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Authorized  
Provider

**SafeStreets**

# Marketing Guidelines

Q1 2023



# Contents

## INTRO

Role and responsibility	03
Review process	03
Approval process	03
Co-branded trademark	03

## TRADEMARKS

Provider company	05
ADT logos	06
Spokespeople	07
Yard signs	07
Merchandise and apparel	07
Vehicle wraps	07
Customer Satisfaction	08
Award logo	

## ADVERTISING COPY

Ad copy	10
ADT monitoring copy	10
Claims	11
Testimonials	14
Crime statistics	15

## PROMOTIONAL OFFERS

Promotional offer	17
Free	18
Product	18
Financing	19

## ADT COMMAND PANEL AND CONTROL APP

Trademark, images and copy	21
----------------------------	----

## GOOGLE

Guidelines	23
ADT and Google approved marketing materials	24
Messaging guide	24
Restrictions	38
Approval process	40
Co-branded trademark	40

## DIGITAL MARKETING

Website(s)	46
Paid advertising	48
Violations/penalties	49
Display advertising	49
Social media	49

## PUBLIC RELATIONS

News	52
------	----

## VIOLATIONS

Reporting a violation	54
Penalties	55

## LEGAL

License	57
Terms of use	57
Disclaimers	57
Customer Satisfaction	58
Award disclaimers	
Standard disclaimers	58
ADT Command and Control disclaimers	60
Google product legal	63

CONTACT US	64
------------	----

## INTRO

As an ADT Authorized Provider, you and your Dealership must comply with all applicable local, federal and state advertising and marketing laws and regulations. ADT will not review your marketing materials for compliance to these laws and regulations, but rather, to ensure your marketing materials comply with the ADT brand objectives and guidelines. If no ADT intellectual property is used, such as ADT trademarks, logo, copy, imagery, etc., then you don't need to submit materials to Dealer Marketing for approval.

**Under no circumstances should any guidance, approval or similar, which ADT may provide, be interpreted as legal advice.** It is your sole responsibility to consult your own attorney to confirm whether your advertising materials or any other marketing materials you may use are in compliance with the particular laws that apply to you.

## Role & responsibility

It is the role and responsibility of each Authorized Provider to ensure all advertising and marketing materials that include any ADT intellectual property are submitted for review. This includes materials created for the purpose of communicating to consumers any brand, price, promotion or product. This includes new or modifying existing marketing materials. It is also the responsibility of the owner to use current ADT trademarks, logo, copy, imagery, etc. All ADT Authorized Provider marketing assets are provided at [dealerarc.com](https://dealerarc.com).

In addition, it is the responsibility as owner(s) to ensure that all representatives, such as employees, contractors (1099s) or marketing partners, including agencies and vendors, also submit marketing materials for review and approval on the Provider's behalf. Failure to submit can lead to penalties and/or termination of your ADT Authorized Provider Agreement.

## Review process

You must submit all marketing materials that include ADT intellectual property trademarks, logo, copy, imagery, etc., by email to [dealermarketing@adt.com](mailto:dealermarketing@adt.com) before using in-market. You must submit all marketing materials for approval as PDFs whenever possible.

Please allow **3 business days** for marketing review on most advertising pieces, and 1-2 weeks for a website review, depending on the amount of content. If your materials include Google Nest products, images or mentions, **allow 5 additional business days** for review as it will need to be submitted to the Google team for review and approval prior to being approved for use in-market.

## Approval process

We'll notify you by email with the status of your review — not approved, approved with revisions or approved.

**Not approved:** Make all required revisions and resubmit to [dealermarketing@adt.com](mailto:dealermarketing@adt.com).

**Approved with revisions:** Make the noted revisions and no need to resubmit.

**Approved:** ADT's permission to use in-market.

**Important note:** ADT's approval of the use of advertising or marketing materials to use licensed materials shall, in no way, be construed as a representation by ADT that the materials comply with federal or state law or other laws in the jurisdiction in which such materials are disseminated, including without limitation, applicable telemarketing or email marketing laws.



# Trademarks



## TRADEMARKS

### Provider company trademarks

- Only the company's legal name or approved DBAs can be used in marketing communications or advertisements. Legal name and DBA(s) must be registered with the Dealer Due Diligence team.
- If your DBA is a statement or a slogan and you are operating under a registered entity name (i.e. you are not a sole proprietorship or partnership), it should be followed by your official company suffix – e.g. "Inc.", "Corporation", "LLC", etc., to ensure the consumer knows that your business is selling the system. This should be clearly displayed in the top half of an advertisement and in ad copy.
- Providers cannot include "ADT" or "Free" in their company name, DBA, website address, phone number or email address.



#### Correct

Security Deals, LLC an ADT Authorized Provider



#### Incorrect

Advance Detection Technology cannot be abbreviated as ADT  
555-ADT-ASAP or any other variation  
freeADThomesecurity.com  
ADThomesecurity@gmail.com

- When listing the "Company Name" on any advertisement, you cannot list ADT as the primary advertiser. The Provider's legal company name must be entered first.



#### Correct

ABC Security – ADT Authorized Provider

- Providers should not represent themselves to any prospect as ADT by phone or in person.



#### Correct

**On the phone:** "Thank you for calling ABC Security, your local ADT Authorized Provider."  
**In person:** "I'm with ABC Security, your local ADT Authorized Provider."




#### Incorrect

**On the phone:** "Thank you for calling ADT Security."  
**In person:** "I'm with ADT promotions department."

## TRADEMARKS

### ADT logos

- Only **ONE** ADT Authorized Provider logo and **ONE** combo ADT logo is permitted per piece or website.
- When advertising ADT products or services and the advertising or marketing pieces allow for a creative logo to be inserted, all materials must include one ADT Authorized Provider logo.
- Your logo must be **AS TALL AS OR TALLER THAN** the ADT Authorized Provider logo from top to bottom.
- If you use the ADT octagon logo, you must use it in conjunction with the Provider logo. **You may not use the octagon logo alone.** When using the octagon logo, the “same size” rules apply as they apply to the ADT Authorized Provider logo (see previous bullet).
- The use of a blue octagon is strictly prohibited, regardless if it is used alone or in any of the following ways:
  - With an offer inside
  - As bullet points
  - As a background
- You must always include a clear identification of your company name through a logo or your company name in text.
- **You may not modify the ADT Authorized Provider logo in any way.** You may not put your company logo directly next to ADT or the ADT Authorized Provider logo.
- The ADT logo, ADT Authorized Provider logo, the words “ADT” or “ADT Authorized Provider” cannot be part of your company logo — they need to be separate and distinct.
- ADT will supply you with a combination logo including your Dealership name and ADT Authorized Provider logo at no cost.
- If ADT or the ADT Authorized Provider logo is used in the ad, no other brand may be mentioned. Providers cannot co-brand with manufacturers (i.e., Resideo, Honeywell, DSC etc.)



**ADT Authorized Provider** | **SafeStreets**

**Stay in control of your business and protect your profits**

Manage business access with your mobile device for enhanced safety, control and peace of mind.

ADT Helps Protect Over 800,000 Businesses | ADT Has 9 U.S.-Based Monitoring Centers Operating 24/7

**Control in the palm of your hand**

Get the convenience of business security on your smartphone with Access Control. Use it to:

- ✓ Allow access to specific areas based on employee permissions and time of day
- ✓ Manage your system remotely, without special software or dedicated staff
- ✓ Get activity reports that show who accessed your business throughout the day
- ✓ Have the option to integrate into ADT-monitored intrusion and video security systems
- ✓ Add the ability to use a smartphone to open doors without key cards or fobs

Simulated screen images

✓ **Correct**



✗ **Incorrect**





## TRADEMARKS

### Spokespeople

- Providers cannot use image(s), video(s) or copy which feature Ving Rhames or the Scott Brothers.
- ADT pays for celebrity endorsements and must adhere to strict agreements for proper use and conditions. Providers that use them will be subject to financial penalties.

### Yard signs

- You must use the ADT yard sign, as designated by ADT.
- **You cannot create your own yard sign or alter the ADT yard sign in any way.** The complete sign should be visible when when provided to customers.
- A yard sign rider can be used, but it cannot cover the sign at all, and must attach under the ADT sign and should say "Installed by \_\_\_\_\_" and your phone number. Sign riders must be approved by [dealermarketing@adt.com](mailto:dealermarketing@adt.com).
- Providers are strictly prohibited from selling any ADT items such as yard signs, window stickers, or electronics in any way. **For example:** Online marketplace.

### Merchandise and apparel

- Promotional items, such as merchandise and apparel, must adhere to approved ADT Authorized Provider guidelines.
- Providers may use your combo logo or ADT Authorized Provider logo as a standalone on apparel, but may not alter the provided logo file.
- You may use your business logo/name on apparel with or without the ADT Authorized Provider logo.

### Vehicle wraps

- You may not put your company logo directly next to the ADT logo or ADT Authorized Provider logo.
- Providers may use your approved combo logo, but may not alter the provided logo file.
- Vehicle wraps must include Provider license number (where applicable).
- Providers may use imagery from [dealerarc.com](http://dealerarc.com).

 **Incorrect**



## TRADEMARKS



### Customer Satisfaction Award logo

Only Providers who have been notified that they've achieved the award are eligible to leverage the Customer Satisfaction Award logo.

- Only ONE Customer Satisfaction Award logo is permitted per piece or website.
- The award logo may not be altered or modified in any way.
- Providers who achieve the award are eligible to use it in marketing materials or advertising through the end of the year 2022.
- ADT will supply Providers(s) with the approved logo at no cost if you've qualified for the award designation.
- The close proximity disclaimer must be used when leveraging the Customer Satisfaction Award logo and/or designation in marketing materials. See page 58 for disclaimers.
- The Customer Satisfaction Award logo should not compete with the ADT Authorized Provider logo, or combo logo, and should not be used side-by-side.
- You must submit all marketing and/or advertising materials that include the Customer Satisfaction Award logo by email to [dealermarketing@adt.com](mailto:dealermarketing@adt.com) before using in-market. Please submit as PDFs whenever possible.



# Advertising copy

## ADVERTISING COPY

**The text of an ad that aims to catch and hold the interest of the prospective buyer and persuade him or her to make a purchase.**

- It is important that any words or phrases used for advertising purposes are not deceptive or misleading and are factually true.
- Ad copy cannot include any language that disparages or negatively impacts ADT's Corporate office, products, services, Authorized Providers or competitors.
- Ad copy should not in any way insinuate the ad is coming from ADT Corporate. This includes, but is not limited to, the following examples: "Official ADT", "ADT offers" or "from ADT." The ad copy should be clear that the offerings are coming from your Dealership.
- When referencing "protect" and "secure" you must precede with the word "help." Always say "help protect" and "help secure," etc.

### **EXAMPLES:**

1. Nobody has more ways to help protect what matters most.
2. ABC Security can help secure your home.

## ADT monitoring copy

- Providers cannot use copy such as "It's an ADT Security System" since it is the Provider's offer and equipment, and not ADT Corporate's.
- When referencing offers or specific products that are monitored by ADT, the required copy to use is "ADT-monitored."

### **EXAMPLES:**

1. ADT-monitored home security system
  2. ADT-monitored security system
  3. ADT-monitored smoke alarms
- When referencing ADT monitoring as a service, no hyphen should be used.

### **EXAMPLES:**

1. ADT monitoring with free home security system
2. With 24/7 ADT monitoring
3. Home security system monitored by ADT



## ADVERTISING COPY

### Claims

#### Longest Money-Back Guarantee: Providers must always advertise copy as “Longest Money-Back Guarantee.”

- Advertisements must also include an asterisk or anchor after “ADT’s so confident....” and add “Applies after ADT has made attempts to resolve a system-related issue. See full conditions [here, below, on reverse].”
- Any marketing ad copy needs to make it clear that this guarantee only pertains to system-related issues.
- For marketing pieces that have limited space — for example, postcards — use the following disclaimer in your footer: “Money-back guarantee only applies after ADT has made attempts to resolve a system-related issue and has not been able to resolve that issue within the first 6 months of your contract. Equipment must be fully removed before a refund will be processed. Conditions preventing normal system operation cannot be caused by the customer. Subject to terms and conditions of the Residential Services Contract. For full terms and conditions, visit [ADT.com/about-adt/legal/residential-terms-and-conditions](https://ADT.com/about-adt/legal/residential-terms-and-conditions)”



#### Longest Money-Back Guarantee\*

ADT’s so confident in the quality and reliability of their systems, they offer a 6-month, money-back guarantee.\*\*

\*In comparison to other national providers.

\*\*Applies after ADT has made attempts to resolve a system related issue. See full conditions here.

#### Providers should not include copy that states the following:



**Incorrect**

“If you don’t like it, get your money back.”

“If you’re unhappy or are unsatisfied with your purchase for any reason...”

#### Disclaimer to be included in full legal terms and conditions:

“Money-back service guarantee only applies after ADT has made attempts to resolve a system-related issue and has not been able to resolve that issue within the first 6 months of your contract. Equipment must be fully removed before a refund will be processed. Conditions preventing normal system operation cannot be caused by the customer.”

## ADVERTISING COPY

### ADT Theft Protection Guarantee:

- Providers must always advertise copy as “ADT Theft Protection Guarantee.”
- Advertisement must include an asterisk/anchor after “Guarantee\*,” and add “Certain restrictions apply.”
- For marketing pieces that have limited space — for example, postcards — use the following disclaimer in your footer:  
“ADT Theft Protection Guarantee is subject to terms and conditions of the Residential Services Contract. For full terms and conditions, visit [ADT.com/about-adt/legal/residential-terms-and-conditions](https://www.adt.com/about-adt/legal/residential-terms-and-conditions)”



#### **ADT Theft Protection Guarantee\***

If a burglary occurs while your  
ADT security system is armed,  
ADT will pay up to \$500 of  
your insurance deductible.

