November 4, 2014

Welcome to Snapchat, an ephemeral communication and storytelling platform that aims to change how people communicate for the better.

Until you try Snapchat for yourself, it may sound confusing or raise some questions. You may wonder why anyone would want a photo to disappear from the app if there isn't anything "wrong" with it?

On traditional social networks, users tend to feel pressure to curate the perfect representation of their lives for their friends, coworkers, and relatives. It's normal to worry about what people in your network might think about the things that you post. Sometimes this means that we say things that we think people will like, rather than expressing who we really are.

Our goal with this guide is to provide parents with information about our product, as well as suggestions for how to handle issues and concerns that may arise. We encourage you to review these materials and have an open conversation with your family. Talking with your family about what is appropriate to share online is a great way to help ensure that everyone enjoys their Snapchat experience.

SNAPCHAT GUIDE FOR PARENTS

WHAT IS SNAPCHAT AND HOW DOES IT WORK?

Snapchat is a fun, ephemeral messaging application for sharing moments through pictures, short videos, messages, and video chat.

Snaps:
Users can send Snaps, which are pictures or videos taken and shared with friends on Snapchat in real-time. The user selects a time limit of 1-10 seconds that the receiver can view the photo or video. By default, Snaps disappear from the screen once they are viewed - unless the friend decides to keep it, such as with a screenshot or separate camera.

Stories:
Users can also add Snaps to their Story. Stories string Snaps together to create a chronological narrative that lasts 24 hours. Depending on their privacy settings, the photos and videos added to a Story can be viewed by either all Snapchatters, just the user's friends, or a customized group.

Chat:
Users can also type messages to friends using Chat. A user sends a Chat message to a friend, and once a Chat is viewed by both parties - and both swipe away from the Chat screen - the messages are cleared. However, users can choose to save part of the Chat by tapping on the message they want to keep. Once a Chat message is saved by one user, it is saved on both parties' screens.

Snapcash:
Within Chat, users who are at least 18 years old can exchange money with friends using Snapcash. Once Snapchat users have linked their debit cards in the app, they can send Snapcash to anyone in their contact list. In the Chat feature, Snapchatters type the dollar amount they'd like to send, using the $ symbol. The Chat icon will turn from yellow to green. When the user taps the green dollar sign symbol, the message is converted into Snapcash, sending real money to their friend, who can then accept the Snapcash within their own app. Snapcash is a team effort between Snapchat and Square, Inc. All payments sent through Snapcash are processed by Square.

HOW ARE SNAPCHAT ACCOUNTS CREATED?

After downloading and installing Snapchat from Google Play or the AppStore, users must provide an email address and select a password to create an account.

For more details on what information is collected and how it may be used, please see our Privacy Policy (*www.snapchat.com/privacy*).

WHO IS SNAPCHAT FOR?

Snapchat is for teens and adults. Minors ages 13-17 should have permission from a parent or legal guardian before using Snapchat. Snapchat is not intended for children under the age of 13.

If you are the parent or legal guardian of a minor who is using Snapchat without your permission, please refer to the '*How can I prevent my teen from using Snapchat?*' section of this guide. For more details on eligibility and age, please see our Terms of Use (*www.snapchat.com/terms*).

MY CHILD IS UNDER THE AGE OF 13 AND HAS A SNAPCHAT ACCOUNT, IS THAT OKAY?

If your child is under the age of 13 and has created a Snapchat account, the account **must be deleted** in accordance with our Terms of Use (www.snapchat.com/terms) by going to www.snapchat.com/a/delete_account and entering the child's username and password.

If Snapchat obtains knowledge that a user is under the age of 13, it is our policy to terminate the account and delete any personal information associated with that account.

WHAT IS "SNAPKIDZ"?

New users who enter a date of birth indicating that they are under 13 may be given access to "Snapkidz," which does not include messaging capabilities or the collection or transmission of personal information.

A Snapkidz user's email address, password, and age are only stored locally on the user's mobile device and are not transmitted to Snapchat. Snapkidz allows younger users to take photos and videos, add captions and drawings, and save them locally on their device.

WHAT DOES MY TEEN NEED TO KNOW ABOUT USING SNAPCHAT?

We encourage all users to take an active role in protecting their **privacy** and **safety**, and to help others by practicing good **digital citizenship**.

PRIVACY

To message someone on Snapchat, add them to your "*My Friends*" list. Snapchat's "*Find Friends*" feature allows users to look up their friends' usernames by uploading the phone numbers in their device's address book and searching for accounts that match those numbers. Users only may be found through "Find Friends" after they themselves use "Find Friends" or tap the icon to "Allow my friends to find me." To opt out of "Find Friends," go to Snapchat Settings, tap "Mobile #" and tap the icon next to "Allow my friends to find me."

