

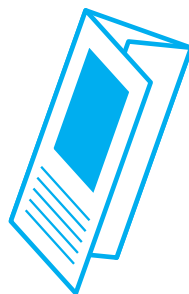
# TAHOE DONNER<sup>SM</sup> COMMUNICATION

## PRINT



**6,000**

COPIES OF  
**TAHOE DONNER NEWS**  
MAILED EACH MONTH



**500-2,000**

**WEEKLY ACTIVITY GUIDES**  
DISTRUBUTED DURING  
SUMMER MONTHS AND  
HOLIDAYS

**1K-2K**

DISTRIBUTED AT SELECT AMENITIES AND  
RESTAURANTS, PLUS SELECT LOCAL BUSINESSES

including various real estate offices  
and the Truckee Chamber of Commerce

## E-BLASTS



**26,000**

TOTAL EMAIL SUBSCRIBERS



**1,400**

DINING



**5,300**

CROSS COUNTRY SKIING



**3,500**

GOLF



**9,400**

DOWNHILL



**5,700**

MONDAY MEMBER NEWS



**4,600**

WEDNESDAY WEEKLY NEWS



**5,500**

SPECIALTY E-BLASTS\*

E-BLASTS HAVE A COMBINED



**38.7%** OPEN RATE



**4.1%** CLICK RATE

\*including kids programs, season passholders, and foretees

## #SOCIALMEDIA



FACEBOOK

**13,200 FANS** 44% INCREASE OVER TWO YEARS



TWITTER

**2,900 FOLLOWERS** 46% INCREASE OVER TWO YEARS



INSTAGRAM **1,300 FOLLOWERS**



NEXTDOOR **2,000 NEIGHBORS**

OVER

**19,400**

TOTAL FOLLOWERS

## ENGAGEMENT GROWTH

2015 TO 2016 | COMMENTS, LIKES, SHARES



**11% GROWTH**



**36% GROWTH**

## WEBSITE TRAFFIC

BASED ON A THREE MONTH PERIOD



**857K** PAGE VIEWS



**303K** SESSIONS



**2** MINUTES **17** SECONDS  
AVERAGE SESSION TIME



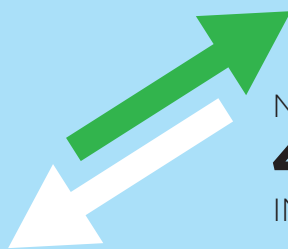
**142K** USERS

# TAHOE DONNER<sup>SM</sup> COMMUNICATION

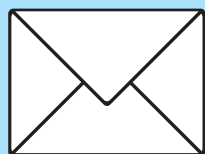
## MEMBER SERVICES



**70** LIVE CHATS  
PER MONTH



NEARLY  
**450** DEED TRANSFERS  
IN 2016



OVER  
**600** EMAILS ANSWERED  
PER MONTH



NEARLY  
**12K** CUSTOMERS ENGAGED  
ANNUALLY OVER PHONE

## COMMENT CARDS

OVER  
**14,000**

COMMENT CARDS  
RECEIVED SINCE 2012

AVERAGE NET PROMOTER SCORE



## FORESTRY

AVERAGE OF

**900**



WRITTEN COMMUNICATIONS  
TO MEMBERS REGARDING FOREST  
HEALTH AND DEFENSIBLE SPACE

### MEETINGS WITH INDIVIDUAL OWNERS



**500** PROPERTIES PER YEAR  
DEFENSIBLE SPACE PROGRAM

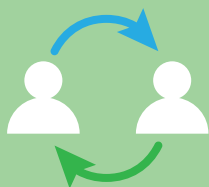


**450** PROPERTIES PER YEAR  
TREE ADVICE AND PERMITS



**330** PROPERTIES INSPECTIONS PER YEAR  
REGARDING SELLING AND DEFENSIBLE SPACE

## ARCHITECTURAL STANDARDS



**375** AVERAGE NUMBER  
OF INDIVIDUAL INTERACTIONS  
WITH MEMBERS FOR IMPROVEMENT  
PROJECTS PER YEAR  
including an average of 33 new homes per year

