



Sample Questionnaire for Online Product Launches

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For more information, see our blog, [Removing Legal Roadblocks from Online Product Launches](#)

01 | Product Overview & Purpose

1. What is the name of the product or feature?

- If you have several candidate names, list them all.
- **Why it matters:** Trademark checks may help confirm the name is available and whether we should protect it.

2. Briefly describe what the product does and who it is for.

- What problem does it solve? Who is the typical user?
- **Why it matters:** Can potentially identify consumer protection, product liability, and sector-specific issues early.

3. How will customers and end users actually use the product?

- Describe common user journeys and any “edge case” uses you can foresee.
- **Why it matters:** Anticipated and predictable “unintended” uses may drive risk and needed guardrails.

4. Does the product rely on any new or novel processes or technical methods?

- If yes, briefly describe.
- **Why it matters:** May warrant patentability review and related documentation.

02 | Timeline & Rollout

1. What is the target Beta start date? General availability (GA) date?

- Include internal milestones if already set.

2. Who will be in the Beta (internal only, select partners, general users)?

3. Will Beta participants sign or click through any special terms?

- e.g., NDAs, feedback licenses, limitations on sharing screenshots.
- **Why it matters:** Clear dates and audiences may help Legal prioritize reviews and craft any necessary Beta-specific terms.



03 | Third-Party Elements & Open Source

1. **List any third-party vendors, tools, or services the product depends on.**
 - Hosting, analytics, payment processors, AI APIs, messaging tools, etc.
2. **List any third-party technology, trademarks/logos, content, datasets, or models the product uses or displays.**
3. **Does the product include or rely on open-source software? If yes, which components and how are they used?**
4. **Will any third parties receive or process user data as part of this product?**
 - If yes, which ones and for what purposes?
 - **Why it matters:** May help support agreements and licenses that allow the intended use, meet privacy/security requirements, and avoid unexpected IP obligations.

04 | Reuse of Existing Company Property

1. **Does the product reuse existing company technology or content (code, designs, content, terms, templates)?**
 - If yes, list the main items.
2. **Do any existing consumer-facing terms, licenses, or disclosures already cover this product?**
 - Or will they need updates?
 - **Why it matters:** May help determine if vetting remains appropriate, and that reused components still fit the new context.

05 | Privacy, Data & Security

1. **Will the product collect, store, or use any user data?**
 - If yes, list:
 - Types of data (e.g., email, payment info, usage logs, content uploads).
 - Purposes (e.g., service delivery, personalization, analytics, advertising).
 - How long the data will be kept, if known.
2. **Will the product involve sensitive or high-risk data?**
 - e.g., health, financial, precise location, minors' data, government IDs.
3. **Will the product use cookies, SDKs, pixels, or other tracking technologies?**
 - If yes, for what purposes (analytics, advertising, fraud prevention, etc.)?

05 | Privacy, Data & Security *(continued)*

4. Will personal data be shared or transferred to other countries?

- If yes, which countries and for what purposes?

5. How will users exercise their rights (access, deletion, correction, etc.) for this product?

- Does the UI or support process need updates?

6. Have Security/IT reviewed the design and data flows, or do they need to?

- **Why it matters:** Can inform potential required notices/consents, user rights, security safeguards, retention, and cross-border transfer compliance.

06 | AI & Automated Decision-Making

1. Will the product include or rely on AI or automated decision-making?

- If yes, briefly describe the AI-driven features.

2. What data is used to train, fine-tune, or operate the AI?

- Internal data, user data, third-party data, public data?

3. What does the AI output?

- Content, recommendations, rankings, risk scores, decisions, flags, summaries, etc.

4. Are there known risks of bias, hallucinations, or limited explainability?

- How will those be mitigated or monitored?

5. Is human review or override available where AI affects users in important ways?

6. Who (role/team) is accountable for AI oversight, monitoring, and updates?

- **Why it matters:** Early AI governance review may help identify disclosure, consent, accountability, and sector-specific obligations.

07 | Distribution & Markets

1. Where will the product be distributed at launch?

- Company-owned sites/apps, third-party sites/apps, offline channels?

2. Which countries/regions will be included at launch, and which later?

3. Will any third-party platforms (e.g., app stores, marketplaces, partner ecosystems) be used?

- If yes, list them.

4. Does the product need an ability to update, pause, or recall in some or all markets?

- **Why it matters:** Different markets and platforms may be subject to distinct consumer, privacy, sanctions/export, and platform-specific rules.

08 | Consumer Support

1. Has the consumer support team been briefed on the product and launch plan?
2. Will you provide FAQs, help articles, or other support materials for users?
 - If yes, who will draft them?
3. Do any support scripts or FAQs include promises or claims about performance, safety, or guarantees?
 - **Why it matters:** Support materials often shape user expectations and are generally most effective when they are accurate, clear, and consistent with legal terms and marketing claims.

09 | Accounting, Tax & Payments

1. Will the product involve any non-standard payments, pricing, or rewards?
 - e.g., subscriptions, auto-renewals, free trials, bundles, rewards, credits, or virtual currencies.
2. Will the product change how we bill, invoice, or recognize revenue?
3. Will there be region-specific pricing, taxes, or surcharges?
 - **Why it matters:** Tax and accounting teams need to set up record-keeping, invoicing, and compliance before launch.

10 | Press, Marketing & Claims

1. What press, marketing, or promotional activity is planned for the launch?
 - Press releases, campaigns, landing pages, app store descriptions, sales decks, influencer campaigns, etc.
2. List the top 3–5 key claims or messages you plan to make about the product.
 - e.g., benefits, performance, “AI-powered,” savings, security, guarantees.
3. Will any partners, influencers, or third parties talk about or promote the product?
 - If yes, how will their messaging be controlled or reviewed?
 - **Why it matters:** Can help support marketing claims that are substantiated, consistent, and aligned with legal terms and disclosures.

11 | Post-Launch Monitoring & Change Management

1. How will we monitor legal and compliance risks after launch?

- e.g., regular reviews, dashboards, audits, issue triage.

2. What types of changes will trigger a re-review?

- New features, new data uses, new geographies, new pricing models, new AI use, new third-party integrations.

3. Who (role/team) owns ongoing compliance responsibility for this product?

- **Why it matters:** Ongoing monitoring may help prevent “drift” as products evolve and helps catch new risks early.



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