You can configure Snapchat to only accept messages from users on your "My Friends" list. To change this, go to the Snapchat Settings menu, select "*Who Can...*" Send Me Snaps then select "*My Friends*" instead of "*Everyone*." To change Story privacy settings, go to "Who Can..." View My Story. Here, you can select from: 'Everyone,' 'My Friends,' or 'Custom.'

To block a user, go to the "*My Friends*" screen, tap the user's name, press the gear icon, then press "*Block*." If you would like to delete a friend from your contacts, press "*Delete*."

For more information please read our Privacy Policy here: (*www.snapchat.com/privacy*).

SAFETY

Under <u>no circumstances</u> is it okay to create, send, receive, or save a sexually explicit image of a minor (under federal law, a person under the age of 18 is considered a minor). It does not matter what the purpose or motive is, the willingness of the participants, or the age of the recipient. **It is extremely important that Snapchat not be used in this manner and parents are strongly encouraged to educate their minor on this subject.**

If you have knowledge of, or are in possession of a sexually explicit image of a minor; contact your local law enforcement for assistance and contact Snapchat to let us know (see below for details).

It is illegal in the United States to send a sexually explicit image to a minor or for an adult to sexually solicit a minor; any such incidents should be reported to your local law enforcement and to Snapchat (see below for details).

Advise your teen on the warning signs of someone pressuring them, pushing their boundaries, or doing things that make them uncomfortable. Let your teen know who the adults are in their life whom they can confide in.

Although some Snapchat messages are designed to disappear from the app in 10 seconds or less, a recipient can save any message by using tools not provided by the app (such as by taking a screenshot or by taking a picture with a separate camera). Also, the app itself allows Chat messages to be saved within the app by either party.

Snapchat attempts to detect when recipients take a screenshot and sends a notification to the sender, when possible.

As with any online service, one should always "think before you send" and consider the trustworthiness of the intended recipient(s) before choosing to share an image, video, or message with them—if it's too sensitive to risk someone else seeing it, then it shouldn't be sent!

If you receive a bullying, abusive, or otherwise unwanted message, do not respond to it—responding may encourage further messages. Instead, you should block the user and/or change your privacy settings to prevent future contact from the individual (see 'Privacy' section above). If you believe the sender's behavior is unlawful, contact your local law enforcement for assistance.

DIGITAL CITIZENSHIP

Help others. Ask friends who use Snapchat and make sure they know about the privacy settings and safety information.

Think before you send. How will your message make the other person feel? Would you be upset, embarrassed, or get in trouble if they showed it to someone else? If you feel like you're taking a risk or doing something that makes you even a little bit uncomfortable—stop what you're doing and don't send the message.

Have fun. Snapchat is supposed to be fun. If you're not having fun or if you're ruining someone else's fun, *you're doing it wrong* and you should re-think what you're doing.

SHOULD I USE SNAPCHAT WITH MY TEEN?

Yes! Snapchat is not just for teens—Snapchat users include parents, grandparents, and adults of all ages. Snapchat is an easy and fun way for families to stay in touch.

Snapchat also provides delivery confirmation for messages sent, letting you know if your message has been delivered and when it has been opened.

WHAT DOES SNAPCHAT COST? DO I NEED A DATA PLAN?

The Snapchat application is free to download and install. If your device is using WiFi to connect to the Internet, you may not experience any additional cost for usage. Otherwise Snapchat uses the data plan that you purchase with your device. If your data usage exceeds what is allotted by your data plan, you could be subject to additional fees by your carrier.

There is no monthly fee for using Snapchat and Snapchat does not charge users to use the app. However, standard text messaging fees apply for mobile number verification. Some mobile number verification text messages are sent from a U.S. number - if you are located outside of the United States, your service provider may charge you an international SMS fee. Please contact your mobile service provider with any questions regarding your bill.

IS IT POSSIBLE TO SAVE SNAPCHAT MESSAGES?

Before transmitting a Snap, the sender is able to save a copy of the image or video to his or her photo gallery. After sending a Snap, the sender can no longer view it through the Snapchat app. Snaps posted to a user's Story can be viewable for up to 24 hours.

Although some Snapchat messages are designed to disappear from the app in 10 seconds or less, Chat messages may be saved by either party. To save parts of a Chat conversation, users can tap the message (text or photo) or they can take a screenshot. Otherwise, when users leave the Chat, messages viewed by both parties will be cleared from the screen.