OneStop



**1,138** NEW USERS IN THE FIRST TWO  
MONTHS AFTER LAUNCH

COMPLETING THE COMMUNICATION LOOP

## HOW DO WE HEAR FROM YOU?

- Feedback button on website
- Periodic subject-specific surveys
- New member meet and greet events
- Management presence at amenities
- Committee feedback to management
- Amenity comment cards
- Town hall meetings
- Board meeting comment
- Homeowner inspections
- Emails

go paperless!  
[tahoedonner.com/opt-in](http://tahoedonner.com/opt-in)

July 2017

# INFORMATION




July 24, 2017

**Issue:** NextDoor Guidelines

**Background:** The Board of Directors would like to discuss the option of using the website NextDoor.com as a new method for the Board and for the Association to communicate with the membership. NextDoor.com is a private social network for homeowners, neighbors and the community in which people live. NextDoor's mission is "to provide a trusted platform where neighbors work together to build stronger, safer, happier communities, all over the world." People use NextDoor to quickly get the word out about a break-in, organize a neighborhood watch group, track down a trustworthy babysitter, find out who does the best paint job in town, ask for help keeping an eye out for a lost dog, find a new home for an outgrown bike or finally call that nice man down the street by his first name. Below is information about NextDoor, their Community Guidelines, Member Agreement, Privacy Policy, Content Moderation and Role of the Leads, Code of Conduct policy and using NextDoor as a Soapbox.

## 1. About NextDoor

- Link: [https://nextdoor.com/about\\_us/](https://nextdoor.com/about_us/)

 **Nextdoor**

### About Nextdoor

Nextdoor is the private social network for you, your neighbors and your community. It's the easiest way for you and your neighbors to talk online and make all of your lives better in the real world. And it's free.

Thousands of neighborhoods are already using Nextdoor to build happier, safer places to call home.

People are using Nextdoor to:

- Quickly get the word out about a break-in
- Organize a Neighborhood Watch Group
- Track down a trustworthy babysitter
- Find out who does the best paint job in town
- Ask for help keeping an eye out for a lost dog
- Find a new home for an outgrown bike
- Finally call that nice man down the street by his first name

Nextdoor's mission is to provide a trusted platform where neighbors work together to build stronger, safer, happier communities, all over the world.

# INFORMATION



## Our mission

We created this company because we believe that the neighborhood is one of the most important and useful communities in a person's life. We hope that neighbors everywhere will use the Nextdoor platform to build stronger and safer neighborhoods around the world.

If you are interested in joining our team, please view our [current job openings](#).

Based in San Francisco, California, Nextdoor was founded in 2010 and is funded by [Benchmark Capital](#), [Greylock Partners](#), [Kleiner Perkins Caufield & Byers](#), [Tiger Global Management](#), and [Shasta Ventures](#) as well as other investors and Silicon Valley angels.

## Core values

- Invest in community
- Put our members first
- Be a good neighbor
- Communicate openly
- Act like an owner

## Our manifesto

- **We are for neighbors**
- For neighborhood barbecues. For multi-family garage sales. For trick-or-treating
- We're for slowing down, children at play.
- We're for sharing a common hedge and an awesome babysitter.
- We're for neighborhood watch. Emergency response. And for just keeping an eye out for a lost cat.
- We believe waving hello to the new neighbor says, "Welcome" better than any doormat.
- We believe technology is a powerful tool for making neighborhoods stronger, safer places to call home.
- We're all about online chats that lead to more clothesline chats.
- We believe fences are sometimes necessary, but online privacy is always necessary.
- We believe strong neighborhoods not only improve our property value, they improve each one of our lives.
- We believe that amazing things can happen by just talking with the people next door.
- **We are Nextdoor. We are simply you and your neighbors, together.**



# INFORMATION



## 2. Community Guidelines

- Link: <https://help.nextdoor.com/customer/en/portal/articles/2446947#guidelines>

### Community Guidelines

Our mission is to provide a trusted platform where neighbors work together to build stronger, safer, happier communities, all over the world.