### Disclaimer below must be included in full legal terms and conditions:

“ADT Theft Protection Guarantee: Customer may receive reimbursement of up to five hundred dollars (\$500) of Customer’s homeowner’s insurance deductible (if any) if, and only if, ALL requirements for Theft Protection Guarantee are met to ADT’s reasonable satisfaction. Customer must request reimbursement within 60 days of property loss. Request must be mailed to ADT and include: Theft Protection Guarantee certificate signed by Customer, a letter from Customer requesting reimbursement, a copy of the police report, and a copy of the accepted insurance claim. ADT reserves the right to reject any application for reimbursement that does not comply with all of the requirements.”

### Homeowner’s Insurance Discount:

Providers cannot advertise or claim any percentage or dollar amount of savings for homeowner’s insurance. This includes but is not limited to: “Save up to 20% on your homeowner’s insurance,” and is strictly prohibited for use in advertising. A general claim can be advertised which states that customers “can save on their homeowner’s insurance” or “Some insurance companies offer discounts on homeowner’s insurance. Please consult your insurance company or agent for details.”



## ADVERTISING COPY

Providers can use the below copy points when referencing ADT for prospects in marketing advertisements. You should use exactly as stated below. Any request for modifications to use, please e-mail [dealermarketing@adt.com](mailto:dealermarketing@adt.com).

- ADT doesn't outsource any monitoring like some competitors do.
- ADT connects with more than 150 add-on devices to fit every customer's needs.
- ADT Command Touchscreen integrates home security with smart home devices to create a truly smart and safe home environment.
- As a leading smart home security provider, ADT continues to expand its smart home capabilities through homegrown innovation and strategic partnerships.
- ADT is the #1 small business security provider in the U.S.\*  
\*Strategy Analytics, 2020
- ADT has custom solutions for businesses of every size, including video surveillance, remote management and smart automations.
- ADT's security devices are tested with UL standard, which means they meet stringent product requirements around safety and reliability from Underwriters Laboratories, an independent product-testing organization.
- ADT utilizes redundant systems and technologies to help ensure security system performance and monitoring center communication, in case any critical issues arise.
- ADT owns and operates a network of 9 UL-listed monitoring centers across the U.S. (the largest security monitoring network in the U.S.); these centers are fully redundant, so they can transfer alarm signals to other centers in case there's an issue at one of them (e.g. natural disasters).
- ADT utilizes multiple monitoring communication methods, including communication over landline phone lines, broadband internet and cellular networks. In case communications over one of these methods fails, communication can still occur via the other methods, which helps improve the reliability of ADT monitoring communications.
- In case of a power loss, the backup battery will activate and will operate your alarm system for several hours. In the event your system battery is or becomes low, a low-battery signal will be sent to ADT's Customer Monitoring Center. Your system will also show an indication of the low battery by displaying a message (e.g., LOW BATT or BATT) on the keypad or by frequently beeping.

## ADVERTISING COPY

### Testimonials

**Testimonial:** A written statement of recommendation, to express esteem, admiration or gratitude.

- Providers are only permitted to use testimonials from their customer installations that refer to their products and services.
- Testimonials referenced must be received from a verified source, such as: Email, text, Google My Business, Yelp, Trust Pilot, etc.

**Paid testimonial:** If a Provider compensates a customer (i.e. money or free equipment) in exchange for the individual or customer providing a testimonial or endorsement of your products and services

- The Provider must include a disclosure that the customer or individual was compensated in close proximity to where the testimonial or endorsement resides in the Provider's marketing materials.
- When promoting your campaign, request that people who take and post these pictures include a simple disclosure with the picture, such as #ad or #advertisement or #promotionalcampaign.
- "In the spirit of full disclosure, this is an affiliate link, which means I may get a commission if you decide to purchase anything from ABC Security. I only recommend products and systems that I use and love myself, so I know you'll be in good hands." — from a statement at bottom of page.
- If a Provider hires an influencer to help market their company, any programs, videos or paid testimonials must be reviewed by the ADT Dealer Marketing team.

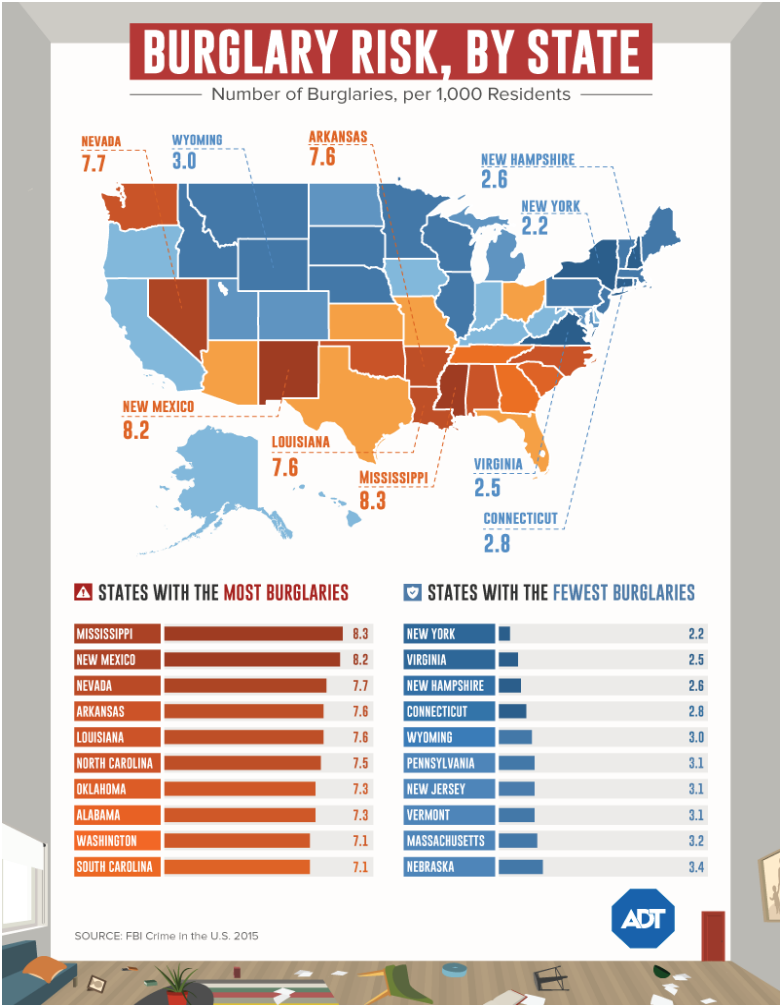


ADVERTISING COPY

Crime statistics

When advertising a statistic in print, it must include the source and date.

EXAMPLE (PRINT):



Source: FBI Crime in the U.S. 2015

When advertising a statistic in digital, it must include the source and date along with a link to the original article or website.

Analysis approach (Methodology)

The FBI’s Uniform Crime Reporting (UCR) Program receives data from over 18,000 city, university/college, county, state, tribal and federal law enforcement agencies. The information in this study was based on the FBI’s 2015 Crime in the U.S. report, which compiles all of that information. It was released in September 2016. The insights from convicted burglars came from written surveys completed by 422 inmates serving time for burglary in state prisons in North Carolina, Kentucky and Ohio. The inmates who participated in the study ranged in age from 18 to 64 (mean age: 32.9).

EXAMPLE (DIGITAL):



Source: <https://ucr.fbi.gov/crime-in-the-u.s/2015/crime-in-the-u.s.-2015>



# Promotional offers



## PROMOTIONAL OFFERS

**Promotional offer:** The act of offering a lower price temporarily in order to enhance the effectiveness of product sales efforts to cost-sensitive consumers.

**Disclaimer:** The terms are understandable and designed to call attention to the nature and significance of the offer in the advertisement.

- All promotional offers such as “Sales,” “Special Offers,” “Limited-Time Offers,” etc., must be real (amount of savings claimed on the cost of the product or service are truly incurred by the Provider, and are not recouped from the customer through some other means.) If the ad implies that there is a price reduction, it is a “Sale.”
- You cannot advertise your “usual” or “customary” price as a “Sale” price.

You can keep a promotional offer (discounted price) in-market for 9-12 weeks. After this, the offer must be removed from any advertising or marketing communications (customer-facing) for 30 consecutive days. You may re-introduce the same promotional offer after this time period. Please note, you can also switch to a different promotional offer after the 9-12 week timeframe.

- The promotional offer cycle above must be followed in order to be compliant with FTC guidelines.
- If you need offer rotational guidance, please email [dealermarketing@adt.com](mailto:dealermarketing@adt.com).
- You must include the expiration date for the “Sale” and “Special Offer.” You must include in close proximity the expiration date for the “Limited-Time Offer,” and include the full disclaimer in your footer.
- You must advertise a minimum of a \$99 installation fee—not as an activation fee, connection fee or any other type of fee with any promotional offer.
- Providers cannot advertise a \$99 rebate or cash back to offset the \$99 installation fee.
- The only non-security “giveaway” permitted is a Visa or Mastercard valued up to \$100 with disclosure (i.e. explanation of how the Visa or Mastercard will be fulfilled to the customer). The Visa or Mastercard must be from the Provider company.
- Providers can’t advertise a sweepstakes or prize promotion to win a “Free security system.”
- Additional “Free” items must be home-or-business-security-related equipment.
- Providers cannot advertise “Free” monitoring at any time.
- You should only advertise the monthly monitoring rate that is applicable to the product/promotion.
- You don’t have to advertise the monthly monitoring rate, but it must be included in the full disclaimer.

## PROMOTIONAL OFFERS

### Free

The FTC has specific guidelines for use of the words “Free,” “Dollars Off,” “Cents Off,” “No Charge” or words of similar effect. **Please keep in mind that in some markets, “Free” or “\$0 Down” offers cannot be advertised.**

- **“Free”:** The amount of savings claimed on the cost of the product or service are truly borne by the advertiser and are not recouped from the customer through some other means. For example, it would be improper to advertise “Free Key Fob — a \$50 Value” while at the same time inflating the installation charge by \$50. Here, the claimed “savings” are being recouped through the inflated installation charge.
- **Close Proximity Disclaimer:** All material terms and conditions on the offer must be clearly and conspicuously stated and included in close proximity to the word “Free,” such that an ordinary consumer would not have to scroll down a web page to read. “Clearly and conspicuously” has been specifically defined by some states. For example, Florida requires that all conditions to the customer’s receipt of a “Free” offer must be stated in the ad in close proximity to the word “Free,” and in a font size one-half the type size of the word “Free.”
- Close proximity disclaimer is required regardless of ad size with space or character limitations.
- Providers must include an asterisk after “Free,” “No Cost,” “\$0,” “No Charge,” etc.
- **The advertised value of the “Free” security system cannot exceed \$850.** Individual add-on pieces of equipment can be advertised at the Provider’s pricing, but not combined to a total value exceeding \$850.



#### Correct

Free\* Equipment

\$0\* Security System

No Cost\* Home Security System Monitored by ADT

### Product

- **You cannot advertise any product or equipment that is not on ADT’s approved product list or as indicated below.** You must obtain ADT’s approval to advertise non-approved products or equipment.
- Providers may not advertise Pulse.
- Providers may not advertise Skybell.
- Providers may not advertise Ring products. However, they are still currently approved for sale/install.
- Providers may not advertise Blue by ADT products in imagery or copy.
- You must obtain approval from both ADT and the vendor partner to advertise any images, ad copy or logos from third-party product (i.e. Kwikset locks, Z-Wave, etc).

## PROMOTIONAL OFFERS

- Providers can offer up to a maximum 15 door and window sensors for “Free” in their advertising. This limit of 15 door and window sensors applies to any home that is pre-wired only. Providers are not permitted to visually depict or include in any advertising an image that illustrates 15 individual door or window sensors.
- Providers are permitted to visually depict or include an image of up to 7 window or door sensors. The image shown should reflect the offer. For example, for pre-wired sensors you cannot feature wireless sensors. Providers are required to disclose in the legal disclaimer, as well as in close proximity to, the 15 sensors offer, the following:
  - “Up to 15 sensors free for pre-wired homes only” or “Up to 7 wireless door and/or window sensors.”

## Financing

Providers that choose to offer and advertise financing options to consumers are required to use the language and proper terms and conditions provided by financial institutions.

# **ADT Command Touchscreen and Control App**



## ADT COMMAND TOUCHSCREEN AND CONTROL APP

### Trademark, images and copy

- Providers must always refer to “ADT Command Touchscreen and Control app,” “ADT Command Touchscreen” or “ADT Control app” and not just “Command and Control,” “Command” or “Control.”
- We recommend the use of Google Pixel devices when showing the ADT Control app.
- When featuring “ADT Command and Control” in advertising, you must be sure to only advertise the proper imagery, ad copy, price points and disclaimers.
- You should only advertise the monthly monitoring rate that is applicable to the product/promotion.
- You don’t have to advertise the monthly monitoring rate, but it must be included in the full disclaimer.
- The ADT Command full disclaimer must be included in all advertisements that reference ADT Command or ADT Control either in features and benefits or promotional offers.
- When choosing an ADT Command package to advertise, it must be accompanied by the corresponding monthly monitoring rate in the disclaimer.
- Providers can advertise various ADT Command packages (Tiers 2-5) with a minimum of \$99 installation charge. If advertising a free security system or free equipment, it must be accompanied by the approved close proximity disclaimer.
- Providers can’t advertise Alexa functionality with ADT Command or as a stand alone product.

