



Educational Message Services, Inc.

Celebrating **21** Years of Narrowcasting

Terms of Use Agreement

For: PreventionPays™ Text Messaging System
2-1-1 Services

Submitted to: _____

Services Contacts:

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Educational Message Services, Inc.
1252 Devon Lane Ventura, CA 93001

This Terms of Use Agreement entered on the 1st day of _____, 2013, the commencement date of the agreement, is by and between Educational Message Services, Inc. (EMS), herein referred to as "Service Provider" and _____ (your Agency herein referred to as "End User" (EU).

WHEREAS, EMS is the sole owner of PreventionPays Text Message Services (PPTMS)

WHEREAS, EMS provides Tier 1 mobile communication aggregate services taking in all US cell phone service providers and delivers short message service, also know as "text messaging", throughout the US and Canada,

WHEREAS, End User desires Service Provider to provide a Text Message Internet-to-Mobile-to-Internet Network Platform with interoperability designed for call centers, thereby acquiring two-way capacity to reach people using cell phone service providers (US and Canada only) to both send and receive text messages, short message service (SMS),

WHEREAS, EMS agrees to perform all duties and obligations set forth in this agreement and as more fully described in attached file, Service Obligations pgs 5-6 herein, and in accordance with the terms of this Agreement,

NOW, THEREFORE, in consideration of the foregoing and the premises and covenants hereinafter expressed, the parties hereto mutually agree as follows:

1. Scope of Services

EMS will provide to EU solely for their work underway in the United States, all the means and credentials necessary to administer the PPTMS utilizing SMS short code and keywords-(selected zipcodes). (See EMS Service Obligations)

2. Ownership

EMS owns PPTMS both platform and software. EMS will grant a limited license to use the PPTMS to EU. EU will own any and all data collected or tracked pursuant to this agreement.

3. Period of Performance

This Agreement shall be effective at signing date herein and shall terminate on December 31, 2013.

4. Termination

This Agreement may be terminated by either party, with or without cause, upon thirty days written notice to the other party.

5. Confidential Information and Trade Secrets

EU and their associates, agents and employees will not at any time, in any fashion, form, or manner, either directly or indirectly, divulge, disclose, or communicate to any person, firm, or corporation, whose services or products include providing or representing entities which provide SMS services in the US or Canada, in any manner whatsoever any information of any kind, nature, or description concerning any sharing of "technical information" regarding operations of PPTMS. Technical information as referred to herein includes; verbal descriptions of system functioning, any information either verbal or visual related to or about the PPTMS user interface display and operation, representation of PPTMS capacity or programming features, and method of data management.

Time period for this section expires 8/2015

EMS does acknowledge and appreciates that sharing general information collected in PPTMS data summary reports and supports the sharing of report information amidst 501(C)(3) organizations and/or government agencies. EMS expressly does not permit EU or their associates sharing any information whatsoever with

Initials _____

other groups, companies or agencies offering SMS or Text Messaging as a commercial service.

The parties hereby agree that, as between them, the foregoing matters are important, material and confidential, and gravely affect the effective and successful conduct of the business of Educational Message Services, Inc, and its goodwill, that any violation of the terms of this section is a material breach of this agreement.

6. Protection of Property Physical and Intellectual

The uses PPTMS considered in this agreement are limited to the scope and work defined herein and stated. Any other use by EU is not granted, implied or permitted without express written consent of EMS. Any breach will be prosecuted to the full extent of the law.

The parties identified herein support promotional efforts and activities concerning PPTMS. EU shall determine as to the manner and/or scope of how to promote efforts and activities of EMS and/or PPTMS, including and without limitation, the use of EMS or PPTMS in print material, news releases, publications, articles and electronic media as supporting this contract. EMS reserves the right to approve any uses of EMS name or logo including but not limited to PreventionPays Text Messaging Service (PPTMS). EMS must authorize in writing approved uses of promotional or informational materials prior to any distribution of any materials containing EMS logos, name, service marks, or trademarks.

7. Relationship of the Parties

The parties agree that in performing their responsibilities under this agreement they are in the position of independent contractors. As such EU is not entitled to or covered by EMS's benefits including medical, dental, unemployment or pension benefits. Nothing contained herein shall be construed to imply a joint venture relationship or partnership relationship between EU and EMS. EU does not retain the right to control and direct EMS as to details and the means by which assignments are accomplished.