We want all neighbors to feel welcome, safe, and respected when using Nextdoor. For that reason, we've developed a set of Community Guidelines describing what behaviors are – and are not – allowed on Nextdoor. The crux of our Guidelines can be boiled down to one simple statement: **Everyone here is your neighbor. Please treat each other with respect.**

We rely on you, the neighbors who make up the Nextdoor community, to report content that violates these Guidelines. Violating the Guidelines has consequences, which may include removal of content, suspension of posting privileges, or even a permanent ban from Nextdoor. Because of the diversity of people in any neighborhood, please keep in mind that while something may be disagreeable to you, it may not violate our Community Guidelines.

Everyone here is  
your neighbor.  
Treat each other  
with respect.



### Don't use Nextdoor as a soapbox

Nextdoor is a communication platform that allows neighbors to mobilize and get stuff done like never before. However, favorite causes that are pushed too hard, political campaigning, and personal views on controversial issues will inevitably rub one's neighbors the wrong way. We rely on our members to report those who are over-posting, campaigning, and posting or ranting about controversial, non-local issues. [See more detail about this guideline.](#)

### Promote local businesses and commerce the right way

On Nextdoor, we support local businesses and encourage neighbors to share helpful information about their favorite businesses and services. We also encourage neighbors to buy, sell, and give things away. Nextdoor is actively working on solutions for local businesses to participate in their Nextdoor neighborhood. [See more detail about this guideline.](#)



# INFORMATION



## Use your true identity

Nextdoor is a network for you and the people who live in your local community. To that end, using your true identity and honestly representing yourself are key parts of being a Nextdoor member. [See more detail about this guideline.](#)

## Keep it clean and legal

Keep all content and activity family-friendly and legal, and adhere to our rules about regulated goods and services. [See more detail about this guideline.](#)

### 3. Member Agreement

- Link: [https://nextdoor.com/member\\_agreement/](https://nextdoor.com/member_agreement/)



## Nextdoor Member Agreement

Welcome to Nextdoor! This agreement (“**Agreement**”) describes your rights and responsibilities in your use of Nextdoor’s web and service, both as a visitor and as a registered Nextdoor member, and what you can expect from us. By clicking “I accept” or indicating that you agree, you are agreeing to these terms, so please take a moment to read this legally binding agreement.

Nextdoor is the private social network for neighborhoods; we hope that neighbors everywhere will use the Nextdoor platform to safer neighborhoods around the world. We use “**Nextdoor**” here to refer to the Nextdoor.com website and our iOS and Android apps (collectively, the “**Services**”) that provide you with access to that platform. We also use “**Nextdoor**” to refer to the companies operating the Services.

If you live in the United States, the Services are operated and provided to you by Nextdoor.com, Inc., 875 Stevenson Street, San Francisco, CA 94103. If you live in the EU or elsewhere outside the United States, Nextdoor is operated and provided to you by Nextdoor EMEA Limited, an Irish registered company, 6th Floor, South Bank House, Barrow Street, Dublin 4, Ireland.

**Eligibility.** Each person can only have one account per residence, and you may not share your account password with anyone (including a family member sharing your home) or allow someone else to use your personal account. You must use your real name, not a pseudonym, and be at least 13 years old (or any older age of consent required to use social media services where you live), do not use our services or products if you are a convicted sex offender, including registered sex offenders, and their households are not eligible for Nextdoor accounts; and you may not use other account registrations we think would harm a Nextdoor neighborhood.

**Address Verification.** It is not OK to submit inaccurate registration information, or to register if you know you don’t meet our eligibility requirements. Providing false registration information violates our norms and could constitute a crime.

We make efforts to enforce our eligibility requirements, but please do not assume these processes are perfect. For example, we verify their status as real-world residential neighbors, and we use public registries to identify and block registered sex offenders (and other countries where permitted) from registering for personal residential accounts.

**Account Types.** Nextdoor offers personal accounts to individual residential members, and special, restricted-functionality accounts for government agencies, such as city offices or police or fire departments, and to businesses, nonprofits, news media, and other organizations. Special accounts agree to additional terms and cannot see neighborhood discussions, nor can they access private messages between neighborhood members. Account types and features are available in all locations; click here ([/available\\_features/](/available_features/)) for more information about what is available in your location.