# Google



## GOOGLE

As ADT and Google continue to create a new generation of security and home automation solutions, there are important messaging guidelines and restrictions in advertising intellectual property, such as trademarks, logo(s), copy, imagery, etc., from each company.

It is imperative to understand the product feature sets for consumer use, and to not speak broadly in marketing and advertising about the ADT and Google partnership.

Marketing of Google products is applicable only to Providers who have met the qualifications and have signed all required agreements, including Google's Brand Feature License Agreement.

- ① **ADT and Google approved marketing materials**
- ② **Messaging guide**
- ③ **Restrictions**
- ④ **Review and approval process**
- ⑤ **Google co-branded trademark**



## GOOGLE

## ① ADT and Google approved marketing materials

- ADT will provide pre-approved, customizable marketing materials for your dealership to promote Google Nest products and services. All materials will be available on dealerarc.com. Some examples include sell and product sheets, social assets and video content.
- Providers are strictly prohibited from altering or modifying any content.
- We recommend using these pre-approved materials to get into market quickly with approved content.
- Marketing of Google products is applicable only to Providers who have met the qualifications and have signed all required agreements, including Google's Brand Feature License Agreement.

### Top Do's and Don'ts for ADT and Google assets:

1. Approved copy in guidelines should not be modified as it can affect product accuracy.
2. Use correct Google Nest product names.
3. Include proper disclaimers and brand/product attribution noted in copy guides.
4. Avoid superlatives like "fastest", "safest", "smartest" etc. that are difficult to substantiate.
5. Ensure products are featured to scale.
6. Do not overlap products images with other products, graphics, images, copy, logos, UI etc.
7. Always show the power cord with Nest speakers, displays, Wifi and Nest Cams.
8. The Nest Doorbells cannot be referred to as a security device.
9. Show products vertically and not at an angle.
10. Always show power cord with Nest speakers, displays, Wifi and Nest Cams.

## ② Messaging Guide

Providers may need to create their own marketing messages (i.e. your company website). In these instances, the messaging guide provided below includes approved marketing copy. You may not alter or modify the messaging, and are required to submit the exact placement for your use to [dealermarketing@adt.com](mailto:dealermarketing@adt.com) before using in market (consumer-facing).

### ADT and Google key messages

- Your ADT-monitored system now works with Google Home so you can control your smart security system just by using your voice. Control compatible devices like lasts, locks, thermostats, and more. Just say "Hey Google" on a Google Assistant-enabled\* device to get started.  
\*Google Assistant and some related features are not available in all languages. See <http://g.co/assistant/languages> for updates to language availability."
- Now you can get the security of ADT with the intelligence of Google in one ADT-monitored system.
- Now you can get Google Nest Cams installed with your ADT-monitored system for a safer, smart home, inside and out.



## GOOGLE: MESSAGING GUIDE

**A** With first use or for a single piece in a longer advertisement such as a flyer, use the full, proper product name as indicated below.

Google Nest Cam (battery) or  
Nest Cam (outdoor or indoor, battery)

Google Nest Wifi router

Google Nest Wifi point

Google Nest Doorbell (battery)

Google Nest Cam with floodlight

Google Nest Cam (indoor, wired)

Google Nest Mini (2nd gen)

Google Nest Hub (2nd gen)

Google Nest Hub Max


ADT Authorized Provider | SafeStreets | Packages | Specials | **Products & Services** | Resources | Shop Now

Call (833) 238-8856 [GET A FREE QUOTE](#)

SMART HOME AUTOMATION

### Google Nest Hub Max & Nest Hub (2nd gen)

Control your ADT security system and smart home devices hands-free, with a little help from Google.



**Voice control**  
Arm and disarm your ADT system and control smart home devices like locks, lights and more with your voice. Just say "Hey Google" to get started.

**Control your home**  
See all of your connected devices in one place, and control them with a tap. Or just ask Google and get help even faster.

**More connectivity**  
Nest Hub works with all your Nest speakers and displays to keep everyone in sync. Broadcast messages across the house and chat from room to room. Even make audio calls\* using Google Duo.

\*Google Duo account required to make video calls and leave video messages.

works with Google Home


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Call (833) 238-8856 [GET A FREE QUOTE](#)

HOME SECURITY CAMERAS

### Indoor Google Nest Cam

See what's really happening at home while you're away.



**See more. Know more.**  
Nest Cam can tell the difference between a person, vehicle and an animal, so you only get alerts for things that matter to you.

**Get a clearer picture**  
HDR helps you see key details in bright, high-contrast sunlight, and night vision gives you a clear image even in low light and darkness.

**Check-in on your pets**  
Secretly think your dog watches TV when you're away? Keep an eye on your pets whether you're home or away with Google Nest Cams.


**Access recorded video**  
Get 30 days of event video history with your included Nest Aware subscription, or 60 days of event video history\* and 10 days of 24/7 continuous video recording when you upgrade to Nest Aware Plus.

works with Google Home

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### Convenience and connectivity, meet peace of mind

Our Google Certified installers can set up an ADT-monitored system with fast, reliable and expandable technology, including Google Nest products.




works with Google Home

### Control your ADT-monitored system with your voice

With the Nest Mini, Nest Hub (2nd gen) or Nest Hub Max integrated with your ADT-monitored system, you can control your security system and dozens of ADT-compatible devices like smart lights, locks and more using your voice. Just start with, "Hey Google," then:

- "Arm my system to Away" (or Stay)
- "Disarm my system"
- "Lock the front door" (or unlock it)
- "Turn on the hall lights"
- "Set the thermostat to 72 degrees"

You can also ask Google about the weather, news or almost anything.

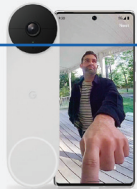


### Get the doorbell that knows who (or what) is there

We can professionally install a Google Nest Doorbell\* with your ADT-monitored system.

- ✓ Answer your door from virtually anywhere, 24/7
- ✓ Get Intelligent Alerts for what matters most
- ✓ See people head-to-toe with the tall field of view
- ✓ Can tell the difference between a person, package, vehicle and animal

\*Nest Doorbell includes battery or wired options



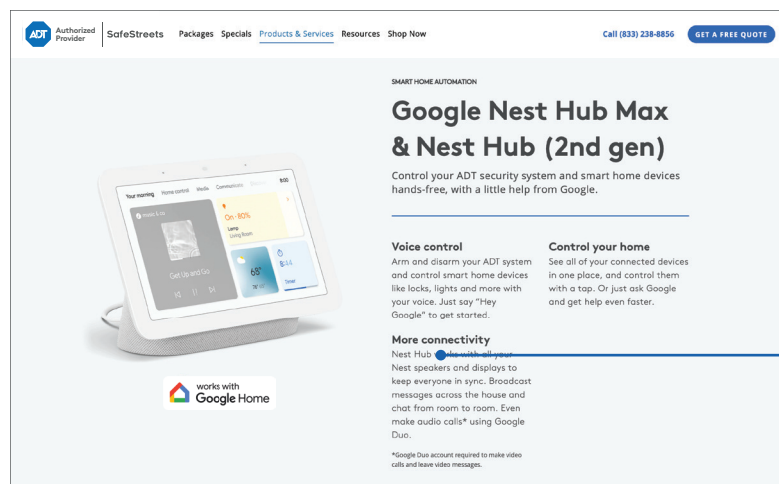
## GOOGLE: MESSAGING GUIDE

**B** With second or additional use in an advertisement, the product name can be shortened as indicated below.

Nest Cam (battery) or  
Nest Cam (outdoor or indoor, battery)  
Nest Wifi router  
Nest Wifi point

Nest Doorbell (battery)  
Nest Cam with floodlight  
Nest Cam (indoor, wired)

Nest Mini (2nd gen)  
Nest Hub (2nd gen)  
Nest Hub Max



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
### SMART HOME AUTOMATION

## Google Nest Hub Max & Nest Hub (2nd gen)

Control your ADT security system and smart home devices hands-free, with a little help from Google.

**Voice control**  
Arm and disarm your ADT system and control smart home devices like locks, lights and more with your voice. Just say "Hey Google" to get started.

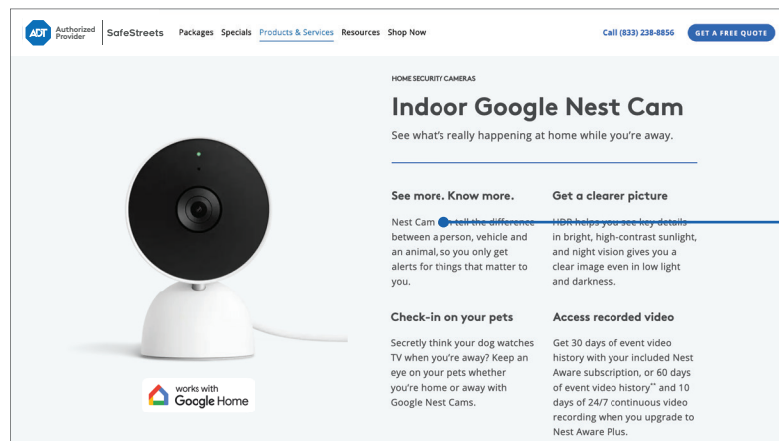
**Control your home**  
See all of your connected devices in one place, and control them with a tap. Or just ask Google and get help even faster.

**More connectivity**  
Nest Hub:  Nest speakers and displays to keep everyone in sync. Broadcast messages across the house and chat from room to room. Even make audio calls\* using Google Duo.

\*Google Duo account required to make video calls and leave video messages.

works with Google Home

**B**




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### HOME SECURITY CAMERAS

## Indoor Google Nest Cam

See what's really happening at home while you're away.

**See more. Know more.**  
Nest Cam  tells the difference between a person, vehicle and an animal, so you only get alerts for things that matter to you.

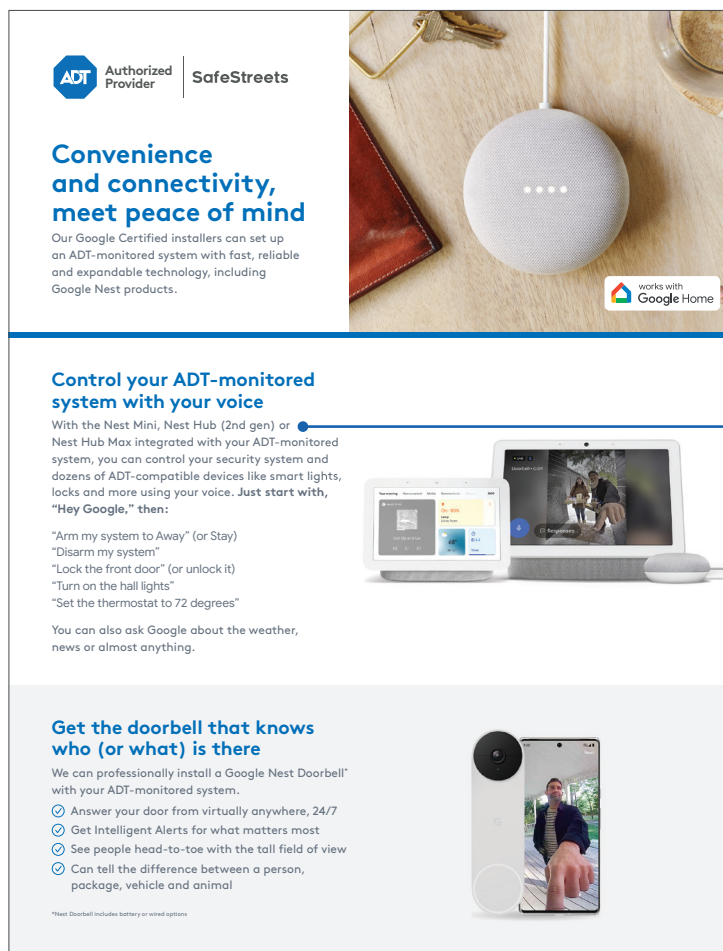
**Get a clearer picture**  
HDR helps you see key details in bright, high-contrast sunlight, and night vision gives you a clear image even in low light and darkness.

**Check-in on your pets**  
Secretly think your dog watches TV when you're away? Keep an eye on your pets whether you're home or away with Google Nest Cams.

**Access recorded video**  
Get 30 days of event video history with your included Nest Aware subscription, or 60 days of event video history\* and 10 days of 24/7 continuous video recording when you upgrade to Nest Aware Plus.

works with Google Home

**B**



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## Convenience and connectivity, meet peace of mind

Our Google Certified installers can set up an ADT-monitored system with fast, reliable and expandable technology, including Google Nest products.

works with Google Home

### Control your ADT-monitored system with your voice

With the Nest Mini, Nest Hub (2nd gen) or Nest Hub Max integrated with your ADT-monitored system, you can control your security system and dozens of ADT-compatible devices like smart lights, locks and more using your voice. Just start with, "Hey Google," then:

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- "Disarm my system"
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- "Set the thermostat to 72 degrees"

You can also ask Google about the weather, news or almost anything.

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We can professionally install a Google Nest Doorbell\* with your ADT-monitored system.

