

## Web 2.0 / SOCIAL MEDIA WEBSITES

### Legal Policies and IP Protection

Social Media Site Name	Dailymotion
Link to Home Page	<a href="http://www.dailymotion.com/us">http://www.dailymotion.com/us</a>
Site Description	<p>Dailymotion is a video-sharing website that was launched in March 2005. As of November 2012, Dailymotion attracts more than 116 million unique monthly visitors.</p> <p>Based in Paris, France, Dailymotion allows users around the world to upload, share, and view videos. The website is second only to YouTube in the dissemination of user-created video content. Content creators on the site are split into “Motion Makers,” who are individuals registered to upload content, and “Office Users,” which are corporations including record labels, film studios, and political parties. Dailymotion was also the first video sharing website to introduce video fingerprinting technology for tracking and blocking copyright infringing videos.</p> <p><a href="http://en.wikipedia.org/wiki/Dailymotion">http://en.wikipedia.org/wiki/Dailymotion</a></p>
Link to Web Site Terms of Use	<p><a href="http://www.dailymotion.com/legal/terms">http://www.dailymotion.com/legal/terms</a> (Dailymotion Terms of Service)</p> <p><a href="http://www.dailymotion.com/legal/keypoints">http://www.dailymotion.com/legal/keypoints</a> (Dailymotion Terms of Service – Key Points)</p> <p><a href="http://www.dailymotion.com/legal/motionmaker">http://www.dailymotion.com/legal/motionmaker</a> (Dailymotion “Motion Maker” Terms of Service)</p> <p><a href="http://www.dailymotion.com/legal/termsofsales">http://www.dailymotion.com/legal/termsofsales</a> (Dailymotion Terms of Sales for Purchased Content)</p> <p><a href="http://www.dailymotion.com/legal/prohibited">http://www.dailymotion.com/legal/prohibited</a> (Dailymotion – Prohibited Content)</p>

Link to Trademark Abuse/Infringement Policy	<p><a href="http://www.dailymotion.com/legal/#contract_c6">http://www.dailymotion.com/legal/#contract_c6</a> (Dailymotion Terms of Service – focus is on Copyright, but does respect all third-party intellectual property rights)</p> <p><a href="http://www.dailymotion.com/legal/termsofsales/">http://www.dailymotion.com/legal/termsofsales/</a> (Dailymotion Terms of Sales – see Article 7)</p>
Link to DMCA Notice and Take Down Policy	<p><a href="http://www.dailymotion.com/legal/copyright">http://www.dailymotion.com/legal/copyright</a> (Dailymotion Copyright Take Down Policy)</p> <p><a href="http://www.dailymotion.com/legal/#contract_c7">http://www.dailymotion.com/legal/#contract_c7</a> (e-mail address)</p> <p><a href="http://www.dailymotion.com/us/feedback/copyright/notification">http://www.dailymotion.com/us/feedback/copyright/notification</a> (online notification)</p> <p><a href="http://www.dailymotion.com/us/feedback/copyright/counternotification">http://www.dailymotion.com/us/feedback/copyright/counternotification</a> (online counter notification -requires login)</p> <p><a href="http://www.dailymotion.com/legal/contentprotection">http://www.dailymotion.com/legal/contentprotection</a> (Explanation of audio and video fingerprinting to protect against copyright infringement)</p>
Web Address for Complaints/Link to Online Forms for Take Down Request	<p><a href="http://www.dailymotion.com/legal/copyright">http://www.dailymotion.com/legal/copyright</a></p> <p><a href="http://www.dailymotion.com/us/feedback/copyright/notification">http://www.dailymotion.com/us/feedback/copyright/notification</a></p>
Link to Repeat Infringer Policy	<a href="http://www.dailymotion.com/legal">http://www.dailymotion.com/legal</a>
Link to Other Take Down Policies (Defamation, etc.)	Each video has its own “Report - this video may offend” button. See FAQ: <a href="http://www.dailymotion.com/us/faq#report_abuse">http://www.dailymotion.com/us/faq#report_abuse</a>
Link to Advertising/Promotion Guidelines	Not available online. All advertisers must contact Dailymotion through: <a href="http://advertising.dailymotion.com/?page_id=41">http://advertising.dailymotion.com/?page_id=41</a>
Link to User Name	No specific policy. However, account “nickname” is a portion of user content. Terms of

Registration Policy	<p>service place liability on user.</p> <p><a href="http://www.dailymotion.com/legal/#contract_c6">http://www.dailymotion.com/legal/#contract_c6</a></p>
Link to User Options/Page Creation, Etc.	<p><a href="http://www.dailymotion.com/profile">http://www.dailymotion.com/profile</a> (Basic User Information - requires login)</p> <p><a href="http://www.dailymotion.com/profile/personalinfo">http://www.dailymotion.com/profile/personalinfo</a> (User Contact Information - requires login)</p> <p><a href="http://www.dailymotion.com/upload">http://www.dailymotion.com/upload</a> (Uploading Video - requires login)</p> <p><a href="http://www.dailymotion.com/factory/videowall">http://www.dailymotion.com/factory/videowall</a> (Creating a Video Wall)</p>
Link to Site Privacy Policy	<a href="http://www.dailymotion.com/legal/privacy">http://www.dailymotion.com/legal/privacy</a>
Other Contact Information	<a href="http://www.dailymotion.com/fr/feedback">http://www.dailymotion.com/fr/feedback</a>
Hints and Tips	<p>While record labels and movie studios may become “Official Users,” Dailymotion does not allow other companies/brands to set up free accounts and use that moniker. However, Dailymotion will allow brands to use many of the same abilities as “Official Users” by becoming an “Official Partner,” as explained:</p> <p><a href="http://www.dailymotion.com/us/content/official">http://www.dailymotion.com/us/content/official</a></p> <p>Users may also create or join groups, which are then shared at a URL such as <a href="http://dailymotion.com/group/[GROUPNAME]">dailymotion.com/group/[GROUPNAME]</a>.</p>
Additional Comments	
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