8. Assignments and Delegation

Neither party shall assign license or encumber this Agreement nor any rights, duties or obligations hereunder to any other person/or entity without express prior written approval of the other party.

9. Arbitration and Remedies

In the event of any dispute under the terms of this Agreement, the following rules shall apply:

- A. Any Dispute shall first be submitted to mediation with a mediator selected jointly by the parties.
- B. If the parties are unable to settle the dispute through mediation, then any controversy or claim arising out of or relating to this Agreement or any agreements or instruments relating hereto or delivered in connection herewith, or arising out of or relating to any aspect of the past, present or future relationships of the parties hereto, but including any claim based on or arising from an alleged tort seeking money damages as a remedy, shall, at the request of any party, be determined by binding arbitration in accordance with and under the rules of the American Arbitration Association. Judgment upon the award rendered by the arbitrator may be entered in any court having jurisdiction.

EMS shall be entitled to specific performance and injunctive or other equitable relief as a remedy for any noticed breach of this agreement. including but not limited to customary attorney's fees as may be assessed in any litigation, legal preparation, discovery, process actions or services as provided by accredited legal council retained by EMS for any matters related to this agreement. Such remedy shall not be deemed to be the exclusive remedy but shall be, in addition to all other remedies listed herein, available at law or equity to EMS.

10. Entire Agreement

This agreement contains the entire agreement between the parties concerning the subject matter of this Agreement. It supersedes all negotiations, statements, promises, or understanding, if any, made prior to the execution of this Agreement. Any such negotiations, promises, or understanding shall not be used to interpret or modify this Agreement.

11. Agreement – Personal

Nothing in this Agreement, whether expressed or implied, is intended to confer any rights or remedies under or by reason of this Agreement on any person other than the parties to it and their respective successors and assigns, nor is anything in this Agreement intended to relieve or discharge the obligation or liability of any third persons to any party to this Agreement nor shall any provision give any third person any right of subrogation or action over or against any party to this Agreement.

12. Notices

All notices, requests, demands and other communications shall be given in writing and shall be deemed to have been duly given on the date of service if served personally on the party to whom notice is to be given, or if served by facsimile or email on the date on which it is sent, or on five (5) days after mailing if mailed to the party to whom notice is to be given, by certified first class mail, postage prepaid, and properly addressed as herein follows:

Service Provider: Educational Message Services, Inc. 1252 Devon Lane Ventura, California 93001 tom@emsmail.org	Client: EU Address

Any party may change its address for purposes of this Agreement by giving the other party written notice.

13. Amendment

This agreement may be amended only by a written document signed by each of the parties hereto. This Agreement may be executed simultaneously or in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same agreement.

14. Limited Liability

With regard to the services to be performed by EU pursuant to the terms of this Agreement, EMS shall not be liable to EU, or to anyone who may claim any right due to their relationship with EU for any acts or omissions in the performance of the services on part of EU.

15. Due Authorizations

Both EU and EMS represent and warrant that they have the full right and authority to enter into this Agreement and to perform all of their respective obligations hereunder.

16. Compliance with State and Federal Law

EU agrees to comply with all state and federal laws applicable to it

17. Governing Law

This Agreement shall be construed in accordance with the laws of the State of California, without regard to its conflict of laws principles.

Initials _____

18. Federal Assurances and Standards

EMS requires users of PPTMS be certified in operational methods and as such affords assurances and protects parties using text messaging for health and safety programs and as desired. Changes may occur due to limitations and rules as published by agencies with control and authority regarding telecommunications as referred to herein as; Short Message Services and as otherwise referred to as Text Messaging, in the United States of America and Canada.

EMS privacy policy assures that PPTMS data and information remains strictly private and is not shared outside of the parties mentioned herein in any manner whatsoever.

EMS's operation of PPTMS follows all Federal Communication Commission's Customer Proprietary Network Information (CPNI) rules together with the California Online Privacy and Disclosure Act.

EMS is in compliance with HIPAA guidelines serving to assure safe information gathering, processing and archiving. PPTMS system uses 128-bit Secure Socket Layer (SSL) encryption to secure all data being transmitted to and from the system/website. Confidential information will not be stored on the hardware in use in client settings. PPTMS and the data transmitted by the software is stored on a dedicated server platform which is owned by EMS and located in a secure Data Center facility, which is temperature controlled, with internal systems analysis and self-auditing procedures.