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- ✓ Get Intelligent Alerts for what matters most
- ✓ See people head-to-toe with the tall field of view
- ✓ Can tell the difference between a person, package, vehicle and animal

\*Nest Doorbell includes battery or wired options

**B**

## GOOGLE: MESSAGING GUIDE

### Naming guidelines

#### Nest Doorbell (battery)

- When possible, use the entire “Google Nest Doorbell (battery)” name to avoid consumer confusion over which product they are purchasing. Google Nest Doorbell is also acceptable.
- Include the descriptor (battery) when the product name appears on its own line, outside a copy block. Don’t use “Nest Doorbell (battery)” in running copy. It’s acceptable if it’s clear somewhere else in the asset that they will be getting the battery product.
- The short form name in the Google pre-approved messaging guide can be used after the first mention “Nest Doorbell”.
- However, all short form uses of the name should be accompanied with a clarifying statement in the body copy.  
Clarifying statements drafted here:
  1. The Nest Doorbell is the battery-powered video doorbell that can also be hard-wired to work with any home.
  2. A battery-powered doorbell made to fit any home with easy, wire-free installation
  3. The Nest Doorbell is battery powered and wire-free, so it works with any door, whether you live in a house or an apartment.  
You can install it yourself.

**Note:** Use of “Security” in reference to Google Nest products

- Nest Doorbells cannot be individually referred to as a security device.
- Nest Cams can be individually referred to as security devices.
- Nest Cams and Doorbells can be included under a “security” or “home security” solution, package or category.

#### Nest Cam (battery)

- Longer, alternate approved name is “Nest Cam (outdoor or indoor, battery)” for placements where we need to communicate more details about the product usage.

#### Nest Cam (indoor, wired)

- If the indoor context is already noted in the copy, Nest Cam (wired) can be used.

#### Nest Cam with floodlight

Use in headline / beginning of sentence:

- Google Nest Cam with floodlight
- Nest Cam with floodlight (if Google is included in first mention)

## GOOGLE: MESSAGING GUIDE

### Use in headline / beginning of sentence:

- Google Nest Cam (indoor, wired)
- Nest Cam (indoor, wired) (if Google is included in first mention)

It's recommended to use a clarifying statement in the body copy to indicate how you can use the product. Clarifying statements drafted below.

## Accompanying descriptor copy

### Nest Doorbell (battery):

- "The Nest Doorbell is the battery-powered video doorbell that works with any home."
- "A battery-powered doorbell made to fit any home with easy, wire-free installation."
- "The Nest Doorbell is battery powered and wire-free, so it works with any door, whether you live in a house or an apartment. You can install it yourself."

### Nest Cam (battery):

- "A battery-powered camera that goes just about anywhere."
- "The battery-powered Nest Cam works anywhere you need it, from the living room to the backyard."
- "Nest Cam (outdoor or indoor, battery) is wire-free, so it goes almost anywhere you need it, outside or in."
- "With no wires and a range of accessories, Nest Cam (outdoor or indoor, battery) is designed to go almost anywhere. It's battery powered and weather resistant. Put it on the exterior of your house to keep an eye on the yard. Or put it inside your home to check in on the dog or the kids."

### Nest Cam (indoor, wired):

- "A wired camera to see who's inside, lights on or off."
- "Nest Cam tells you more about what's going on inside."
- "The indoor Nest Cam can tell you more about what's going on inside your home."



## GOOGLE: MESSAGING GUIDE

### Nest Cam with floodlight:

- “An outdoor camera with a smart floodlight.”
- “A smarter way to spot what’s outside.”

## Product disclaimers and attribution


**Disclaimers:** Proper disclaimers must be included in all assets that mention Google Nest product features and functions. Proper disclaimer language can be found in this ADT Marketing Dealer Guidelines.

**General Nest disclaimer for when an asset mentions Google Nest:** “Google Nest products and services featured are designed to make life easier and to build a helpful home and were not designed specifically for life-sustaining or safety-critical use cases. These products and services depend upon working internet, Wi-Fi, and, in some cases, the service availability from ADT and/or Google. To learn more, please visit [g.co/nest/TOS](https://g.co/nest/TOS).”

**Attribution:** If Google, Nest or any Nest product(s) are shown or mentioned in a creative asset, proper attribution language is required. Each Nest product that is shown and/or mentioned, must be included in the language.

### EXAMPLE:

“Google, Nest Mini, Nest Hub Max, Nest Learning Thermostat and Nest Wifi are trademarks Google LLC.”



works with Google Home

**ADT** Authorized Provider | SafeStreets

**Nobody has more ways to help keep you safe**

Get smart security and home automation backed by the company  
Newsweek recognizes as one of America's most trustworthy\*.

\*Newsweek's America's Most Trustworthy Companies, 2022

**Google Nest Devices**

We professionally install Google Nest devices, so you get peace of mind from ADT monitoring with the helpfulness of Google.

**Stay connected 24/7**

Talk to visitors and always know who's coming or going at your home with an ADT-monitored smart security system and your smartphone.

**Get peace of mind with the ADT Advantage**

 **Alarms Reach 911 Centers 8X Faster\***  
In an emergency when every second counts, get your alarms to 911 centers 8x faster with ADT SMART Monitoring.

 **Privacy Protection**  
Encryption and multi-factor authentication help ensure your data remains secure.

 **Longest Guarantee of Any National Provider**  
ADT is so confident in their products they offer a 6-month, money-back guarantee\*\*.



Simulated screen image  
Bundle image for illustrative purposes only

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**Contact me today to get started**

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

License:  
\*For participating 911 centers connected to ADT's SMART monitoring, vs. traditional voice handling speeds (ADT call handling data Oct 2021-March 2022)  
\*\*Money-back guarantee only applies after ADT has made attempts to resolve a system-related issue and has not been able to resolve that issue within the first 6 months of your contract. Equipment must be fully removed before a refund will be processed. Conditions preventing normal system operation cannot be caused by the customer.  
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## GOOGLE: MESSAGING GUIDE

### Product and copy alignment

Always ensure copy correctly references products or features that are shown in the images.



Correct



Authorized  
Provider



### Convenience and connectivity, meet peace of mind

Our Google Certified installers can set up an ADT-monitored system with fast, reliable and expandable technology, including Google Nest devices.



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With the Nest Mini, Nest Hub (2nd gen) or Nest Hub Max integrated with your ADT-monitored system, you can control your security system and dozens of ADT-compatible devices like smart lights, locks and more using your voice. Just start with, "Hey Google," then:

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You can also ask Google about the weather, news or almost anything.




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### Get the doorbell that knows who (or what) is there

We can professionally install a Google Nest Doorbell\* with your ADT-monitored system.


- ✓ Answer your door from virtually anywhere, 24/7
- ✓ Get Intelligent Alerts for what matters most
- ✓ See people head-to-toe with the tall field of view
- ✓ Can tell the difference between a person, package, vehicle and animal

\*Nest Doorbell includes battery or wired options





Incorrect

Incorrect product images, unrelated to copy




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works with Google Home

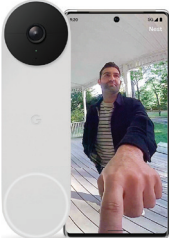
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\*Nest Doorbell includes battery or wired options



## GOOGLE: MESSAGING GUIDE

### Headline key messaging

- Now we install Google Nest products as part of your ADT-monitored smart home security system.
- Your ADT-monitored smart security system works with Google Home for hands-free help at home.
- Control your ADT-monitored system using just your voice with Google. Just say “Hey Google” on a Google Assistant-enabled\* device to get started.

\*Google Assistant and some related features are not available in all languages. See <http://g.co/assistant/languages> for updates to language availability.

**Important note:** Use this only when referring to an ADT-monitored system integrated with Google Assistant-enabled\* devices, such as the Google Nest Mini, Nest Hub (2nd gen), Nest Hub Max, Nest Wifi router and Nest Wifi point.

- Google’s Nest Doorbell\*\*, professionally installed by your local ADT Authorized Provider  
Alternate: Google’s smartest doorbell yet
- The Doorbell\*\* that knows who (or what) is there  
Alternate: The video doorbell that can tell you “who’s there”  
(Sub-headline) So smart that it knows the difference between people, pets and packages†
- The doorbell\*\* that gets the big picture  
(Sub-headline) See people from head to toe, or boxes on the ground with the doorbell camera that has a vertical field of view.†
- The doorbell\*\* that’s got your back — and your front yard  
(Sub-headline) So smart that it knows the difference between people, pets and packages†

\*\*Capable of both hardwire and battery.

†Notifications, remote control, video streaming and video recording require working internet, Wi-Fi, a Google Account and Google Home app.

### Product key messages

#### Google Assistant

- Check who’s at your door with your Google Nest Doorbell (battery)\*\* live feed on your Nest Hub (2nd gen). Then disarm your ADT system and unlock your door to let in welcome guests—all with your voice. Just ask Google.\*
- Big help for your busy home. Google can help you and your family stay in touch and on track. Place Nest speakers and displays throughout your home to broadcast messages. Just say, “Hey Google” on a Google-Assistant-enabled device\* to get started. Google can help your family throughout the day or in the event of an ADT-monitored alarm.

## GOOGLE: MESSAGING GUIDE

- Control your ADT-monitored system using just your voice with Google. Just say, “Hey Google” on a Google-Assistant-enabled\* device to get started.
- Your ADT-monitored system now works with Google Home so you can control your smart security system hands-free. Control compatible devices like lights, locks, thermostats, and more. Just say, “Hey Google” on a Google-Assistant-enabled device\* to get started.

**Important note:** The voice control feature (‘using just your voice’) can only be referenced when describing control of ADT-monitored security and ADT-compatible smart devices when Google Assistant-enabled devices\* are highlighted/featured.

\*Google Assistant and some related features are not available in all languages. See <http://g.co/assistant/languages> for updates to language availability.

\*\*Capable of both hardwire and battery.

### Google Nest Mini

- Nest Mini blends right into your home, allowing you to control your ADT-monitored system from any room in your house just by saying “Hey Google”.\*

\*Google Assistant and some related features are not available in all languages. See <http://g.co/assistant/languages> for updates to language availability.

### Google Nest Hub (2nd Gen) and Hub Max

- With the Google Nest Hub (2nd gen) and Nest Hub Max, you can control all your ADT-compatible smart devices†† in one place, with just a tap of the touchscreen.
- Turn on the lights, lock the doors, or turn up the thermostat with a tap.\*

††Compatible smart devices required.

**Important note:** At this time, consumers can only control compatible smart devices (lights, locks, thermostat) — not the security system — through the touchscreen dashboard.

- With the Google Nest Hub (2nd gen) or Nest Hub Max, check the status of your lights, small appliances and locks from the comfort of your bed to make sure everything’s the way you want it before you fall asleep. (Include disclaimer #5 from page 63.)
- Nest Hub (2nd gen) features an easy-to-use 7” touchscreen that expands the accessibility of your ADT-monitored system. Use your voice or the touchscreen display to do things like lock and unlock your doors, control connected lights and more. (Include disclaimer #7 from page 63.)
- Everything looks and sounds great on the Nest Hub Max 10-inch HD screen and stereo speakers. Enjoy videos on YouTube. Cast your favorite apps onto the screen with Chromecast built in. And listen to music with YouTube Music, Spotify and more. (Include disclaimer #7 from page 63.)



## GOOGLE: MESSAGING GUIDE

**Important note:** Customers can't use the Nest Hub (2nd gen) or Nest Hub Max touchscreens to control their ADT-monitored security system, or view ADT-monitored security cameras on-screen. They can control their system using their voice—such as arming or disarming—and only view ADT cameras through the ADT Control app.

### Google Nest Doorbell (battery)\*\*

- See who's at your door, even when you're not, with 24/7 live view\*. And talk to them through the Google Nest Doorbell (battery)\*\* and Google Home app.
- Intelligent alerts: Get notifications\* that matter to you.

\*Notifications, remote control, video streaming and video recording require working internet, Wi-Fi, a Google Account and Google Home app.

\*\*Capable of both hardwire and battery.

**Important note:** This feature should always be referred to as "intelligent alerts" not "intelligent notifications."

- The Nest Doorbell (battery)\*\* lets you see what's happening at your door and answer it from virtually anywhere. It knows the difference between a person, package, vehicle and animal, and alerts\* you when there's activity, so there's no guessing. It can even recognize familiar faces† and tell you who's coming and going.

\*Notifications, remote control, video streaming and video recording require working internet, Wi-Fi, a Google Account and Google Home app.

\*\*Capable of both hardwire and battery.

†Not available in Nest Cams used in Illinois.

- Activity Zones: Define specific areas and get notified when something happens. So you only get alerted\* about things that are important to you.
- Reliable: Reliable video security. See who's there, even when you're not, with 24/7 live view.
- High-Definition Resolution and night vision\*: See clearly in any light. HDR helps with bright, high-contrast sunlight, and night vision gives you a clear image even in low light and darkness.
- Easy Installation: We'll come to your home to curate your system and professionally install your devices.
- Quick actions and pre-recorded responses: Leave visitors a message with just a tap. Quickly respond to someone at your door by choosing from pre-recorded messages, like "Just a sec, we'll be right there," or "You can just leave it. Thanks!"\*

\*Notifications, remote control, video streaming and video recording require working internet, Wi-Fi, a Google Account and Google Home app.

**Note:** If room allows, option to include info on the separate backup recording feature with approved copy: "If your Wi-Fi goes down, key events will automatically be recorded and stored locally."

## GOOGLE: MESSAGING GUIDE

- With the Nest Doorbell (battery)\*\* you can see who's at your front door Google Nest Hub (2nd gen) or Nest Hub Max.\*\*\* Use the touchscreen to unlock your door and turn on lights. Disarm your ADT-monitored system for welcome guests using your voice. Just ask Google.

\*\*\*Nest Hub (2nd gen) and Nest Hub Max sold separately.

- Talk and listen: Talk directly with visitors or delivery people at your door through your Nest Doorbell (battery)\*\* , from virtually anywhere.