**Preferences.** By default, we subscribe you to email messages for your neighborhood and nearby neighborhoods and messages from government agencies. You can change your preferences about receiving messages from government agencies, businesses, or other organizations ([/email\\_prefs/](/email_prefs/)), and customize your neighborhood subscriptions here ([/nearby\\_neighborhoods\\_prefs/](/nearby_neighborhoods_prefs/)).

**Privacy.** We know that you do not want spam or marketing phone calls from third parties, so we will never sell or rent your personal information to third parties, and we won’t share it with a third party unless we have your authorization. Our privacy policy ([/privacy\\_policy/](/privacy_policy/)) explains how we collect member and visitor data collected and generated in the course of visiting or using Nextdoor. Please read it, as it forms part of this Agreement.

*Note to Non-US Residents.* For the purposes of the EU Data Protection Directive (95/46/EC), Nextdoor EMEA Limited is the controller of the personal data of non-US members and visitors collected, used and shared through the Services. Nextdoor transfers personal data outside the EU in accordance with the Directive. For example, Nextdoor may use a legal mechanism known as “standard contractual clauses” to transfer personal data to information transferred outside the EU. Standard contractual clauses refer to contracts between companies transferring personal data, for example, from Nextdoor EMEA Limited to Nextdoor.com, Inc.) that contain standard and approved commitments protecting the privacy of the information transferred. If you are a non-US member or visitor, then by continuing to use Nextdoor, you authorize us to transfer your personal data outside your home country, including to and in the US, as described in our privacy policy ([/privacy\\_policy/](/privacy_policy/)). The privacy policy also applies to data collected and generated in the course of visiting or using Nextdoor.



rights of authorities to access your personal information in the countries to which we transfer data may not be the same as in y Nextdoor will only transfer personal data as permitted by law, and will take steps intended to ensure appropriate protection of y information; please review our privacy policy (/privacy\_policy/) for details. If you have questions, please contact us (<https://help.nextdoor.com/customer/en/portal/emails/new?>).

**Content.** You retain all ownership rights to the text, photos, video, and other content you submit to Nextdoor (collectively, your us permission, in the form of a nonexclusive worldwide license, to use, copy, and publish your Content based on your Nextdoo selections you make when posting and as otherwise described in our privacy policy.

**Be A Good Neighbor.** At Nextdoor, we believe that neighborly behavior is the foundation of healthy communities. Our Commu (<https://help.nextdoor.com/customer/en/portal/articles/2446947>) outline our expectations regarding appropriate use of Nextdoo with any Content that you don't have the right to publish, or that is defamatory, infringing, illegal or otherwise tortious. We do not or monitor Content posted by members; however, we can remove Content posted by you, suspend, delete or deactivate your a privileges, or otherwise refuse service to you, if you violate this agreement or our other policies, or infringe intellectual property in behavior that we think harms a Nextdoor neighborhood.

**Interacting with Other Members.** Our Community Guidelines (<https://help.nextdoor.com/customer/en/portal/articles/2446947>), expectations regarding appropriate use of Nextdoor, including how members interact with each other. While we hope other me neighborly, we don't control and aren't responsible for their actions; we encourage you to do your own research before decidin another member. In using Nextdoor and its member-to-member transactional features (such as Classifieds), you, like every me Leads), are acting on your own behalf and are responsible for your own decisions and actions, including posting Content and i neighbors you meet through Nextdoor. If you write a recommendation or other comment about another neighbor or a business recommendation of a tutor), be truthful, fair and neighborly in your comments, and do not post any of their personal informatio mobile number, or photos) without their permission. Some members take on a volunteer role as Lead for their neighborhood, to neighborhood on Nextdoor. Leads are provided with additional account features to use to support their neighborhood; they are employees, representatives, or agents. To learn more about Leads, click here (<https://help.nextdoor.com/customer/en/portal/to/leads/articles>).

