Pre-Launch Emails

Focus	Addressed to:	Messaging:
General	Parents	Dear Parent, Meet Vidigami! This school year, we will be using Vidigami's secure media management system as the place for all our school memories. Vidigami is the only private and secure system designed exclusively for school communities to store and share photos and videos. Made available to users by [Enter School Name] via invitation only, Vidigami closely follows and adjusts to changes in state, federal and international data privacy laws. You can learn more about how Vidigami ensures you and your family members' privacy **here.** [Enter media contributors - e.g. school photographers, teachers, other faculty members] will be uploading photos of major events from [Enter School Name] to Vidigami. Eager to get started? [Enter date - e.g. on October 10, next week, today...etc], you will receive an activation email with steps on how set up your account at **vidigami.com**. **Keep an eye out for this invitation email, which you will need to create your account. Also be sure to check your spam/promotion folder** as it may end up there depending on your email client. Once you have activated and logged into Vidigami, you will be able to upload media to the school groups you are a part of, and share moments with others registered with Vidigami in the [Enter School Name] community. **In addition,** please **download the free Vidigami app to your phone or tablet**. You will be able to login to the app with the same username and login you use for the desktop app. Thanks for being a part of the community, and helping [Enter School Name] build an incredible archive of school memories! Regards, [Sender Name, Title]
Privacy and security	Parents	Dear Parent, Meet Vidigami! This school year, we will be using Vidigami's secure media management system as the place for all our school memories. Vidigami is the only private and secure system designed exclusively for school communities to store and share photos and videos. Made available to users by [Enter School Name] via invitation only, Vidigami closely follows and adjusts to changes in state, federal and international data privacy laws. You can learn more about how Vidigami ensures you and your family members' privacy **here.** Vidigami is easy to use, and where we can all upload school photos and videos to relevant school groups, so they can be shared with you and others registered with Vidigami in the [Enter School Name] community.

I would like to reassure you that Vidigami is very attentive to the privacy and security concerns of its schools and the associated parents.

- Vidigami is a private community. This means that the only people who can view photos and videos must be invited into the system. It is not a social network. No one can "follow" or "friend" your account.

- Vidigami encrypts all data on its servers and in transmission so if there was ever a breach, your families' personally identifiable data would remain protected. There are other pieces of the architecture and technology that are designed for the best privacy and security.

- In our contract with Vidigami, they promise to:

    - Not sell/lease or provide any of our data to anyone else.
    - Not advertise or target our families or staff.
    - Delete content at our request.
    - Not to spam your or use cookies to track you or our children around the web.

  These provisions are critical and would be impossible to get from OTHER "free" services on the web.

Finally, Vidigami closely follows and adjusts to changes in state, federal and international data privacy laws. You can learn more about how Vidigami ensures you and your family members' privacy **here.**

I hope this reassures you that we are taking a careful and proactive position with respect to your family's personal data and photos.

[Enter date - e.g. on October 10, next week, today...etc], you will receive an activation email with steps on how set up your account at **vidigami.com**. **Keep an eye out for this invitation email, which you will need to create your account. Also be sure to check your spam/promotion folder** as it may end up there depending on your email client.

Thanks for being a part of the community, and helping [Enter School Name] build an incredible archive of school memories!

Thanks,
[Sender Name, Title]