\*Notifications, remote control, video streaming and video recording require working internet, Wi-Fi, a Google Account and Google Home app.

\*\*Capable of both hardwire and battery.

## Google Nest Cams

- With intelligent alerts, Nest Cam (battery) can tell the difference between a person, vehicle and an animal, so you only get alerts for things that matter to you.\*

- With 24/7 live view, you can check in anytime, from virtually anywhere.\*

- HD resolution and night vision let you see clearly in any light. HDR helps with bright, high-contrast sunlight, and night vision gives you a clear picture in low light.\*

- If your Wi-Fi goes down, Nest Cam (outdoor or indoor, battery) will automatically record important events for up to one hour in its local memory\*. When things are up and running again, you'll be able to see exactly what happened.

\*Learn more at [g.co/nest/cam-mem](https://g.co/nest/cam-mem).

- Set Activity Zones to define specific areas and get notified when something happens there. So you only get alerted\* about things that are important to you.

\*Notifications, remote control, video streaming and video recording require working internet, Wi-Fi, a Google Account and Google Home app.

## Google Nest Cam with floodlight\*

- The Google Nest Cam with floodlight has LED lights and 180° motion detection, so virtually nothing will go undetected.
- The Google Nest Cam with floodlight can automatically turn on the lights when it senses motion, and send you an alert\* if it doesn't recognize a visitor.
- Customize your lights for alerts\* on animals versus people so they're only triggered when the camera detects important activity like an animal, person or vehicle.
- Brightness flexibility lets you decide how bright or dim the lights should be for different times of the day or night to illuminate the driveway, garage, alley or back porch, and review footage\* to see who or what triggered the lights with Nest Aware.

\*Notifications, remote control, video streaming and video recording require working internet, Wi-Fi, a Google Account and Google Home app.

## GOOGLE: MESSAGING GUIDE

### Google Nest Learning Thermostat

- On average, the Nest Learning Thermostat saves 10% to 12% on heating bills and 15% on cooling bills\*, virtually paying for itself!

\*Independent studies showed that Nest thermostats saved people an average of 10% to 12% on heating and 15% on cooling. Individual savings are not guaranteed.  
See <https://nest.com/thermostats/real-savings>

- The Nest Learning Thermostat learns your schedule and the temperatures you like to automatically program itself to help you save energy and stay comfortable.
- You can adjust your thermostat from almost anywhere. Raise or lower the temperature, change your schedule and more using the app.
- HVAC monitoring looks out for your heating and cooling system\* to help make sure everything's running smoothly. If something doesn't seem right, it sends an alert.

\*Alerts can notify you of a potential issue with an eligible HVAC system. They're meant to provide helpful information, not an endorsement, representation or warranty of any kind about the health of your HVAC system. Alerts aren't intended to replace a diagnosis by a qualified HVAC professional.

### Google Nest Thermostat

- The Nest Thermostat is an affordable smart thermostat that helps you save energy throughout the day. Get valuable alerts and reminders, including notifications when your heating and cooling system might need a tune-up.
- The Nest Thermostat is packed with proven energy-saving features. It can save an average of 10% to 12% on heating bills and 15% on cooling bills.\*

\*Independent studies showed that Nest thermostats saved people an average of 10% to 12% on heating and 15% on cooling. Individual savings are not guaranteed.  
See <https://nest.com/thermostats/real-savings>

- The Nest Thermostat comes with Quick Schedule. When you set up your new thermostat, you can easily customize your schedule. And you can always adjust it from the Google Home app.
- Savings Finder looks for more ways to save, and suggests tweaks\* to your schedule. You can accept the suggestions with a tap.

\*Remote control and mobile notifications require working internet, Wi-Fi, a Google account and Google Home app.

### Google Nest Wifi

- Nest Wifi blankets your whole home\* in fast, reliable Wi-Fi. One Nest Wifi router with one Wifi point is strong enough to handle up to 200 connected devices\*\*, and fast enough to stream multiple 4K videos at a time.

\*Home size, materials and layout can affect how Wi-Fi signal travels. Larger homes or homes with thicker walls or long, narrow layouts may need extra Wifi points for full coverage. Strength and speed of signal will depend on your internet provider.

\*\*Based on only using connected devices at a data rate of 1 Mbps each. Requires sufficient broadband internet connection and connected devices to be located within Wi-Fi coverage area described at [g.co/nestwifi/coverage](https://g.co/nestwifi/coverage).

## GOOGLE: MESSAGING GUIDE

- It automatically updates itself to get new features and help your network stay safe.
- The Nest Wifi point has a speaker so you can talk to Google for extra help around the house. Control thousands of compatible devices from brands you love, easily play music, check the weather and control your ADT-monitored system with your voice\*.
- Nest Wifi is easy to set up in the Google Home app. Check your network speeds from anywhere with your smartphone\*.
- Easily create a guest network and share your password in just a few taps.\*
- Decide which devices to prioritize for faster speeds and use parental controls to manage online time for the kids.
- Nest Wifi makes it easy to add, set up and manage connected devices in your network, all in the Google Home app\*. Just say, “Hey Google, set my security system to Armed Away.”

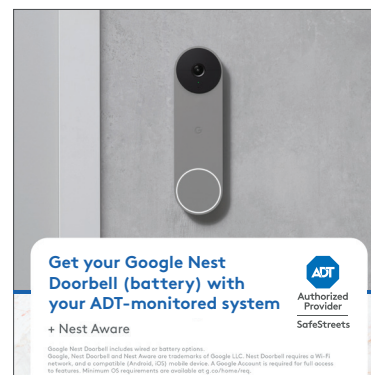
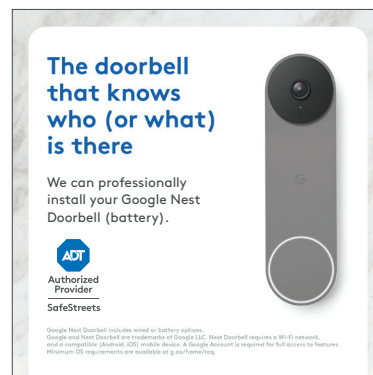
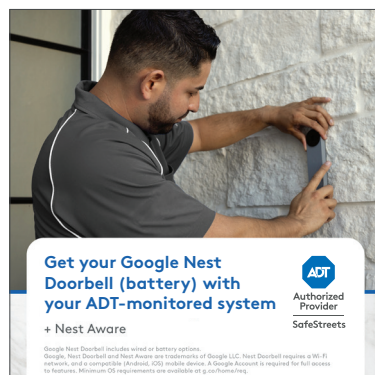
\*Controlling certain devices and features in your home requires a compatible smart device. List of compatible apps and partners available at [g.co/nestwifi/explore](http://g.co/nestwifi/explore). Minimum OS requirements are available at [g.co/nestwifi/req](http://g.co/nestwifi/req). Google Assistant and some related features are not available in all languages. See <http://g.co/assistant/languages> for updates to language availability.

## Offer key messaging

- If a free Nest Mini is offered in any advertising or marketing materials, you may use the term “Free” in the offer with the appropriate legal disclaimer, both in the complete legal terms and conditions (at the bottom or on the back) and also in close proximity to the first time “Free” is referenced.

**Close proximity disclaimer:** With \$XX Customer Installation Charge and purchase of alarm monitoring services. Early termination fees apply. See important Terms and Conditions to this offer below (or on the back).”

- If you offer a Nest Hub (2nd gen) or Nest Hub Max for “Free,” you may not use the word “Free” in any advertising or marketing communications. You may use “complimentary” or “on us.”





## GOOGLE: MESSAGING GUIDE

### Voice control

Providers may use the following voice commands in advertising and marketing materials related to voice control of ADT-monitored security systems and ADT-compatible smart home devices.

**Just say “Hey Google” followed by any of the commands below:**

“Arm my system to Away”

“Arm my system to Stay”

“Disarm my system”

“Lock the front door”

“Unlock the front door”

“Turn on the hall lights”

“Dim the living room lights”

“Set the thermostat to 72 degrees”

“What’s the temperature set to?”

**Important note:** Each of the above queries must use the Google Sans Font, when possible. The Google Home logo or badge must be included for brand attribution.

#### Disclaimer:

Pre-setup is required. Compatible devices required. Google Assistant and some related features are not available in all languages. See <http://g.co/assistant/languages> for updates to language availability.

Google and Google Home are trademarks of Google LLC.

### Control your home with your voice. Just say “Hey Google” followed by any of the commands below:

“Arm my system to Away”

“Arm my system to Stay”

“Disarm my system”


“Lock the front door”


“Unlock the front door”

“Turn on the hall lights”

“Dim the living room lights”

“Set the thermostat to 72 degrees”





Authorized  
Provider

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## GOOGLE: RESTRICTIONS

### ③ Restrictions

#### Product legal disclaimers

Disclaimer must match the Google products that are being advertised in your material. For example, if your material showcases the Nest Mini and Nest Hub, the disclaimer you use will be “Google Nest Mini, Nest Doorbell\*, Nest Hub (2nd gen) are trademarks of Google, LLC.” And you will also need to include the disclaimer from the third bullet point outlining the requirement of Wifi network, etc.

- Google, Nest Mini, Nest Hub (2nd gen), Nest Hub Max, Google Duo and Google Meet are trademarks of Google LLC.
- Google Nest is a trademark of Google LLC.
- Google, Nest Mini, Nest Hub (2nd gen) and Nest Hub Max are trademarks of Google LLC. The Nest Hub Max requires a Wi-Fi network, a nearby electrical socket, and a compatible (Android, iOS) mobile device. A Google account is required for full access to features. Minimum OS requirements are available at [g.co/home/req](https://g.co/home/req). iOS is a trademark of Cisco and is used under license.
- The Nest Hub Max requires a Wi-Fi network, a nearby electrical socket, and a compatible (Android, iOS) mobile device. A Google account is required for full access to features. Minimum OS requirements are available at [g.co/home/req](https://g.co/home/req).
- Requires compatible device.

**Important note:** To be used when referencing ADT-compatible smart home devices being controlled with Google Assistant.

- Google, Nest Mini, Nest Doorbell\*, Nest Hub (2nd gen) and Nest Hub Max are trademarks of Google LLC. Nest Mini, Nest Hub (2nd gen) and Nest Hub Max require a Wi-Fi network, a nearby electrical socket, and a compatible (Android, iOS) mobile device. A Google account is required for full access to features. Minimum OS requirements are available at [g.co/home/req](https://g.co/home/req). iOS is a trademark of Cisco and is used under license. Compatible smart devices required. Google Duo account required to make video calls and leave video messages. Nest Hub Max only.
- Google, Nest Mini, Nest Hub (2nd gen) and Nest Hub Max are trademarks of Google LLC. Nest Mini, Nest Hub and Nest Hub Max require a Wi-Fi network, a nearby electrical socket, and a compatible (Android, iOS) mobile device. A Google account is required for full access to features. Minimum OS requirements are available at [g.co/home/req](https://g.co/home/req). iOS is a trademark of Cisco and is used under license. Two compatible smart devices required.
- If there is a Mini, Hub or Hub Max in the creative, add: Nest Mini, Hub and Hub Max require a Wi-Fi network, a nearby electrical outlet, a compatible mobile device, and a Google Account. Pre-set up is required.
- If there is a Doorbell in the creative, add: Capable of both hardwire and battery.
- If there is “Familiar Faces” in the creative, add: Not available on Nest Cams in Illinois.

## GOOGLE: RESTRICTIONS

### Key messaging restrictions

- You may not use the term “partnership” in any advertising or marketing communications when referring to ADT’s relationship with Google.
- You may not use ADT + Google as a logo or in copy for any advertising or consumer-facing materials. Nor can you use the super G or Google logos in any advertising or consumer-facing materials.
- Providers may not use the term “helpful home” within advertising or marketing materials when referring to the benefits of Google Assistant.
- When referring to ADT-monitored systems and compatible devices, may say “Works with Google Home” but may not say “Works with Google Assistant”. “Hey Google” should still be used to explain or show Google Assistant activation.
- **Example:** Your ADT-monitored system now works with Google Home so you can control your smart security system just by using your voice. Control compatible devices like lasts, locks, thermostats, and more. Just say “Hey Google” on a Google Assistant-enabled device to get started.
- **Example:** Control your ADT-monitored system using just your voice with Google and a Google Assistant-enabled device.

SMART HOME SECURITY DEVICES

**Customize your ADT-monitored system to help keep you and your family connected and protected**

ADT  
Authorized  
Provider  
SafeStreets

**Intrusion Detection and Life Safety**

<p>ADT Glass Break, Motion or Shock Sensors \$100</p>	<p>ADT Heat, Smoke or Carbon Monoxide Detectors \$100</p>	<p>ADT Smoke/Carbon Monoxide Detector Combo \$180</p>	<p>ADT Door/Window Sensor \$50</p>	<p>ADT Mini Door/Window Sensor \$75</p>
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**Google Nest Devices**

<p>Google Nest Wifi router and Nest Wifi point \$349 36-month: \$9.69 60-month: \$5.82</p>	<p>Google Nest Mini (2nd gen) \$49</p>	<p>Google Nest Hub (2nd gen) \$139</p>	<p>Google Nest Hub Max \$289</p>	<p>Google Nest Learning Thermostat \$329 36-month: \$9.14 60-month: \$5.48</p>	<p>Google Nest Thermostat \$209 36-month: \$5.81 60-month: \$3.48</p>
<p>Google Nest Doorbell (battery)<sup>1</sup> \$229</p>	<p>Google Nest Cam (indoor, wired) \$199 36-month: \$5.53 60-month: \$3.32</p>	<p>Google Nest Cam (outdoor, battery) \$309 36-month: \$8.58 60-month: \$5.15</p>	<p>Google Nest Cam with floodlight \$299<sup>1</sup> 36-month: \$8.31 60-month: \$4.98 <small><sup>1</sup>Requires an ethernet with additional fees.</small></p>		

works with Google Home

## GOOGLE: APPROVAL PROCESS AND CO-BRANDED TRADEMARK

### ④ Review and approval process

If you choose to create your own marketing materials, other than ADT and Google pre-approved marketing materials, you must:

- Submit all materials that include ADT and Google intellectual property, trademarks, logo, copy, imagery, etc., by email to [dealermarketing@adt.com](mailto:dealermarketing@adt.com) before using in-market. You must submit all marketing materials for approval as PDFs whenever possible.
- Please allow **5 business days** for Google's review and approval.