EMS wholly owns PPTMS and provides that gathered information is not subject to any other ownership privileges by any company, agency or individual. PPTMS employs safeguard encryption and security protocols to protect any information and/or data from unauthorized access.

EMS follows the guidelines as outlined by the Common Short Codes Administration and uses TIER 1 aggregators as mobile communication partners. EMS, through its affiliations, offers access to all mobile carriers in the United States and Canada and is committed to adding/provisioning new carriers as they become available.

I hereby accept the terms and conditions as detailed in this contract for services

Date: _____

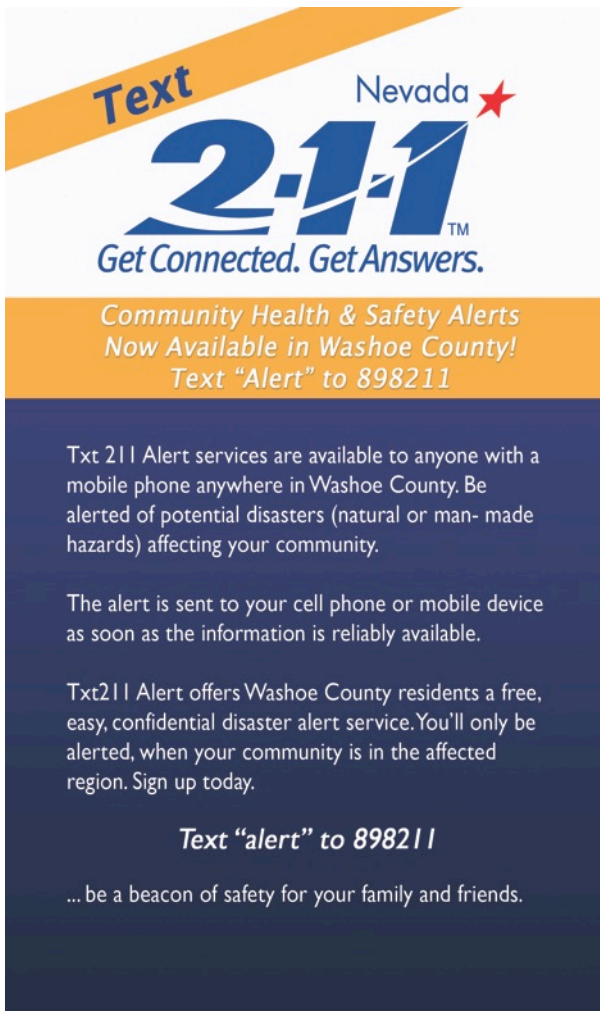
 EU

Date: _____

 Educational Message Services, Inc.

Initials _____

EMS' Service Obligations to Participating Sites



Educational Message Services (EMS) will provide access to PreventionPays Text Message System (PPTMS) for unlimited uses during the term of this contract to EU.

EU will acquire web to text and text to web interoperability with all PPTMS features and capacity. Including all 2-1-1 Services.

EMS obliges to provide for any number of workstations and users as may be selected by EU during the term of this agreement. This includes but is not limited to all technical support for set up and on going operational uses.

EMS provides 24/7 technical support and guaranteed safe service and data protection.

EU will have access to all EMS' associated program data and resources.

EMS will provide to EU, solely for their work underway in the United States, all the means and credentials necessary to administer the PPTMS utilizing SMS short code and keyword

Example: Keyword to Shortcode
2-1-1 wallet card

Initials



Text your 5-digit zip code to TXT211 (898211)

Txt 211 services are available to anyone with a mobile phone anywhere in Nevada. Text us for help finding food, shelter, childcare, medical referrals, after-school programs, or care for an aging parent.

It's simple. Text your zip code for information or a referral today. For example...

Your Text: 89702

Txt211: Hi, how can I help you?

Your Text: I'm looking for childcare

Txt211: No problem, that's why we're here. One minute, while I check our database...

Your Text: Thanks!

Txt211: Looks like there's an afterschool program that's free, from Noon-5 daily, would you like the address?

Your Text: Yes, thank you.

