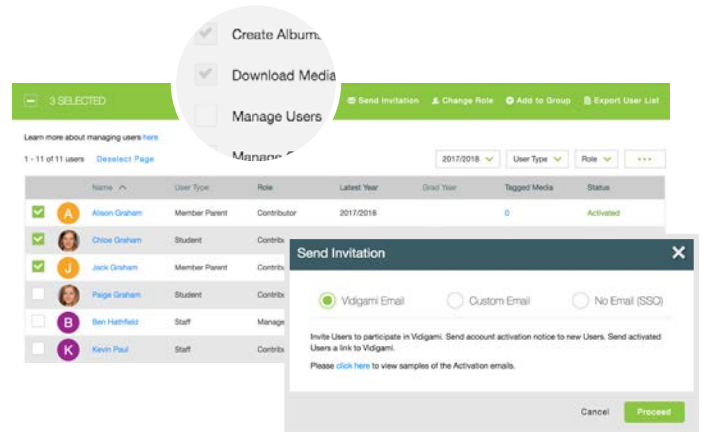


5 REASONS TO TRUST VIDIGAMI

Vidigami is a private and secure environment for collaboratively sharing photos and videos among members of your community. Schools are provided optimal control over user access. Content is securely collected, stored and shared. Here are the top 5 reasons to rest assured information captured in Vidigami is well-protected and content rights are respected:

1 It starts with your school

Only members of your school are invited to participate in Vidigami. As part of the *Onboarding* process, your school adds users to the system, assigns appropriate permissions to them, and decides how and when they are invited to participate. In managing content and user access, Vidigami enables educators, students and families to leverage media in a way that is responsible and rewarding.



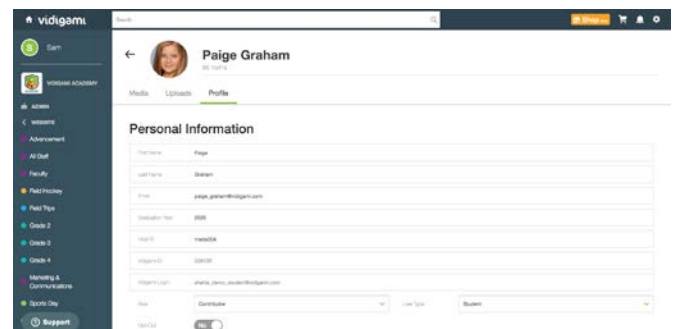
2 Vidigami is not a social network

No one can freely join your community, follow your account or 'friend' you. Unless you are an authorized member of the school, content is inaccessible. When members are invited to activate their account, they must accept an End User License Agreement (EULA), authorizing other members of the school with personal use rights to each other's content.

3 Vidigami's Privacy Promise

Your data is solely used to provide you with the best possible experience. As part of our contractual agreement with you per the EULA, we promise to:

- Not sell/lease or provide any data to any third party.
- Not advertise or target your families or staff.
- Not spam you or use cookies to track you or your children.
- Delete your content at your request.



5 REASONS TO TRUST VIDIGAMI

4 Data security and protection

Multiple levels of security have been designed to protect all data in Vidigami. For example, all media is replicated and backed-up at upload. The image and any associated metadata is encrypted and stored independently to maximize content privacy and security. Vidigami actively prevents search engines from indexing media and capturing any personal data not intended for public sharing.

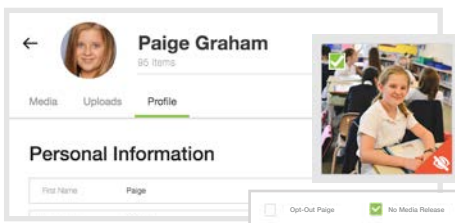


5 Advocate for data privacy regulations

Data protection regulations are being developed worldwide in efforts to establish strict requirements to protect personal information. Vidigami supports these regulations including the:

- **European Union’s (EU) General Data Protection Regulation (GDPR)**
- **Family Educational Rights and Privacy Act of 1974 (FERPA)**
- **Children’s Online Privacy Protection Act (COPPA),**
- **Canada’s Personal Information Protection and Electronic Documents Act (PIPEDA).**

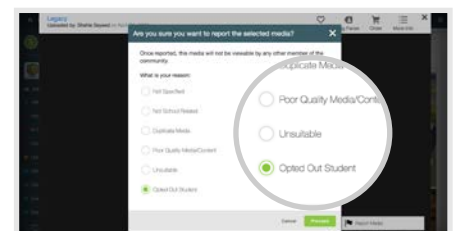
Respecting data privacy and content rights (supporting features):



Opt-Out & No Media Release: ‘Opt-Out’ users to enable the automatic unsharing of any content unknowingly tagged of them, or, simply mark them as ‘No Media Release’ to add an indicator on all relevant thumbnails.



Private Sharing: You can share a private link to albums via email or social media. As long as the recipient is a Vidigami user who is a member of your school, they will be able to access that album through the link.