We'll notify you by email with the status of your review—not approved; approved with 2-3 rounds, depending on initial product accuracy; or approved.

**Not approved:** Make all required revisions and resubmit to [dealermarketing@adt.com](mailto:dealermarketing@adt.com).

**Approved with revisions:** Make the noted revisions and no need to resubmit.

**Approved:** ADT's permission to use in-market.

### ⑤ Google co-branded trademark

Only Providers who have been notified that they have met the qualifications and signed all of the required agreements to sell Google products/equipment may leverage the ADT and Google co-branded trademark as defined in this document in conjunction with the Google Branding Guidelines.

- Generally, place the co-branded trademark, ADT Together with G, in close proximity to Nest products, preferably underneath the product(s).
- The trademark should only be used one time per creative asset.
- RGB file format of the co-branded trademark should be used for digital materials, and CMYK file format should be used for print materials.
- The trademark may not be altered or modified in any way (ie: shape, rotation, tilt, etc.).



## GOOGLE: CO-BRANDED TRADEMARK

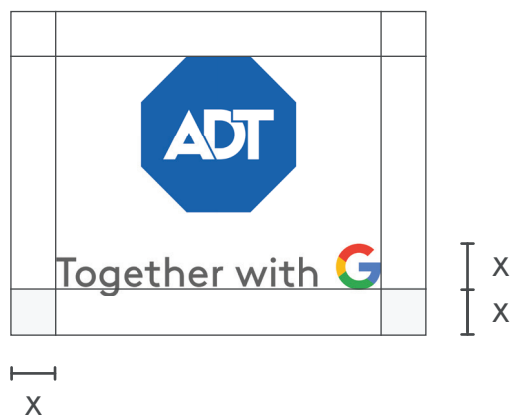
### ADT Together with G co-branded trademark



Together with 

#### Clear space


The clear space requirement for the trademark is equal to the height of the "G" where the height of "G" is equal to "X" of the lockup.



#### Minimum size

The trademark should not be smaller than 150 pixels in width for digital materials. Smaller dimensions would render the logo illegible.



Together with 



150px screen width

#### Trademark placement

The trademark should be **secondary** in both size and placement to the ADT Authorized Provider logo.

## GOOGLE: CO-BRANDED TRADEMARK

### Polo shirt

Shirts with the co-branded trademark must be ordered and fulfilled through an approved 3<sup>rd</sup> party vendor.

**Note:** There may be an exception for Key Dealer accounts.



Trademark with grey text  
should be used on **white shirts**.



Trademark with white text  
should be used on **black shirts**.



Trademark with white text  
should be used on **grey shirts**.



Trademark with stroke logo and white text  
should be used on **blue shirts**.

GOOGLE: CO-BRANDED TRADEMARK

## Print materials: flyer

- ADT Authorized Provider logo must appear first and be in prominent position.
- The ADT Together with G trademark must be visible when featured in an image. Dark grey and white text variants will be provided to qualifying Providers.
- The trademark can be used on a light grey background. Please reference the example provided below.
- The trademark must be used in close proximity to Google Nest product(s) or package imagery. Please reference the example provided below.



Authorized  
Provider

SafeStreets

## Convenience and connectivity, meet peace of mind

Our Google Certified installers can set up an ADT-monitored system with fast, reliable and expandable technology, including Google Nest devices.



### Control your ADT-monitored system with your voice

With the Nest Mini, Nest Hub (2nd gen) or Nest Hub Max integrated with your ADT-monitored system, you can control your security system and dozens of ADT-compatible devices like smart lights, locks and more using your voice. Just start with, "Hey Google," then:

- "Arm my system to Away" (or Stay)
- "Disarm my system"
- "Lock the front door" (or unlock it)
- "Turn on the hall lights"
- "Set the thermostat to 72 degrees"

You can also ask Google about the weather, news or almost anything.




### Get the doorbell that knows who (or what) is there

We can professionally install a Google Nest Doorbell (battery)" with your ADT-monitored system.

- Answer your door from virtually anywhere, 24/7
- Get Intelligent Alerts for what matters most
- See people head-to-toe with the tall field of view
- Can tell the difference between a person, package, vehicle and animal



\*Capable of both face and package detection



Authorized  
Provider


SafeStreets

# Get a peace of mind from an ADT-monitored system with the intelligence of Google

We'll professionally install and show you how to use your system, so you're better protected, connected and in control


## FRONT DOOR PROTECTION

Get the smartest and safest door on the block. Unlock your front door after getting a familiar face alert, arm your system and keep track of packages and deliveries—all from your smartphone.




### SECURITY CAMERAS


Always know what's happening at home with Nest Cams from Google. Get alerts for people, animals and vehicles outside. And check in on your kids or pets inside, with live HD video and talk & listen.




### ENERGY SAVINGS

Automate and control smart lights remotely. Plus, Nest thermostats help save energy year-round, and may be eligible for rebates and rewards from your energy provider.





Together with 

### NEST AWARE

✓ Get 30 days of event-based video history included with all ADT video security systems.

### NEST AWARE PLUS


✓ Upgrade and get 60 days of video history and up to 10 days of 24/7 continuous recording\*.


\*Cameras must be wired for continuous power for 24/7 recording.

[illegible]

GOOGLE: CO-BRANDED TRADEMARK

Print materials: postcard





Authorized  
Provider

SafeStreets

**Nobody has more ways to help keep you safe**

Get smart security and home automation backed by the company  
Newsweek recognizes as one of America's most trustworthy\*.

\*Newsweek's America's Most Trustworthy Companies, 2022


**Google Nest Devices**

We professionally install Google Nest devices,  
so you get peace of mind from ADT monitoring  
with the intelligence of Google.


**Stay connected 24/7**

Talk to visitors and always know who's coming or  
going at your home with an ADT-monitored smart  
security system and your smartphone.


**Get peace of mind with the ADT Advantage**




**Alarms Reach 911 Centers 8X Faster<sup>†</sup>**  
In an emergency when every second counts,  
get your alarms to 911 centers 8x faster with  
ADT SMART Monitoring.




**Privacy Protection**  
Encryption and multi-factor authentication  
help ensure your data remains secure.



**Longest Money-Back Guarantee**  
ADT's so confident in the quality and reliability  
of their systems, they offer a 6-month,  
money-back guarantee\*\*.



Together with 

Simulated screen image  
Bundle image for illustrative purposes only

**Contact me today to get started**

Name

Phone

Email

License:  
†For participating 911 centers connected to ADT's SMART monitoring, vs. traditional voice handling speeds (ADT call handling data Oct 2021-March 2022)  
\*\*In comparison to other national providers. Money-back guarantee only applies after ADT has made attempts to resolve a system-related issue and has not been able to resolve that issue within the first 6 months of your contract. Equipment must be fully removed before a refund will be processed. Conditions preventing normal system operation cannot be caused by the customer. Subject to terms and conditions of the Residential Services Contract. For full terms and conditions, visit [ADT.com/about-adt/legal/residential-terms-and-conditions](#)  
Google, Nest Mini, Nest Cam, Nest Doorbell and other marks are trademarks of Google LLC.  
© 2023 ADT LLC dba ADT Security Services. All rights reserved. ADT, the ADT logo, (800) ADT-ASAP and the product/service names listed in this document are marks and/or registered marks. Unauthorized use is strictly prohibited. Third-party marks are the property of their respective owners. License information available at [ADT.com](#) or by calling (800) ADT-ASAP. CA ACO7155, 974445, PPO120288; MA 172C; NC Licensed by the Alarm Systems Licensing Board of the State of North Carolina; 2736-CSA, 2397-CSA, 2381-CSA; NY 12000305615, 12000261120; PA 090797; MS 15019511, 22.11.90



# Digital marketing

## DIGITAL MARKETING

### Website(s)

A page or collection of pages that contain specific information provided by a person or entity that traces back to a common Uniform Resource Locator (URL).

- ① **Meta tags:** Text that describes a page's content. The meta tags don't appear on the page itself. Meta tags are short descriptions that help tell search engines what a web page is about.
- ② **Title tag:** A clickable headline that is displayed within a search engine results page (SERP). The title tag of a web page is meant to be an accurate and concise description of a page's content.
- ③ **Favicon:** An icon associated with a URL that is variously displayed, as in a browser's address bar, or next to the site name in a bookmarked list.

"ADT" or "free" may not be used in any part of the URL. This also includes long-tail URL strings.

#### ✓ Correct

ABCSecurity.com  
 ABCSecurity.com/denverhomesecurity  
 ABCSecurity.com/outdoorcameras

 ABCsecurity.com

ABC Security ADT Authorized Provider  
 Call 800-XXX-XXXX for Smart...

Call ABC Security - ADT Authorized Provider for information on the latest indoor, outdoor and doorbell cameras available. Let us help customize a security system that fits your needs. Call now 800-XXX-XXXX.

#### ✗ Incorrect

ADTDeals.com  
 ABCSecurity.com/ADT-Denver  
 ABCSecurity.com/ADT-cameras

 ADTdeals.com

ADT Security Packages, Prices & Plans | 800-XXX-XXXX

ADT Packages & Plans from ABC Security. ...  
 Digital Keypad with High Decibel Alarm. ...  
 Get a Custom ADT Home Security System.

## DIGITAL MARKETING

- Title and meta tags must follow the guidelines set forth in the ad copy and promotional offer section.
- Title tag may not include “ADT,” “official site” or mislead as ADT Corporate.
- Providers may only use “ADT Authorized Provider” or “ADT monitoring” once in each title tag.
- If the Provider name is not in your title tag, then your first meta tag must start with your Provider name.



Correct

ABC Security ADT Authorized Provider | Call 800.555.1212 for Smart...

[www.abcsecurity.com/cameras](http://www.abcsecurity.com/cameras)

Call ABC Security-ADT Authorized Provider for information on the latest, outdoor and doorbell cameras available. Let us help customize a security system that fits your needs. Call now 800.555.1212



Incorrect

ADT Video Surveillance and ADT Security Camera

[www.abcsecurity.com/](http://www.abcsecurity.com/)

Keep your home and family safe with ADT. Reliable 24/7 Rapid Response, Real-time System Alerts, Live Video Check-In and More.

**Providers are required to place the approved ADT Authorized Provider logo prominently within the header of the website’s homepage.**

- All title tags, meta tags, favicons, URLs and creative content must be submitted for approval to [dealermarketing@adt.com](mailto:dealermarketing@adt.com).
- You cannot have a link that goes to the ADT Corporate website.
- You must have an “About Us” section that informs the consumer of your company information. For example: Company name, address, phone number, years in business, service areas, license numbers, etc.
- Website should contain a privacy policy and full terms and conditions to any advertised offers.
- For websites/landing pages, you need to include the following verbiage on every page where a lead form or personal identifying information (PII) is collected. The verbiage must be located above the “submit”, “call me”, “check box”, etc., button: “By clicking \_\_\_\_\_ I agree to be contacted by <ABC Security>, even if I’m on a Do Not Call list. In addition, by clicking “submit”, I consent to receive a call back at the phone number provided, including cellular, which may be generated from an automated phone dialing system. You are not required to provide this consent to make a purchase from us.”
- ADT reserves the right to disallow websites submitted that do not meet the intent, objectives or direction of the ADT Authorized Provider program, ADT’s overall brand strategy or which are deceiving, inaccurate or not in keeping with a high standard of quality and ethics.

## DIGITAL MARKETING

### Paid advertising

Any kind of advertising that you have to pay the owner of advertisement space in exchange for use of that space. Categories include: Pay-per-click (PPC), Pay-per-impression (PPI) and display ads.

- 1 **Paid search:** A form of digital marketing where search engines such as Google and Bing allow advertisers to show ads on their search engine results pages.
  - General keyword terms such as “home security,” “burglar alarm” or any other word or phrase that does not include “ADT” is allowed. ADT permits Providers to bid on non-branded keywords.
- 2 **Brand paid search:** Any query in a search engine that includes the name of the company or brand. This means “ADT.” This includes any keyword phrases containing ADT, misspellings of ADT or variations such as “A D T.”
- 3 **Negative keywords:** A word or phrase that filters your ad from the search results. Visit [dealerarc.com](https://dealerarc.com) under the Guidelines & Disclaimers section for a complete list of negative keywords to be added as phrase match negatives within your advertising campaigns.

**Providers are not allowed to bid on ADT Branded Keywords for search purposes.**

Platforms include, but are not limited to: Google, Bing, etc.