Please note that anyone can take a picture of a message using a device's built-in "screenshot" feature, by taking a picture with a second device, or by other means. Snapchat attempts to detect if a recipient takes a screenshot, and notifies the sender when possible.

CAN I RETRIEVE, COPY, OR INTERCEPT MESSAGES MY TEEN HAS SENT OR RECEIVED?

In most cases, once the recipient has viewed a message, it is automatically deleted from Snapchat's servers and cannot be retrieved.

Snapchat is unable to provide parents with access to their children's messages.

Parents wishing to monitor the messages their teen receives through Snapchat should instruct their teen not to open Snapchat messages until they are able to view them together.

For more details please see the Snapchat Privacy Policy: https://www.snapchat.com/privacy

HOW CAN I DELETE MY TEEN'S ACCOUNT OR PREVENT HIM OR HER FROM USING SNAPCHAT?

To delete a Snapchat account, go to: https://support.snapchat.com/delete-account.

Deleting an account is permanent and cannot be reversed. However it is possible to create a new account from the same device.

If you wish to delete your teen's Snapchat account and are unable to compel them to divulge or enter their password, you may submit a deletion request to Snapchat by completing the form located at *http://www.snapchat.com/static_files/deletion_request.pdf*.

On iOS devices, one can delete Snapchat and use built-in parental control settings to restrict the ability to install new applications. One can also access the device's AppStore account to monitor which applications are installed. For more information, see: *http://support.apple.com/kb/HT4213*

On Android devices, one can control which applications are installed by accessing the device's Google Play account at *http://play.google.com*. There are also a variety of third-party parental control applications available through the Google Play marketplace. Some of these applications may be useful for restricting or preventing access to Snapchat. But every application is different and Snapchat makes no claims as to their quality or effectiveness.

WHAT CAN I DO IF MY TEEN HAS RECEIVED AN INAPPROPRIATE OR UNWANTED MESSAGE?

If your teen has received an unwanted message, instruct him or her not to respond to it because responding may encourage further messages. Instead, he or she should block the user and/or change the privacy settings to prevent future contact from the individual (see '*Privacy*' under the '*What does my teen need to know about using Snapchat?*' section of this guide).

If your minor child has received a sexual solicitation by an adult or a sexually explicit message and you believe a crime has been committed, please contact your local law enforcement. Also, please inform us of the incident by going to https://support.snapchat.com/co/inappropriate or by sending an email to *safety@snapchat.com*. Be sure to include:

> The nature of the message
> Time and date the message was sent
> Sender's username
> Sender's approximate age (if known)
> Username of your child's account that received the message
> Age of the child who received the message

WHAT SHOULD I DO IF I BELIEVE MY MINOR CHILD HAS BEEN SENDING SEXUALLY EXPLICIT MESSAGES?

In addition to whatever reprimand you feel is appropriate for the situation, we recommend informing your child of the criminal nature (under U.S. law) of recording, sending, or receiving sexually explicit images of a minor (even self-portraits and even to/from other minors).

If necessary, refer to the '*How can I delete my teen's account or prevent them from using Snapchat?*' section of this guide as well.

CONTACTING LAW ENFORCEMENT AND ASSISTING WITH INVESTIGATIONS

If you believe that you or your child have been the victim of a crime that involved the use of Snapchat, please contact your local law enforcement for assistance.

With the right legal process from law enforcement, Snapchat is often able to preserve evidence, provide identifying information, and cooperate with investigations.

It is important to note that once a Snap has been viewed, it is usually impossible for Snapchat to retrieve a copy of its contents, even for law enforcement. If you wish to preserve evidence of the on-going receipt of illicit messages, leave the messages unopened and contact law enforcement. Unopened messages will expire after 30 days, but before that, they can typically be retrieved by law enforcement.

Please let the investigating officers know that they can contact Snapchat via email at lawenforcement@snapchat.com.

ADDITIONAL RESOURCES

The Snapchat Support Team are fans of these resources, but Snapchat is not affiliated with them and is not responsible for their content.

NETSMARTZ WORKSHOP

Resources provided by the National Center for Missing and Exploited Children
http://www.netsmartz.org

NATIONAL CENTER FOR MISSING AND EXPLOITED CHILDREN'S CYBERTIPLINE

Report child exploitation crimes to NCMEC for referral to law enforcement
http://www.cybertipline.org

A PLATFORM FOR GOOD

A project to help parents, teachers, and teens to connect, share, and do good online.
http://www.aplatformforgood.org/

CONNECT SAFELY

An Online Safety Resource for Parents, Teens, and Educators
http://www.ConnectSafely.org