

Free System Standard Disclaimer

Triggers: *Asterisk required after mentions of Free* System, Mention of Monthly Price, \$1/Day*

Close Proximity Disclaimer (Required near the trigger asterisk):

*with \$99 installation charge and new monitoring agreement. Early termination fee applies. See below for full details.

Full Disclaimer (Required in full terms and conditions)

\$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. 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.

Free System Standard Disclaimer

(Used for Video and Control package offers)

Triggers: *Asterisk required after mentions of Free* System, Mention of Monthly Price, \$1/Day*

Close Proximity Disclaimer (Required near the trigger asterisk):

*with \$99-\$199 installation charge and new monitoring agreement. Early termination fee applies. See below for full details.

Full Disclaimer (Required in full terms and conditions)

*\$99-\$199.00 Customer Installation Charge. 36-Month Monitoring Agreement required. 24-Month Monitoring Agreement required 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.

Visa Gift Card Disclaimer

Triggers: *Disclaimer mark required Mention of \$100 Visa Gift Card Offer***

Close proximity text required: *from SafeStreets* after Visa Gift Card

Full Disclaimer (Required in full terms and conditions)

Gift card provided by SafeStreets. Visa gift cards issued by MetaBank™, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Neither MetaBank nor Visa is a sponsor, endorser or participant in this promotion. Monthly inactivity fee of \$2.95 after 12 consecutive months of inactivity. Lost/stolen replacement card fee of \$5.00. See the cardholder agreement for more details. Some restrictions apply.

\$27.99 Disclaimer

Triggers: *Mention of \$27.99 Price*

Close Proximity Disclaimer (Required near the trigger asterisk):

*with \$99 installation charge and new monitoring agreement. Early termination fee applies. See below for full details.

Full Disclaimer (Required in full terms and conditions)

\$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. 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. The \$27.99 Offer does not include Quality Service Plan (QSP). Quality Service Plan (QSP) is ADT’s Extended Limited Warranty.

Longest Money-Back Guarantee

Triggers: *Mention of Money-Back Guarantee. Must be labelled as Longest Money-Back Guarantee**

Close proximity text required:

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.

Full Disclaimer (Required in full 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.

TCPA Opt-In Language

Triggers: Electronic lead form submission. Placement must be located directly under or as near to the Submit button as possible.

Full Disclaimer (Required in full terms and conditions)

Safe Streets USA LLC Express Written Consent Form MARKETING AUTHORIZATION: I, the undersigned, hereby authorize Safe Streets USA, LLC (“Safe Streets”), directly or through its affiliates and marketing partners, to contact me from time-to-time by telephone, text, email and/or direct mail with information and offers about products and services that might interest me. By clicking contact me below, I hereby authorize the receipt of such solicitations at the telephone number(s), (including cellular numbers), emails address(es) and/or mailing address(es) shown below, even if such telephone number(s), email address(es) or mailing addresses are listed on any “do not call” or other do not solicit registry or list and I agree that any such telephone calls and text messages may be generated using an automated phone dialing system. To discontinue or opt out of text messages reply with stop. I understand I am not required to consent to make a purchase.

Google Nest Equipment

Triggers: Presenting any mention or visual of Google Nest equipment.

Naming:

The first mention of Google Nest equipment needs to have the full Google Nest title in front of it. Any follow up uses for the same equipment item(s) can just use Nest in the title. For example, the first mention of the doorbell camera would be Google Nest Doorbell Cam (battery) and the second mention would be Nest Doorbell Cam (battery). See full Marketing Guidelines for addition names of equipment if needed.

The second rule is stating whether the equipment is wired or wireless/battery operated. Most of the equipment pieces we install are wired aside from the doorbell camera. Example would be Google Nest Indoor Cam (wired).

Close proximity text required:

You’ll need the Google Nest disclaimer near the first mention of Google equipment. All equipment shown must be listed in the disclaimer. For example, if we show the doorbell camera and indoor camera, the disclaimer would be:

Google, Google Nest Doorbell and Google Nest Cam are trademarks of Google, LLC.

Full Disclaimer (Required in full terms and conditions)

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.”

ADT Theft Protection Guarantee

Triggers: *Mention of Theft Protection Guarantee. Must include disclaimer mark after Guarantee* and add (certain restrictions apply)*

Close proximity text required:

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

Full Disclaimer (Required in full 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.

Homeowners Insurance Discount

Rules for advertising:

We 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.”

Do:

- Mention the package designation after specific item offer. **Example:** Free ADT Doorbell camera *with video level package*.
- Call SafeStreets an Authorized Provider. Do NOT use SafeStreets as an Authorized Dealer.
- Use the most updated equipment and package offerings. If you're unsure of which those are, reach out to your SafeStreets representative for confirmation.
- Use only approved materials, keywords and email subject lines. Prior to use, confirm final approval of your materials from your SafeStreets representative.
- Use the SafeStreets Authorized Provider logo as well as a larger one of your own on marketing materials.
- Follow instructions on adding the Trusted Form compliance snippet to any of your websites which will send leads to SafeStreets.
- Describe your relationship with SafeStreets on your website and social media profiles that are utilized in advertising our home security service.
- Feel free to use our TrustPilot reviews or score in your marketing materials. Remember to cite the source as well: trustpilot.com/review/safestreetsusa.com

Do Not:

- Advertise as ADT. Only ADT monitoring offers should be advertised.
Example: Get this Free* security system from ADT.
Instead use: Get this Free* ADT-monitored security system from SafeStreets.
- Use font color or type that is anything but clear to read. All information in the ad must be easily read and understood.
- Offer any higher value than \$100 for the Visa Gift Card offer.
- Offer any dollar value higher than \$850 in your ads.
- Send ANY SafeStreets branded emails without first scrubbing against the SafeStreets and ADT Do Not Email Lists. If you're unsure of this process, confirm with your SafeStreets representative.
- Display Google Nest equipment on anything but a solid background color.