not significantly delay the reporting of the vulnerability. Vulnerability information should never be used for unilateral commercial advantage.

ii. Vendors may legitimately compete on the speed and reliability with which they deploy security fixes, but withholding vulnerability information damages everyone in the long run by risking harm to the ReShare project's reputation and the security of all users.

XI. *Let your commercial priorities guide your developers' priorities in the project (but be transparent about it).*

i. There is no need to hide motivations in an open source project. It is very normal for developers to propose that a certain capability be added to the code and justify the

proposal on the grounds that it would help their employer's commercial interests. As long as the proposed change goes through the project's usual decision-making procedures, the fact that it would serve specific commercial interests is not only not bad for the project, it may often be good: after all, continued commercial interest in the code is usually a good thing. In general, there is no need to pretend to purity of motivations. Finding sustainable resolutions to the tensions between various parties' needs is a long and well-established tradition in open source projects; as long as you participate in those discussions in good faith, and compromise where appropriate, the influence of your commercial motivations is likely to be an overall benefit to the project.

### **C. ReShare Trademark Policy and Branding Guidelines**

1. The ReShare trademarks, including the Project ReShare name and logos, are owned by the Project ReShare community. The ReShare trademarks are subject to the J. Paul Getty Trust Trademark Policy for Open Source Projects.
2. ReShare Branding Guidelines are for anyone using the ReShare brand assets (logo, icon and word marks) for ReShare specific dissemination and communications (digital and print).
3. The Trademark Policy and Branding Guidelines to accompany this policy will be posted on the ReShare website.
4. Questions may be sent: [contact@ReShareproject.org](mailto:contact@ReShareproject.org).

### **D. Acknowledgements**

Much of this Code of Conduct, particularly its guidelines for commercial entities, was prepared by the Arches Community and Open Tech Strategies, which advises the Arches project on open source issues. Its general guidelines for participation are based on the template established by the TODO Group and used by numerous other large communities (e.g., Facebook, Yahoo, Twitter, GitHub).