From: Raymond Pollum
To: Claudia Ortega
Subject: Re: La Mesa PD
Date: Wednesday, January 02, 2019 10:28:35 AM

Good Morning Claudia, Yes we would like to move forward and are anxious to get started. I know the following might seem petty, but your insertion of the word "initial" in the press release section of the MOU is causing the hold up. My suggestion would be to remove it, or you can use the alternate language provided below:

> *The parties shall agree to a joint press release to be mutually approved by the parties. Neither party may use the other party's name, logo, or likeness in any advertising or press release without prior written approval of the other party. Notwithstanding the foregoing, Ring shall be permitted to provide in-app alerts to Ring Neighbors announcing Agency's participation in the Neighbors App.*

Either way, if one of these works for you, lets get it executed and get 2019 off to a productive start.

Regards, Ray

--
Raymond Pollum
Vice President of Neighborhood Sales

1523 26th St
Santa Monica, CA 90404

ray@ring.com
(949) 690-6979 Mobile

As seen on:
Fortune Magazine- Meet Ring, the connected doorbell company that just scored Richard Branson as an investor
Time Magazine's Top 10 Gadgets
The Truth About Daytime Burglaries
TechCrunch Product Review
ABC's Shark Tank (password: doorbot)
Ring Partners With LAPD To Reduce Crime In Wilshire Park

On Thu, Dec 27, 2018 at 5:29 PM Claudia Ortega <cortega@ci.la-mesa.ca.us> wrote:

> Hi Ray,
>
> I hope you had a great Christmas!
>
> I wanted to touch base with you and see if we are ready to move forward.

Best Regards,

Claudia

From: Raymond Pollum [mailto:raymond.pollum@ring.com]
Sent: Tuesday, December 11, 2018 5:57 PM
To: Claudia Ortega
Subject: Re: La Mesa PD

Waiting. Literally watching my inbox. The minute I have it, you'll have it. Sorry for the delay. Ray

--

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On Tue, Dec 11, 2018 at 6:10 PM Claudia Ortega <cortega@ci.la-mesa.ca.us> wrote:

> Hi Raymond,
>
> Just following up, did you get the new language?
>
> Best Regards,
>
> Claudia
>
> **From:** Raymond Pollum [mailto:raymond.pollum@ring.com]
> **Sent:** Friday, December 07, 2018 8:49 AM
> **To:** Claudia Ortega
> **Subject:** Re: La Mesa PD
>
> Claudia, Here's the intel. The change you made on the MOU, in my opinion, simply defines better what that sentence says. Unfortunately, we've had a couple of agencies go off script on subsequent press releases (some which did damage by incorrectly stating LE's access to video, rather that LE's ability to request video in a permission based environment). Anyway, we are now expanding that section to include initial and ongoing as far as needing sign off by both parties.
>
> Here are the two option I can provide this morning.
>
> 1. Just change the modification back to the original and I'll get it signed and back to

you.

2. Wait (should be Monday) for the new language that covers initial and ongoing.

Sorry for the delay. Feel free to call if you have any questions.

Ray

--

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On Thu, Dec 6, 2018 at 2:12 PM Claudia Ortega <cortega@ci.la-mesa.ca.us> wrote:

> Hi Raymond,
>
> I hope all is well. I wanted to follow up with you. Do you need anything from our end to move forward?
>
> Look forward to hearing from you.
>
> Best Regards,
>
> Claudia
>
> **From:** Raymond Pollum [mailto:raymond.pollum@ring.com]
> **Sent:** Tuesday, November 27, 2018 7:16 PM
> **To:** Claudia Ortega
> **Subject:** Re: Call Tomorrow Pushed to 3:00pm??
>
> Hi Claudia, Sorry for the delay. I did get some pushback on the press release language that I'm working through. I meet with legal on Friday and will plead my case then (and update you shortly thereafter).
>
> The issue is not so much the modification of the language, its a concern that we (Ring) is excluded from the messaging beyond the initial release. We may have to insert something along the lines of "any press will be mutually agreed upon by both parties"

type language added.

Again, I'll have an answer on Friday and will connect with you then.

Regards, Ray

-

Raymond Pollum

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On Mon, Nov 26, 2018 at 3:00 PM Claudia Ortega <cortega@ci.la-mesa.ca.us> wrote:

Hi Raymond,

I hope you had a great Thanksgiving. I just wanted to follow up with you since we last spoke. I know we mentioned setting up a time with your PR Representative. Let me know if you need anything from our end.

Best Regards,

Claudia

From: Claudia Ortega
Sent: Tuesday, November 20, 2018 2:37 PM
To: 'Raymond Pollum'
Subject: RE: Call Tomorrow Pushed to 3:00pm??

Hi Raymond,

Please find the signed MOU attached.

Best Regards,

Claudia

From: Raymond Pollum [mailto:raymond.pollum@ring.com]
Sent: Monday, November 19, 2018 5:10 PM

To: Claudia Ortega
Subject: Call Tomorrow Pushed to 3:00pm??

Claudia, I'm sorry, I'm actually booked at 2:00pm tomorrow, so I'll be sending an invite for 3:00pm. I hope that is ok.

As to the purpose, we actually just need the returned MOU to get the process started and to get you scheduled for an onboarding. That said, there are a few key stake holders who should be briefed on the program and then attend the onboarding/training. These are:

1. Investigative POC - Generally a detective who will be your resident expert when the department wants to send a video request. This person will be trained on best practices for ensuring the maximum participation and sharing of video.

2. Social Media POC - The person(s) in the department who manages comments on Facebook, Twitter, NextDoor, etc.

3. Neighbors Feed POC - If different from #2

4. Community Relations POC - The person(s) who interfaces with the community at events, HOA meetings, Neighborhood Watch meetings, etc.

It would be ideal to have them on our call tomorrow, but essential to have them present at the onboarding. Again, involvement by each of these groups is essential for active community participation (specifically on video requests).

Hope to speak with you tomorrow.

Ray

--

Raymond Pollum

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