



November 14, 2018

Ring wants to help reduce crime and increase safety in Myrtle Beach, South Carolina.

Ring is excited to propose a solution to the Myrtle Beach Police Department to help reduce crime and assist with investigations in your community.

Program Description

This program will provide the Myrtle Beach Police Department access to the Ring Neighborhoods platform to communicate with Ring Neighbors and encourage community engagement as we work together to make Myrtle Beach neighborhoods safer.

- The Ring Neighborhoods platform is a digital neighborhood watch that both law enforcement and the public can access free of charge by downloading the Ring mobile app (iOS and Android).
- The app allows Ring Neighbors to share and comment on real time crime and safety events in their neighborhood.
- As part of the program, Myrtle Beach may:
 - Utilize the critical crime and safety events that are posted in the app by neighbors to assist in law enforcement operations and investigations; and
 - Post information relating to critical incidents and other incidents in the app to keep neighbors informed regarding issues in their neighborhoods.
- In addition, the Myrtle Beach Police department and Ring may work together to offer subsidized Ring cameras to select parts of Myrtle Beach.

Responsibilities

Ring

- Make the Ring App available to Myrtle Beach residents free of charge.
- Donate Ring cameras to the Myrtle Beach Police Department or area of Myrtle Beach based on the number of qualifying downloads of the app that result from the program. Each qualifying download will count as \$10 towards these free Ring cameras. Ring will seed the program with an initial donation of ten (10) Ring cameras.
- Make the Ring Neighborhoods portal available to the Myrtle Beach Police Department, free of charge, including support and training for Myrtle Beach Police Department employees.
- Work with the Myrtle Beach Police Department to obtain data/call logs and publish the relevant incidents in the app based on terms agreed to with the Myrtle Beach Police Department.
- As appropriate, subsidize the purchase of Ring cameras by Myrtle Beach residents as part of a formal subsidy program.

Myrtle Beach Police Department

- Engage the Myrtle Beach community with outreach efforts on the platform to encourage adoption of the platform/app.

- Choose how the free Ring cameras should be distributed. There are two options.
 - Cameras will be donated directly to the Myrtle Beach Police Department. Myrtle Beach Police will in turn distribute these cameras to the community as part of its outreach programs.
 - Ring will directly distribute these cameras to the local community, with input from the Myrtle Beach Police Department.
- Maintain appropriate access controls for Myrtle Beach Police Department personnel to use the Ring Neighborhood Police portal.
- Make data related to Myrtle Beach Police Department incidents/call logs available to Ring on a mutually agreed upon basis.
- Have the option, but not obligation, to participate in a subsidized camera program.

Term

The Myrtle Beach Police Department's participation in the program shall commence upon the Myrtle Beach Police Department's acceptance of these program terms. Either party may terminate the Myrtle Beach Police Department's participation in the program at any time upon providing written notice to the other party. The Ring Neighborhoods Portal will be available to the Myrtle Beach Police Department around 12/1/2018.

Press Release

The parties shall agree to a joint press release to be mutually agreed upon by the parties.

Privacy and Terms of Use

Ring will not provide any customer personal information, including video footage, to the Myrtle Beach Police Department without the prior consent of the owner or a properly issued subpoena or search warrant, as applicable. The Myrtle Beach Police Department agrees not to use the Ring Neighborhoods Police Portal other than as expressly authorized by Ring and other than in connection with bona fide Myrtle Beach Police Department work. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all uses of the Ring app and Neighborhoods Police Portal.

Compensation

At no point shall either party receive compensation from each other as a result of this program.

Confidentiality

Unless otherwise required by law, Myrtle Beach Police Department shall keep the terms of this program confidential.

RING LLC	Myrtle Beach Program Sponsor
Date: _____	Date: _____
By: _____	By: _____
Name: _____	Name: _____
Title: _____	Title: _____