#### ✓ EXAMPLES OF APPROVED KEYWORDS:

Home Security  
 Home Security Systems  
 Burglar Alarms  
 Security Systems  
 Home Automation  
 Los Angeles Home Security System  
 Small Business Security  
 Small Business Security Systems

#### ✗ EXAMPLES OF NON-APPROVED KEYWORDS:

ADT  
 ADT.com  
 ADT Security  
 ADT Los Angeles  
 ADT Authorized Dealer  
 Phone Number of ADT

**Providers must include a campaign-level phrase match negative keywords list in all advertising campaigns.** The negative keywords list should be added account-wide to every single campaign, even though the campaign may be targeting non-brand paid search. This includes Providers’ ADT-approved, third-party marketers.



## DIGITAL MARKETING

### Violations/penalties

- If there are any violations, the Provider owner will be sent an email notification, and will have 24 hours to remedy.
- All bidding in the ADT-branded auction will be assessed penalties under Marketing Guidelines.
- Violations could result in termination of your ADT Dealership.

### Display advertising

A form of online paid advertising that is typically a designed image where viewers can click on the image and be taken to a landing page.

- Any display advertising that includes promotional offers or features must be directed to a landing page or form to fill out, with proper terms and conditions.
- Must follow all the guidelines set forth in the ad copy and promotional offer section.
- In consideration of online character and space limitations, “ADT Auth. Provider” is an allowed abbreviation.

### Social media

When it comes to social media (Facebook, Twitter, Instagram, TikTok, Snapchat, Yelp, GMB), be sure that your social display name is the name of your ADT-approved company DBA. **Any display name should represent your Dealership, and not ADT Corporate.** It is the responsibility of the Provider to ensure that any sub-dealer, branch location, sales rep or any individual/business acting as an extension of your company adheres to these social media guidelines.

**Your profile or cover photo cannot include the use of the ADT logo, ADT Authorized Provider logo, yard signs or any photos with just the ADT blue octagon.**

- Your profile photo cannot include the ADT logo, ADT Authorized Provider logo, ADT Authorized Provider - Safestreeets combo logo, ADT blue octagon or yard signs.
- Your cover photo cannot include the ADT logo, ADT blue octagon or yard signs.
- You can use a cover photo image that includes the ADT Authorized Provider logo, your approved ADT Authorized Provider - Safestreeets combo logo or approved images from [dealerarc.com](https://dealerarc.com).
- Your social pages must represent your company, better serving your customers with products and information, while at the same time staying away from misleading customers/prospects into thinking you are ADT Corporate.
- Providers cannot use image(s), video(s) or copy which feature Ving Rhames or the Scott Brothers on social media platforms.

## DIGITAL MARKETING

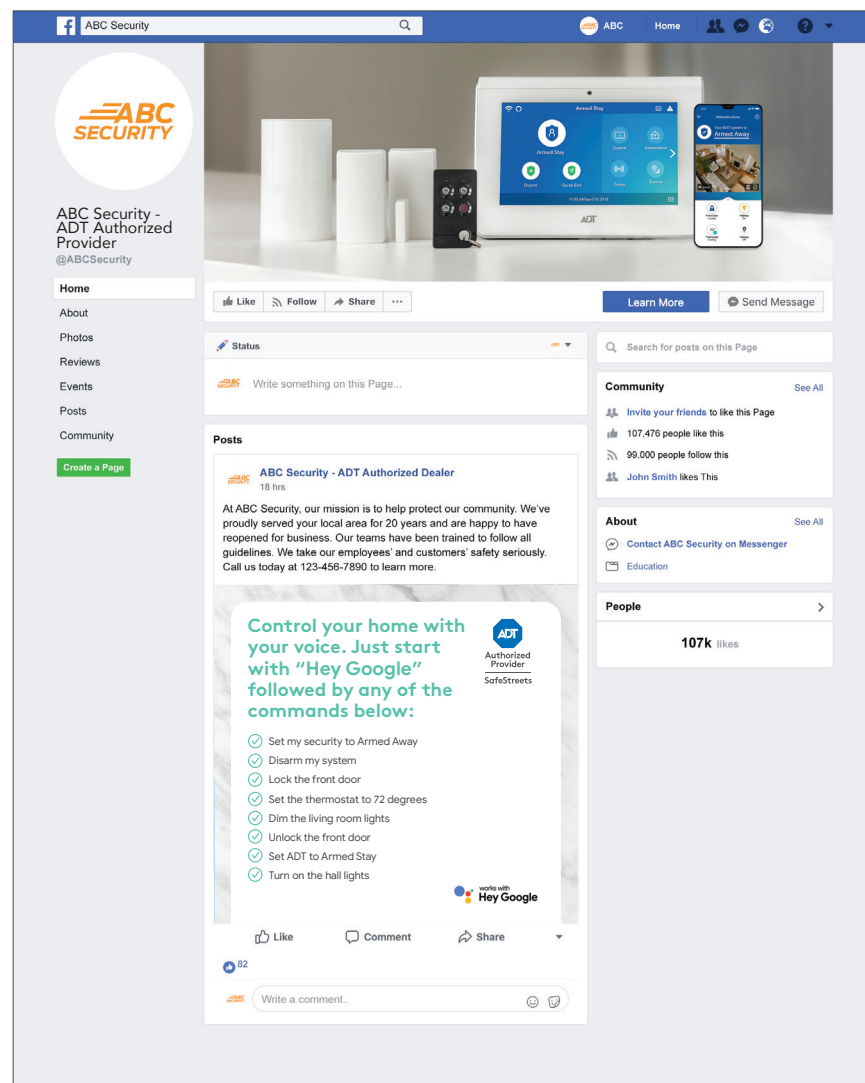
When using ADT-branded imagery, only use approved images from [dealerarc.com](https://dealerarc.com).

- Do not post comments that could be perceived as discriminatory, threatening, inappropriate or unlawful.
- Do not post comments on ADT Corporate, other ADT Provider or other security companies' pages to solicit business.
- You can share posts from ADT Corporate social pages. Providers cannot copy ADT Corporate posts directly to a page, misrepresenting them as Provider posts.
- You can, and we recommend that you do, leverage the ADT brand within your business name on your social platforms, in accordance with ADT guidelines. If you choose to do so, it should be written in the following format only: "ABC Security – ADT Authorized Provider."
- Videos from ADT's YouTube channel can be used on your website or social media platforms (i.e. Facebook, Instagram, Twitter, LinkedIn, etc.), but may not be altered or modified in any way. You must always include a clear identification of your company name through a logo on your website or your company name in text when sharing this video content.

Profile picture:



Cover photo:



# Public relations

## PUBLIC RELATIONS

### News

News coverage can play an important role in how ADT and our Authorized Providers are viewed by our customers, potential customers and investors. As a trusted and valued ADT Authorized Provider, it is important for us to work together quickly and efficiently on media relations efforts to ensure we are all positively positioned in the market.

If a situation arises that could potentially impact your business as well as ADT's, please contact your Regional Director. We will ensure you receive the support you need to handle the situation. Please do not ignore it – let us know immediately.

**To ensure we maintain successful relationships with the media and portray a positive brand image, we ask that you and all representatives in your business (hired or contract) follow the media guidelines below.**

- News releases - All news releases mentioning ADT must be reviewed and approved by Dealer Marketing. Please email: [dealermarketing@adt.com](mailto:dealermarketing@adt.com). Please allow up to seven business days for approval.
- Media inquiries - If a reporter contacts you or someone in your business, please do not answer questions or offer an opinion. You could be quoted on anything you say. Do not ignore the call, hang up on them or say no comment. Instead, get the following information from the reporter: story focus, name of media outlet, contact information and story deadline.

If a news reporter or camera crew shows up uninvited to your business, don't say "no comment", threaten them or make physical contact with them. Instead, remain calm, be cooperative and respectfully decline an on-camera interview. Let the news crew know that you will have an ADT Corporate communications representative contact them.

Dealer Marketing is available to provide guidance on potential positive story ideas, local initiatives to raise awareness or increase visibility for your business. If you want to discuss an idea, please contact [dealermarketing@adt.com](mailto:dealermarketing@adt.com).



# Violations

## VIOLATIONS

If ADT receives evidence of improper Provider advertising as outlined in this document, the Provider owner(s) will be notified with a request to remediate.

- The Provider owner(s) and Regional Director will receive an email violation notice with details of improper advertising from [dealermarketing@adt.com](mailto:dealermarketing@adt.com) or the individual marketing representatives.
- You are responsible for acknowledging the notice within 24 hours and required to investigate the allegations of improper advertising.
  - If you require more than 24 hours to investigate or remediate, please advise [dealermarketing@adt.com](mailto:dealermarketing@adt.com).
- Violations could result in termination of your ADT Dealership.

## Reporting a violation

From time to time, you may come across marketing materials being used by other ADT Authorized Dealers or ADT Authorized Providers that do not comply with ADT Marketing Guidelines. ADT encourages you to report these violations so that such materials can be addressed immediately. Please submit the following information to [dealermarketing@adt.com](mailto:dealermarketing@adt.com).

- Your name
- Your dealership name and phone number
- How the materials were found (online, flyer, mail, etc.)
- Date the non-compliant materials were found
- Name of the Provider or individual who is distributing the non-compliant materials
- Location (including the address and city) where the non-compliant materials were found

The more information provided will allow ADT to quickly investigate. ADT will follow up on non-compliant marketing materials that it determines, in its sole discretion, warrant further action.

**We realize that your anonymity is important when submitting non-compliant advertising materials and that the ADT Marketing Department will endeavor not to intentionally disclose your name or contact information to the offending dealer.** However, these guidelines are necessary to provide essential backup and proof when imposing non-compliant marketing fines.

## VIOLATIONS

ADT will attempt by e-mail to reach the Provider for resolution of the alleged violation(s). The Provider owner is expected to acknowledge (within 24 hours), research and provide ADT with an e-mail response with an action plan to remedy. **The action plan must include what steps and timing are necessary to address and fix the issue(s).**

ADT's expectation is that the Provider will act expeditiously to fully resolve the violation(s) to ADT's satisfaction.

**Depending upon the severity of the violation, whether it's a repeat offense(s), if the matter is not resolved expeditiously or to ADT's satisfaction, or if no action is taken, ADT can assess the following penalties:**

- ① Deduction of one multiple for one entire month.
- ② Deduction of two multiples for one entire month.
- ③ Deduction of three multiples for one entire month AND/OR termination of your ADT Authorized Provider Agreement.



# Legal



## LEGAL

**Full disclaimer:** A statement that specifies the scope and offer that is advertised, and is enforced by parties in a legally recognized relationship.

### License

- Providers must list license number(s), if applicable, on all marketing materials and websites.
- Certain states also require listing the name and address of the state consumer/alarm service board having jurisdiction over alarm companies.

### Terms of use

- The full legal disclaimer is required for any advertisement with an offer.
  - Providers must use the disclaimer that matches the advertised offer.
  - If you need to modify the disclaimer because of a unique offer, proposed changes and a legal opinion must be emailed to [dealermarketing@adt.com](mailto:dealermarketing@adt.com) for review and approval.
- Providers must include the correct monitoring rate for the service level they are advertising in the full disclaimer. Monitoring rates are subject to exhibit B.
- In advertising that includes Google Nest products, the following statement must be added to the full disclaimer:  
“This is not a Google promotion.”

### Disclaimers

- **15-sensor disclaimer:** “Up to 15 sensors free for pre-wired homes only or up to 7 wireless door and/or window sensors.”
- **Google disclaimer:** “This is not a Google promotion.”
- **Close proximity disclaimer:** “With \$99.00 Customer Installation Charge and purchase of alarm monitoring services. Early termination fees apply. See important Terms and Conditions to this offer below (or on reverse side).”

## LEGAL

### Customer Satisfaction Award disclaimers

- ① **Close proximity disclaimer:** The following close-proximity disclaimer must be used when leveraging the Customer Satisfaction Award logo and/or designation in your marketing materials.  
\*Based on independent 2022 customer surveys.
- ② **Full disclaimer:** The full legal disclaimer is required for any advertising or marketing material that includes the Customer Satisfaction Award logo and/or designation. If you need to modify the disclaimer, proposed changes and legal opinion must be emailed to [dealermarketing@adt.com](mailto:dealermarketing@adt.com) for review and approval prior to in-market use.  
\*Based on independent 2022 customer surveys. Customers are surveyed with one question following installation of an ADT-monitored security system.

### Standard disclaimers

#### Traditional Monitoring Only – NO QSP (Burglar Alarm):

\*\$99.00 Customer Installation Charge. 36-Month Monitoring Agreement required at \$27.99 per month (\$1,007.64). 24-Month Monitoring Agreement required at \$27.99 per month (\$671.76) for California. Early termination fee applies. Form of payment must be by credit card or electronic charge to your checking or savings account. Offer applies to homeowners only. Landline phone required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new ADT Authorized Provider customers only and not on purchases from ADT LLC. Other rate plans available. Cannot be combined with any other offer. The \$27.99 Offer does not include Quality Service Plan (QSP). Quality Service Plan (QSP) is ADT's Extended Limited Warranty. Photos are for illustrative purposes only and may not reflect the exact product/service actually provided.

#### Traditional (Burglar Alarm and QSP):

\*\$99.00 Customer Installation Charge. 36-Month Monitoring Agreement required at \$33.99 per month (\$1,223.64). 24-Month Monitoring Agreement required at \$33.99 per month (\$815.76) for California. Early termination fee applies. Form of payment must be by credit card or electronic charge to your checking or savings account. Offer applies to homeowners only. Local permit fees may be required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new ADT Authorized Provider customers only and not on purchases from ADT LLC. Other rate plans available. Cannot be combined with any other offer. Photos are for illustrative purposes only and may not reflect the exact product/service actually provided.