Nextdoor does not interview, run background checks on, monitor, supervise, or control Nextdoor members, including those wh and your use of Local Pages or any similar feature does not make us an employer, placement agency, representative, or agen other neighbor or service provider. If you and another member decide to work together, the two of you, and not Nextdoor, are r complying with any laws that might apply, such as tax or employment laws. Nextdoor is not a party to transactions or disputes

**Feedback.** Please feel free to share any feedback, suggestions, or ideas you have about Nextdoor with us, so long as you unc already had the same idea, and you agree that we are free to use any feedback you voluntarily provide with no restriction or ot otherwise) to you.

**Text Messaging Alerts.** If you use our text messaging service, note that text message alerts are not intended to replace any p such as a traditional landline or mobile phone that may be used to contact emergency services. Nextdoor does not charge for : messages, but your carrier may charge you. Alerts sent via SMS may not be delivered if your phone is not in range of a transn sufficient network capacity is not available at a particular time; furthermore, within a coverage area, factors beyond the control carrier may interfere with message delivery, including equipment, terrain, proximity to buildings, foliage, and weather. You ackr alerts may not be timely received and that your wireless carrier does not guarantee that alerts will be delivered.

**Copyright and DMCA.** If you believe Content on Nextdoor infringes your copyright, you can reach our notification agent at Ne Stevenson Street, Suite 700, San Francisco, CA 94103. Phone: +1 415-569-7971. Fax: +1 415-488-5949. Email: [copyright@n](mailto:copyright@n) are in the U.S., your notice must satisfy the requirements enumerated in 17 U.S.C. §512(c)(3).

**Parental Controls.** Parental control protections (such as computer hardware, software, or filtering services) may assist you in material that is harmful to or inappropriate for minors. You can find more information about parental controls by reviewing the s



settings, and help documentation for your computer or mobile device, or through resources such as this one (<https://www.common sense media.org/blog/everything-you-need-to-know-about-parental-control>).

**Restrictions from Our Licensors.** Some of the information and services available through Nextdoor are licensed from third parties. These third-party terms and disclosures:

- Some neighborhood names and boundaries on Nextdoor.com are licensed from Maponics. You may not directly or indirectly reverse engineer, or sublicense any Maponics content (or any portion thereof) or use such content other than as part of our service. © Maponics 2011, [www.maponics.com](http://www.maponics.com), and duplication is strictly prohibited.
- Some parcel location and boundary information on neighborhood maps is licensed from Digital Map Products for use on our service.
- Some map information, business address information, and contact information is licensed from third parties, including Google Maps API. Google Maps and Places information is provided subject to Google's Terms of Service (<https://www.google.com/policies/terms/>) and the Google Maps/Google Earth APIs Terms of Service (<https://developers.google.com/maps/terms>), and its privacy policy (<https://www.google.com/policies/privacy/>).
- You may not sublicense, resell, or otherwise distribute any data from our third-party licensors to any third party; it is only for your personal use.
- Users of our iOS application are subject to the following terms required by Apple: To the maximum extent permitted by applicable law, Apple does not have any warranty obligation with respect to the Nextdoor iPhone app. Apple is not responsible for addressing any claims or claims against any third party relating to the Nextdoor iPhone app or your possession or use of it, including, but not limited to: (i) product liability claims; (ii) claims for patent infringement or similar legislation; or (iii) any infringement of a third party's intellectual property rights. Where permitted by applicable law, Apple and its subsidiaries and our other suppliers are third-party beneficiaries of this agreement, but no one else is. Without limiting the scope of your acceptance of this agreement, Apple will have the right (and will be deemed to have accepted the right) to enforce it as a third-party beneficiary, and (2) Apple is not a party to this agreement and is not responsible for the Nextdoor iPhone app or its content.

**Using Our App.** If you download and install the Nextdoor app, we give you a limited non-transferable license to use it only to access Nextdoor on your own behalf through your iOS or Android product; additional terms may apply from the site you download it from (Apple App Store or Google Play store) or the manufacturers of your device or software.