EMS will provide training on PPTMS uses for selected individuals as identified by EU

EMS will certify individuals on all PPTMS uses as outlined herein.

EMS will provide on-going operational and spot training to EU as may be requested.

EMS will provide EU with unlimited text messages on a monthly basis solely for purposes described herein and as referred to as crisis intervention or direct follow up with individuals.

EMS will provide the short code 898211 and keywords **(all selected zip codes plus ACA)** for uses by EU

Key FAQs 898211 Services

(txt)

The Shortcode “898211” is provisioned with every mobile carrier in the US and Canada. 898211 is provisioned to function in two ways, as 211 related I&R and 211 Related Disaster Alerts.

There are very specific guidelines for provisioning a shortcode with carriers. Carriers want to know the exact ways in which a shortcode is to be used with their clients. 898211 is provisioned as a “standard to end user”¹ public service shortcode and is registered with the Common Shortcode Administration as an alternative mode of communication for individuals seeking 211 services.

Not all mobile phones are able to call 211, but every mobile phone can send a text to 898211 (898211 is currently provisioned with every major and minor cell phone carrier in the US and Canada).

For many underserved populations, text is their only connection to social services. (See UK Report: Inclusion Through Innovation)

Routing and Territories is an ongoing concern for 211. 898211 makes routing simple. Each site is responsible for a specific set of zip codes, which in most cases, mirrors the structures already in place under 211 and United Way funding mechanisms.

Overlap and Duplicate Responses – in border regions 898211 allows for double coverage but without the hassles of end users getting two different operators for the same request. Once a shared communication site begins the communication, the text becomes solely their responsibility, thus preventing more than one responder from answering each inquiry.

Advocating for Policy Change – 898211 increases 211’s ability to reach more individuals, particularly, groups that cannot be reached by any other method. A primary aim of 211 is to provide support to anyone, anywhere, with the same quality of service across all sites. Text messaging is the most versatile, durable and consistent form of communication. Even when web and telephonic services are down, text messages survive the most devastating disasters, e.g. Haiti and Japan. And if they experience a delay, the message is not destroyed, lost, or damaged. It’s stored in limbo, and resumes it’s path, once the obstruction is cleared or the issue resolved. SMS was originally created for the armed services, a small, simplistic set of characters sent and received in the most war-torn regions, a more reliable alternative to short wave radio, CB, web, or telephonic devices.

898211 is registered as a 211 related service, and is bound by MMA (Mobile Marketing Association) and carrier guidelines to always function according to two levels of service: Two-way I&R support and One-Way Disaster Alerts.

¹ Shortcodes are either Free to End User, as is PPTMS, (where user only pays their standard rates per their text plan with their carrier) or Tariff-based where end user is charged additional fees for the service,

898211 Services include the following Features/Functionality :

- 898211 is a secure, web based, highly customizable service
- Total coverage for all mobile phones in your service area (all zip codes provisioned for 211 services have been preconfigured on the 898211 shortcode and database; zip codes are activated when we contract with your site)
- Create, manage responder profiles for unlimited number of staff/volunteers
- Administrative controls can customize staff profiles/limit access to features
- Site and data hosted and maintained on a secure server, kept under lock and key in a server hosting facility offering climate controlled co-location services
- Fully confidential; meets HIPAA and MMA Guidelines
- System configured to interpret create text in alternate languages
- IM style messaging prioritized according to time received
- Point and click text message authoring
- Secure database provides storage/retrieval of all incoming/outgoing messages, user information/notes, pertaining to 898211 related services
- Send group messages according to date/time (as designated by response to triage questions, and database configuration, including zip codes, or any other keywords used under the 898211 program services)
- Ability to create and deliver ad-hoc TXT message surveys/triage and assign to specific groups
- Gather and store data, instantly available for analysis under same application
- Customize keywords, and monitor traffic associated with each word
- Supports multiple sites/responders to manage same traffic with unique messaging "assignments" with ability to reassign as needed
- All interactions with the system are logged, and discrete, w/ comprehensive reporting
- Administrative blocking of specific numbers, i.e. prank text messages
- Inquiries grouped according mobile phone number and zip code, date/time of encounter with option to add name, email address, referral, notes.
- Multiple access points to opt in to SMS network: Direct Mobile Opt In, Manual Web Opt In, and Invitation Based Opt-in from lists