Consent: Every user provides personal use consent to their content through the EULA. They also have the right to withhold that consent by reporting (or flagging) content they do not want to share.

We’re here to help. Get in touch with your Client Success Specialist, Account Manager, or simply send an inquiry to privacy@vidigami.com to learn about the different ways Vidigami can help you create a private and secure photo-sharing environment for your school community.

Managing Media Consent

It's Law: Photos and videos are considered Personally Identifiable Information (PII). To protect the privacy of this information, state and federal legislation requires schools to provide options for parents to give and withhold consent for publishing media of their children.

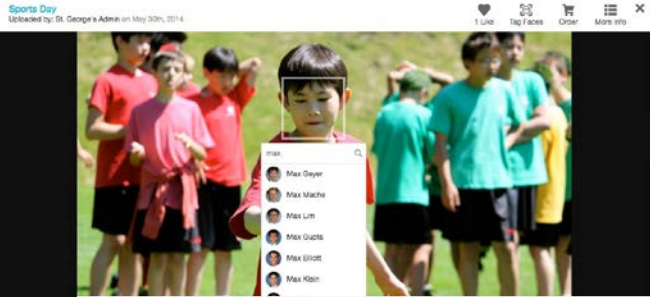
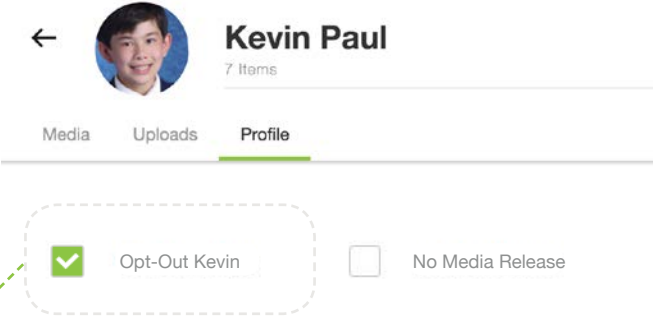
How Consent is Collected: In most schools, administrative staff will distribute *Release Forms* to families. These forms capture parental consent for student media to be shared and published. The consent is often captured in the school's database. However...



The Problem: Most schools **do not have** an effective program to help enforce school policies around managing consent. As the role of media continues to rise in education, schools need to adopt a solution that provides their community of educators, students and families with an environment where media is used respectfully and in accordance with school policies and legislation.

Using 'Opt-Out' in Vidigami

Opt-Out in Vidigami enables schools to capture and enforce consent related to families who do not want media of their children to be shared within or outside the school community.



 This media has been removed because Kevin Paul has opted out

If you **Opt-Out** a student from their profile, Vidigami will automatically flag and immediately unshare any media tagged under that student's name.

The media will then be moved to the **Reported Media** section for administrators to review.

Using 'No Media Release' in Vidigami

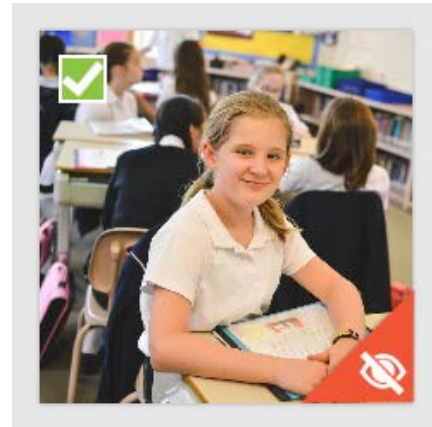
In most cases, families simply do not want media of their children shared publicly or used for marketing purposes. Choosing to **Opt-Out** their children from Vidigami may be more than they intend.

By enabling **No Media Release** in the student's profile, Vidigami adds a visual indicator to all that student's photos, indicating that they *should not* be used for public display, including social media, websites, and in some cases, yearbooks.

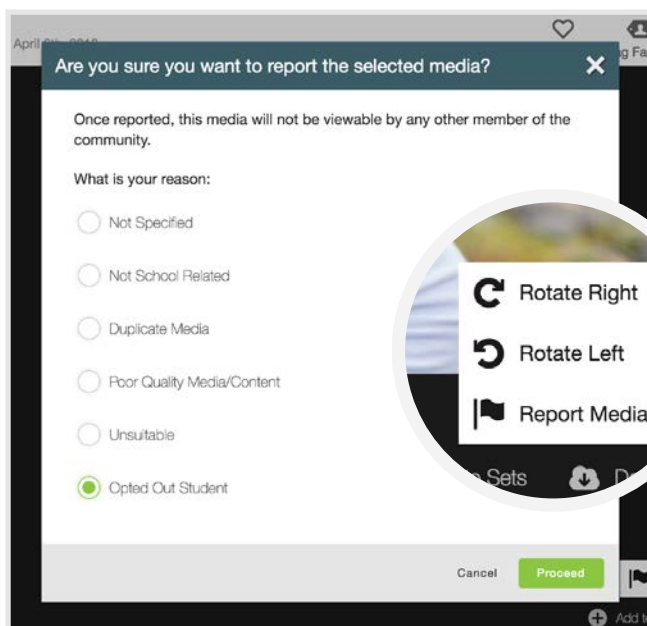
Media that includes a student who has **No Media Release** will feature a visual indicator on the media thumbnail.