**Liability Limits.** WE AND OUR SUPPLIERS SHALL NOT BE LIABLE FOR ANY LOST PROFITS OR SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES (HOWEVER ARISING, INCLUDING NEGLIGENCE) ARISING OUT OF OR IN CONNECTION WITH THE NEXTDOOR SERVICES, OUR SOFTWARE, YOUR USE OF NEXTDOOR OR ANY NEXTDOOR SERVICE AGREEMENT. WE AND OUR SUPPLIERS SHALL NOT BE LIABLE TO YOU FOR MORE THAN \$100. Some jurisdictions do not allow certain exclusions, so they may not apply to you.

**Governing Law.** This agreement is governed by California law as it applies to agreements entered into and to be performed entirely between California residents. Some jurisdictions (including the European Union) provide consumers with mandatory rights that cannot be waived by choice of law; if you are in such a jurisdiction, the preceding sentence does not affect those rights.

**Venue and Jurisdiction.** You and Nextdoor both agree that, except as described in the next two paragraphs, (i) any claim or dispute between you and Nextdoor will be resolved exclusively by a federal or state court located in San Francisco, California, and (ii) we each agree to submit to the exclusive personal jurisdiction of those courts for litigating such claims or disputes.

**Dispute Resolution.** If you have a dispute with Nextdoor, you agree to contact us and try to resolve the dispute informally before pursuing legal action.

**Additional Dispute Resolution Terms for U.S. Members:** If you are a member in the U.S., you and Nextdoor agree to the arbitration and dispute resolution terms found here ([/arbitration\\_terms/](/arbitration_terms/)). Please click through and read these important additional terms, which include an arbitration requirement (except for small claims) and require claims to be brought individually, and include instructions for how to resolve a dispute. We encourage you to review and understand them.

**Integration.** This agreement includes our privacy policy ([/privacy\\_policy/](/privacy_policy/)) and, if and to the extent applicable to you, our dispute resolution policy ([/dispute\\_resolution\\_policy/](/dispute_resolution_policy/)).

U.S. residents ([/arbitration\\_terms/](/arbitration_terms/)), our terms of service addendum for government agencies ([https://agencysupport.nextdoor.com/customer/portal/articles/1667871-terms-of-service-for-agency-partners?b\\_id=4452](https://agencysupport.nextdoor.com/customer/portal/articles/1667871-terms-of-service-for-agency-partners?b_id=4452)), our privacy addendum, and our business addendum ([/business\\_terms\\_of\\_service/](/business_terms_of_service/)). It constitutes the entire agreement between you and Nextdoor Services, and supersedes any other agreements or understandings (oral or written). We can amend this agreement, any additional privacy policy by notifying you of the changes (for example, by emailing you, or by posting an amendment notice in your neighborhood). If you keep using Nextdoor after the amendment is effective, you accept and are bound by the new terms; if you disagree with the new terms, you should stop using Nextdoor and delete your account.

**No Warranty.** NEXTDOOR AND THE ASSOCIATED SOFTWARE AND SERVICES ARE PROVIDED “AS IS.” We do not promise that our software or service will work properly or continuously. We may add, change, or discontinue product features; if you are disappointed, your remedy is to stop using Nextdoor or the affected feature. Some jurisdictions do not allow warranty exclusions, so they may not apply to you.

**Indemnity.** If someone brings a claim against Nextdoor (whether against the company or any of its employees, directors, or officers) for harm you caused, you agree to reimburse us for any costs we incur in defending against that claim, including reasonable attorney fees and damages.

**Disputes Between Members: Waiver of Claims Against Nextdoor.** In the real world and online, neighbors sometimes disagree. If you have a dispute with another Nextdoor member, we hope that you will be able to work it out amicably. However, if you cannot, please use the Nextdoor Dispute Resolution process. Nextdoor is not responsible for the actions of its members; each member is responsible for their own actions and behavior, whether in person or chatting over the back fence. Accordingly, to the maximum extent permitted by applicable law, you release us (and our offices, subsidiaries, joint ventures and employees) from claims, demands and damages (actual and consequential) of every kind and amount, known or unknown, arising out of or in any way connected with such disputes. If you are a California resident, you waive California Civil Code Section 1542, which says: “A general release does not extend to claims which the creditor does not know or suspect to exist in his favor at the time the release is given, which if known by him must have materially affected his settlement with the debtor.”