## LEGAL

### Traditional with fire:

\*\$99.00 Customer Installation Charge. 36-Month Monitoring Agreement required at \$36.99 per month (\$1,331.64). 24-Month Monitoring Agreement required at \$36.99 per month (\$887.76) for California. Early termination fee applies. Form of payment must be by credit card or electronic charge to your checking or savings account. Offer applies to homeowners only. Local permit fees may be required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new ADT Authorized Provider customers only and not on purchases from ADT LLC. Other rate plans available. Cannot be combined with any other offer. Photos are for illustrative purposes only and may not reflect the exact product/service actually provided.

### Traditional with 2WV:

\*\$99.00 Customer Installation Charge. 36-Month Monitoring Agreement required at \$42.99 per month (\$1,547.64). 24-Month Monitoring Agreement required at \$42.99 per month (\$1,031.76) for California. Early termination fee applies. Form of payment must be by credit card or electronic charge to your checking or savings account. Offer applies to homeowners only. Local permit fees may be required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new ADT Authorized Provider customers only and not on purchases from ADT LLC. Other rate plans available. Cannot be combined with any other offer. Photos are for illustrative purposes only and may not reflect the exact product/service actually provided.

### Traditional + Cell

\*\$99.00 Customer Installation Charge. 36-Month Monitoring Agreement required at \$42.99 per month (\$1,547.64). 24-Month Monitoring Agreement required at \$42.99 per month (\$1,031.76) for California. Early termination fee applies. Form of payment must be by credit card or electronic charge to your checking or savings account. Offer applies to homeowners only. Local permit fees may be required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new ADT Authorized Provider customers only and not on purchases from ADT LLC. Other rate plans available. Cannot be combined with any other offer. Photos are for illustrative purposes only and may not reflect the exact product/service actually provided.

### Traditional + Cell, 2WV

\*\$99.00 Customer Installation Charge. 36-Month Monitoring Agreement required at \$47.99 per month (\$1,727.64). 24-Month Monitoring Agreement required at \$47.99 per month (\$1,151.76) for California. Early termination fee applies. Form of payment must be by credit card or electronic charge to your checking or savings account. Offer applies to homeowners only. Local permit fees may be required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new ADT Authorized Provider customers only and not on purchases from ADT LLC. Other rate plans available. Cannot be combined with any other offer. Photos are for illustrative purposes only and may not reflect the exact product/service actually provided.

## LEGAL

### SMB Interactive \$52.99

\$399.00 Customer Installation Charge. 36-Month Monitoring Agreement required at \$\_\_\_\_ per month (\$\_\_\_\_). 24-Month Monitoring Agreement required at \$\_\_\_\_ per month (\$\_\_\_\_) for California. Form of payment must be by credit card or electronic charge to your checking or savings account. Early termination fees apply. Offer applies to business owners only. Local permit fees may be required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new ADT Authorized Provider customers only and not on purchases from ADT LLC. Other rate plans available. Cannot be combined with any other offer. ADT Command Interactive Services, which help you manage your business surveillance and automation, requires the purchase and/or activation of an ADT-monitored alarm system with monitored burglary service and a compatible computer, cell phone or PDA with Internet and email access. All ADT Command Interactive Solutions Services are not available with the various levels of ADT Command Interactive Solutions Services. All ADT Command Interactive Solutions Services may not be available in all geographic areas. Standard message and data rates may apply to text alerts. You may be required to pay additional charges to purchase equipment required to utilize the ADT Command Interactive Solutions Services features you desire. Two-way encryption only available with compatible SiX™ devices.

### SMB Complete \$62.99

\$649.00 Customer Installation Charge. 36-Month Monitoring Agreement required at \$\_\_\_\_ per month (\$\_\_\_\_). 24-Month Monitoring Agreement required at \$\_\_\_\_ per month (\$\_\_\_\_) for California. Form of payment must be by credit card or electronic charge to your checking or savings account. Early termination fees apply. Offer applies to business owners only. Local permit fees may be required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new ADT Authorized Provider customers only and not on purchases from ADT LLC. Other rate plans available. Cannot be combined with any other offer. ADT Command Interactive Services, which help you manage your business surveillance and automation, requires the purchase and/or activation of an ADT-monitored alarm system with monitored burglary service and a compatible computer, cell phone or PDA with Internet and email access. All ADT Command Interactive Solutions Services are not available with the various levels of ADT Command Interactive Solutions Services. All ADT Command Interactive Solutions Services may not be available in all geographic areas. Standard message and data rates may apply to text alerts. You may be required to pay additional charges to purchase equipment required to utilize the ADT Command Interactive Solutions Services features you desire. Two-way encryption only available with compatible SiX™ devices.

## ADT Command and Control disclaimers

### Standard (generic) disclaimer

(To be used when referencing Command with no package pricing is present):

ADT Command Interactive Services, which help you manage your home environment and family lifestyle, requires the purchase and/or activation of an ADT-monitored alarm system with monitored burglary service and a compatible computer, cell phone or PDA with Internet and email



## LEGAL

access. These ADT Command Interactive Solutions Services do not cover the operation or maintenance of any household equipment/systems that are connected to the ADT Command Interactive Solutions Services/Equipment. All ADT Command Interactive Solutions Services are not available with the various levels of ADT Command Interactive Solutions Services. All ADT Command Interactive Solutions Services may not be available in all geographic areas. Standard message and data rates may apply to text alerts. You may be required to pay additional charges to purchase equipment required to utilize the ADT Command Interactive Solutions Services features you desire. Two-way encryption only available with compatible SiX™ devices.

### Remote \$42.99-\$53.99

\$199.00 Customer Installation Charge. 36-Month Monitoring Agreement required at \$\_\_\_\_ per month (\$\_\_\_\_). 24-Month Monitoring Agreement required at \$\_\_\_\_ per month (\$\_\_\_\_) for California. Form of payment must be by credit card or electronic charge to your checking or savings account. Early termination fees apply. Offer applies to homeowners only. Local permit fees may be required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new ADT Authorized Provider customers only and not on purchases from ADT LLC. Other rate plans available. Cannot be combined with any other offer. ADT Command Interactive Services, which help you manage your home environment and family lifestyle, requires the purchase and/or activation of an ADT-monitored alarm system with monitored burglary service and a compatible computer, cell phone or PDAs with Internet and email access. These ADT Command Interactive Solutions Services do not cover the operation or maintenance of any household equipment/systems that are connected to the ADT Command Interactive Solutions Services/Equipment. All ADT Command Interactive Solutions Services are not available with the various levels of ADT Command Interactive Solutions Services. All ADT Command Interactive Solutions Services may not be available in all geographic areas. Standard message and data rates may apply to text alerts. You may be required to pay additional charges to purchase equipment required to utilize the ADT Command Interactive Solutions Services features you desire. Two-way encryption only available with compatible SiX™ devices.

### Control \$49.99-\$63.99

\$399.00 Customer Installation Charge. 36-Month Monitoring Agreement required at \$\_\_\_\_ per month (\$\_\_\_\_). 24-Month Monitoring Agreement required at \$\_\_\_\_ per month (\$\_\_\_\_) for California. Form of payment must be by credit card or electronic charge to your checking or savings account. Early termination fees apply. Offer applies to homeowners only. Local permit fees may be required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new ADT Authorized Provider customers only and not on purchases from ADT LLC. Other rate plans available. Cannot be combined with any other offer. ADT Command Interactive Services, which help you manage your home environment and family lifestyle, requires the purchase and/or activation of an ADT-monitored alarm system with monitored burglary service and a compatible computer, cell phone or PDA with Internet and email access. These ADT Command Interactive Solutions Services do not cover the operation or maintenance of any household equipment/systems that are connected to the ADT Command Interactive Solutions Services/Equipment. All ADT Command Interactive Solutions Services are not available with the various levels of ADT Command Interactive Solutions Services. All ADT Command Interactive Solutions Services may not be available in all geographic areas. Standard message and data rates may apply to text alerts. You may be required to pay additional charges to purchase equipment required to utilize the ADT Command Interactive Solutions Services features you desire. Two-way encryption only available with compatible SiX™ devices.

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features you desire. Two-way encryption only available with compatible SiX™ devices.

**Video Lite \$51.99-\$63.99**

\$399.00 Customer Installation Charge. 36-Month Monitoring Agreement required at \$\_\_\_\_ per month (\$\_\_\_\_). 24-Month Monitoring Agreement required at \$\_\_\_\_ per month (\$\_\_\_\_) for California. Form of payment must be by credit card or electronic charge to your checking or savings account. Early termination fees apply. Offer applies to homeowners only. Local permit fees may be required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new ADT Authorized Provider customers only and not on purchases from ADT LLC. Other rate plans available. Cannot be combined with any other offer. ADT Command Interactive Services, which help you manage your home environment and family lifestyle, requires the purchase and/or activation of an ADT-monitored alarm system with monitored burglary service and a compatible computer, cell phone or PDA with Internet and email access. These ADT Command Interactive Solutions Services do not cover the operation or maintenance of any household equipment/systems that are connected to the ADT Command Interactive Solutions Services/Equipment. All ADT Command Interactive Solutions Services are not available with the various levels of ADT Command Interactive Solutions Services. All ADT Command Interactive Solutions Services may not be available in all geographic areas. Standard message and data rates may apply to text alerts. You may be required to pay additional charges to purchase equipment required to utilize the ADT Command Interactive Solutions Services features you desire. Two-way encryption only available with compatible SiX™ devices.

**Video & Home Automation \$52.99-\$64.99**

\$499.00 Customer Installation Charge. 36-Month Monitoring Agreement required at \$\_\_\_\_ per month (\$\_\_\_\_). 24-Month Monitoring Agreement required at \$\_\_\_\_ per month (\$\_\_\_\_) for California. Form of payment must be by credit card or electronic charge to your checking or savings account. Early termination fees apply. Offer applies to homeowners only. Local permit fees may be required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new ADT Authorized Provider customers only and not on purchases from ADT LLC. Other rate plans available. Cannot be combined with any other offer. ADT Command Interactive Services, which help you manage your home environment and family lifestyle, requires the purchase and/or activation of an ADT-monitored alarm system with monitored burglary service and a compatible computer, cell phone or PDA with Internet and email access. These ADT Command Interactive Solutions Services do not cover the operation or maintenance of any household equipment/systems that are connected to the ADT Command Interactive Solutions Services/Equipment. All ADT Command Interactive Solutions Services are not available with the various levels of ADT Command Interactive Solutions Services. All ADT Command Interactive Solutions Services may not be available in all geographic areas. Standard message and data rates may apply to text alerts. You may be required to pay additional charges to purchase equipment required to utilize the ADT Command Interactive Solutions Services features you desire. Two-way encryption only available with compatible SiX™ devices.

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### SMB Secure \$49.99

\$199.00 Customer Installation Charge. 36-Month Monitoring Agreement required at \$\_\_\_\_ per month (\$\_\_\_\_). 24-Month Monitoring Agreement required at \$\_\_\_\_ per month (\$\_\_\_\_) for California. Form of payment must be by credit card or electronic charge to your checking or savings account. Early termination fees apply. Local permit fees may be required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new ADT Authorized Provider customers only and not on purchases from ADT LLC. Other rate plans available. Cannot be combined with any other offer. Standard message and data rates may apply to text alerts. You may be required to pay additional charges to purchase equipment required to utilize the ADT Command Interactive Solutions Services features you desire. Two-way encryption only available with compatible SiX™ devices.

### Google product legal disclaimers

1. Google Nest Mini, Nest Doorbell, Nest Hub (2nd gen) and Nest Hub Max are trademarks of Google LLC.
2. Google Nest is a trademark of Google LLC.
3. Google Nest Mini, Nest Doorbell, Nest Hub (2nd gen) and Nest Hub Max are trademarks of Google LLC. The Nest Hub Max requires a Wi-Fi network, a nearby electrical socket, and a compatible (Android, iOS) mobile device. A Google account is required for full access to features. Minimum OS requirements are available at [g.co/home/req](https://g.co/home/req). iOS is a trademark of Cisco and is used under license.
4. The Nest Hub Max requires a Wi-Fi network, a nearby electrical socket, and a compatible (Android, iOS) mobile device. A Google account is required for full access to features. Minimum OS requirements are available at [g.co/home/req](https://g.co/home/req).
5. Requires compatible device.  
**Important note:** To be used when referencing ADT-compatible smart home devices being controlled with Google Assistant.
6. Google Nest Mini, Nest Doorbell, Nest Hub and Nest Hub Max are trademarks of Google LLC. Nest Mini, Nest Hub (2nd gen) and Nest Hub Max require a Wi-Fi network, a nearby electrical socket, and a compatible (Android, iOS) mobile device. A Google account is required for full access to features. Minimum OS requirements are available at [g.co/home/req](https://g.co/home/req). iOS is a trademark of Cisco and is used under license. Compatible smart devices required. Google Duo account required to make video calls and leave video messages. Nest Hub Max only.
7. Google Nest Mini, Nest Doorbell, Nest Hub (2nd gen) and Nest Hub Max are trademarks of Google LLC. Nest Mini, Nest Hub and Nest Hub Max require a Wi-Fi network, a nearby electrical socket, and a compatible (Android, iOS) mobile device. A Google account is required for full access to features. Minimum OS requirements are available at [g.co/home/req](https://g.co/home/req). iOS is a trademark of Cisco and is used under license. Two compatible smart devices required.
8. Google Nest Doorbell (battery)\*: “\*Capable of both hardwire and battery.”

# Questions?

Contact [dealermarketing@adt.com](mailto:dealermarketing@adt.com)



Authorized  
Provider

**SafeStreets**

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