



Neighbors App by Ring + Local Law Enforcement



Key Talking Points

- The Marseilles Police Department is excited to join the Neighbors app by Ring as a new way to provide real-time crime and safety information to our community.
- Ring launched the Neighbors app in May of 2018 as a free way for community members and local law enforcement to share real-time local crime and safety information whether or not they own a Ring device.
- The Neighbors app network has millions of users across the nation and has already been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.
- **Marseilles residents can text [marseillespd](tel:555888) to 555888 from their smartphone and instantly the Neighbors app for free on iOS and Android.**
- Once downloaded, residents can join their digital neighborhood and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive regional safety alerts from their neighbors, local law enforcement and the Ring team - all in real time.
- **Through partnering with Neighbors by Ring, Marseilles Police Department will be able to:**
 - Send alerts to Neighbors about local crime and safety incidents in the area in real-time.
 - Request information about local crime and safety situations from Neighbors who opt-in to sharing for a particular request.
 - Work together with the local community to build trust and make neighborhoods safer.
- **Like other social media sharing platforms, our participation on the Neighbors app is not meant to replace 911.** If residents see a crime occur they are encouraged to immediately report the incident through official department channels.
- **All tips shared via Neighbors are anonymous unless residents choose to identify themselves,** as anonymous tips are an important tactic already used to solve crimes.
- **This does not grant law enforcement access to cameras or user data.** Law enforcement can only view content posted by users to the Neighbors app or that they have decided to share with us directly in response to a specific request.
- **You do not need to own a Ring device or any other home security system in order to download and use the Neighbors app.** Local residents are encouraged to download the free Neighbors app in order to keep up with real-time crime and safety updates and participate in the digital neighborhood watch straight from their smartphones.



Reactive Q&A

Neighbors & Law Enforcement Partnerships

- **What is the partnership benefit?**
 - The Neighbors app lets you easily share and communicate with your neighbors about crime and safety so you have real-time, local crime data at your fingertips. The Neighbors app facilitates communication between neighbors, which is a crucial element of crime prevention.
- **How is Neighbors different from other platforms / Apps?**
 - Neighbors is about crime and safety only.
 - Residents must verify location in order to post / comment.
 - All users post anonymously (like a tip line)
 - Law Enforcement can view what residents are sharing, engage the public in their investigations and provide residents with hyper-local crime and safety information.
 - **Neighbors features allows it to function as a true digital neighborhood watch.**
- **Is law enforcement able to access user data or cameras through Neighbors?**
 - No user data, or even the existence of a camera at a specific location, is shared without prior consent of the device owner. Law enforcement can only see posts that users share publicly; they do not have access to users' devices, video or data.
- **Why is law enforcements participation on the app useful?**
 - Neighbors enables the Marseilles Police Department to:
 - Share important crime and safety updates with local communities in real-time.
 - Request information about local crime and safety situations from Neighbors who opt-in to sharing for a particular request.
 - Work together with the local community to build trust and make neighborhoods safer.
- **Does the Neighbors app collaborate with other apps like Facebook and NextDoor that get used by neighborhoods?**
 - Yes, Neighbors posts are shareable with other major social platforms. We encourage users to share crime posts to build awareness of local incidents and help identify criminals acting in the area.
- **Can only Ring videos be shared on Neighbors?**
 - No. All videos, images, and text can be uploaded and posted to Neighbors. Videos from all cameras can be uploaded.
- **How does Ring Neighbors work with law enforcement? How much access does law enforcement have to my Ring device? If any?**
 - Neighbors users can choose whether to share their Ring videos with law enforcement in the app.
 - Law enforcement can view the publicly available content in the Neighbors app and request content from Neighbors in a certain area and time range where an incident may have occurred. If law enforcement is interested in seeing a certain video, Ring will ask the user if he/she is willing to share footage with law enforcement. The police do not have a way to contact users outside of the app, which keeps identities hidden.
- **How many agencies have partnered with the Neighbors App?**
 - Dozens of agencies nationwide have joined the Neighbors App and are currently using it to engage with their communities.