Opt-Out Paige

No Media Release



Respect and Responsibility

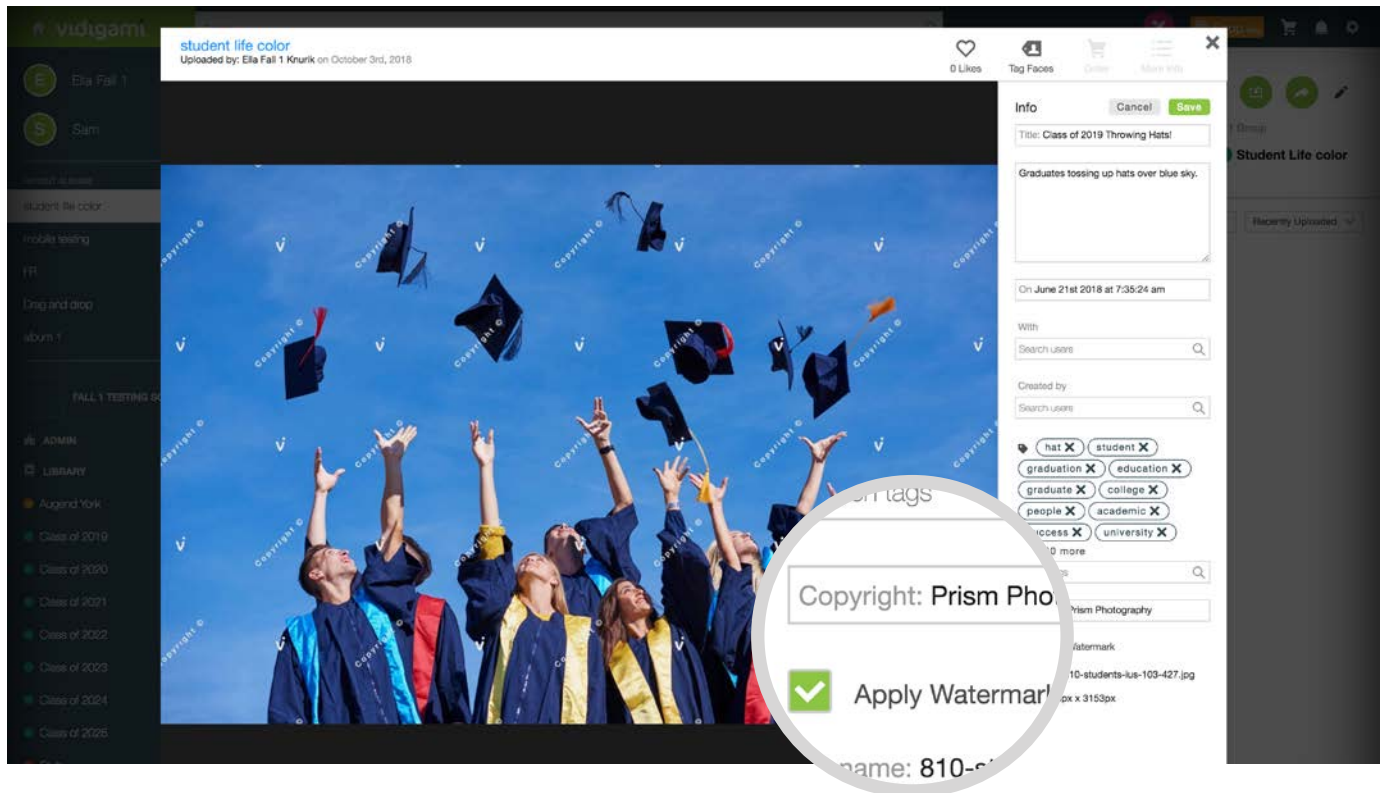


Vidigami supports the rights of individual users to give and withhold consent for media. Any Vidigami user may Report Media if they feel an image is inappropriate to be shared with the community - regardless of who uploaded the original media.

The system prompts users to specify a reason for reporting the media, records the user who is reporting it and then immediately unshares it with the community.

Additionally, every user is reminded to respect the personal use rights of other members when downloading any media from Vidigami.

Adding Copyright and Watermarks



To protect images from being copied or downloaded by members of your community, the uploader may add a watermark to the image as long as they have the permissions to do so. This immediately creates a digital screen with markings over the image and disables the ability to download the original image. The Vidigami system administrator may enable or disable this feature. Additionally you can add the copyright holder's name to the media.

We're here to help. Contact your Client Success Specialist, Account Manager to learn more about Vidigami's privacy and security features, or, reach out to privacy@vidigami.com.