

Web 2.0 / SOCIAL MEDIA WEBSITES

Legal Policies and IP Protection

Social Media Site Name	Vimeo
Link to Home Page	http://www.vimeo.com
Site Description	<p>Vimeo is both a video-sharing and video-hosting website, founded in November 2004. As of December 2013, Vimeo attracts over 100 million unique monthly visitors, with approximately 15% of user access coming from mobile devices. As of February 2013, Vimeo approximately accounted for 0.11% of internet bandwidth (right behind YouTube and Facebook).</p> <p>Based in New York, Vimeo is geared toward two different markets. Content creators join as “standard,” “plus,” or “pro” users. “Standard” and “Plus” users may publish their films and videos to vimeo.com end-users, and may take advantage of community features such as groups, commenting, and tagging. What sets Vimeo apart from other video-sharing websites is that it will only allow banner advertising, and does not permit any commercial videos through its video-sharing site. “Plus” users must pay for the service, but get more hosting space and see no banner ads. Businesses may become “pro” account holders, but Vimeo limits these users to hosting only.</p> <p>Paraphrased from http://en.wikipedia.org/wiki/Vimeo</p>
Link to Web Site Terms of Use	<p>http://vimeo.com/terms (Vimeo Terms of Service)</p> <p>http://vimeo.com/help/guidelines (Vimeo Practical and Ethical Guide)</p> <p>http://vimeo.com/vimeoapp_eula (Vimeo App End User Agreement)</p>
Link to Trademark Abuse/Infringement	No specific trademark infringement policy. Liability is placed on user:

Policy	http://vimeo.com/terms/#content_restrictions
Link to DMCA Notice and Take Down Policy	http://vimeo.com/dmca (Vimeo Copyright Take Down Policy) http://vimeo.com/dmca#offline (offline agent contact) http://vimeo.com/dmca/claim (online notification)
Web Address for Complaints/Link to Online Forms for Take Down Request	http://vimeo.com/dmca/claim
Link to Repeat Infringer Policy	VIMEO will terminate user accounts that have been the subject of three (3) separate DMCA notices. http://vimeo.com/dmca
Link to Other Take Down Policies (Defamation, etc.)	Each video has its own abuse flag. See FAQ: http://vimeo.com/help/faq/watching-videos/reporting-abuse-and-violations#how-do-i-report-abuse
Link to Advertising/Promotion Guidelines	Not available online. http://vimeo.com/about/advertisers Please contact advertising@vimeo.com for more information.
Link to User Name Registration Policy	http://vimeo.com/terms/#membership
Link to User Options/Page Creation, Etc.	https://vimeo.com/settings/profile (User Information - requires login) https://vimeo.com/settings/videos (Video upload settings - requires login)

	https://vimeo.com/upload (Uploading Video - requires login)
Link to Site Privacy Policy	http://vimeo.com/privacy
Other Contact Information	<p>https://vimeo.com/help/contact (Requires login)</p> <p>For support-related inquiries, you may send an email to support@vimeo.com. You may send notices of a legal nature to Vimeo at legal@vimeo.com or the following address:</p> <p><i>Vimeo, LLC 555 West 18th Street New York, New York 10011 Attention: Legal Department</i></p>
Hints and Tips	
Additional Comments	
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