**General.** This agreement does not create any agency, partnership, joint venture, employment or franchise relationship. To the extent applicable law, the English version of this Agreement is binding and other translations are for convenience only. Any unenforceable provision of this agreement shall be enforced to the maximum extent possible, and the remaining portions shall be given full effect. Our failure to act in a particular circumstance does not waive our right to act with respect to that or other circumstances. We shall be excused for any problem or delay beyond our reasonable control. You represent and warrant that you are not (i) located in a country that is subject to a U.S., Irish, or European embargo or has been designated by the U.S. Government as a “terrorist supporting” country; and (ii) listed on any U.S., Irish, or European list of prohibited or restricted parties.

*Last updated: February 3, 2017. Effective date of update:*

- *February 3, 2017 for all new members signing up on or after that date*
- *March 3, 2017 for pre-existing members*

*For previous version (available until March 3, 2017), click here ([/member\\_agreement\\_2016/](/member_agreement_2016/)).*

# INFORMATION



## 4. Privacy Policy

- Link: [https://nextdoor.com/privacy\\_policy/](https://nextdoor.com/privacy_policy/)



## Nextdoor Privacy Policy

Welcome to Nextdoor! We invite you to read this privacy policy, which describes our privacy practices, including how and when member and visitor information collected and created through your use of Nextdoor.

### What is this document?

This policy is a part of the Nextdoor member agreement ([/member\\_agreement/](/member_agreement/)), and it controls over any conflicts with that agreement. Please read this policy carefully. By visiting, joining, or using Nextdoor, or otherwise indicating that you agree to this policy, you consent to us using your personal information as described in this policy. If you don't consent to us using your information as described, please contact us (<https://help.nextdoor.com/customer/en/portal/email>) and, if you are a member, delete your account. Please contact us (<https://help.nextdoor.com/customer/en/portal/email>) if you have any questions or concerns.

### Who or what is Nextdoor?

Nextdoor is the private social network for neighborhoods; we hope that neighbors everywhere will use the Nextdoor platform to create safer neighborhoods around the world. We use "Nextdoor" here to refer to the Nextdoor.com website and our iOS and Android apps (our "Services") that provide you with access to that platform. We also use "Nextdoor" to refer to the companies operating our Services.

If you live in the United States, the Services are operated and provided to you by Nextdoor.com, Inc., 875 Stevenson Street, San Francisco, CA 94103. If you live in the EU or elsewhere outside the United States, Nextdoor is operated and provided to you by Nextdoor Europe Limited, an Irish registered company, 6th Floor, South Bank House, Barrow Street, Dublin 4, Ireland. Non-US visitors and members should refer to "Export of Data", below, to see how Nextdoor protects data originating outside the United States. Not all Nextdoor account types are available in all locations; click here ([/available\\_features/](/available_features/)) for more information about what is available where you live.

### What are Nextdoor's rules and expectations about member privacy and information?

Nextdoor can be a great way for members to come together and build community. To make it work, we have some clear ground rules and expectations about member information and privacy:

- Don't share your neighbors' information or non-public Content without their permission.
  - It's important to Nextdoor that neighbors should be able to communicate privately amongst themselves; that's why we don't allow you to share your neighbors' information or non-public Content outside your neighborhood.
  - If you take information or Content shared by one member to another member and share it outside the neighborhood(s) without their permission, you are violating your neighbors' expectations; that behavior is a serious breach of trust.
- Don't share your personal account with someone else.
  - It's important to Nextdoor that members be who they say they are. If you share your account, it's not clear who is behind the account. We make an exception for Local Pages and similar specialized accounts, since a business or news organization may need more than one person to manage its account.)
- Don't gather information from Nextdoor, either manually or using automation (such as through scripts, robots, crawlers or spiders).
- We know that you do not want spam or marketing phone calls from third parties, so we will never sell or rent your personal information to third parties, and we won't share it with a third party unless we have your authorization. Similarly, it is never OK for you to give, share your neighbors' information from Nextdoor to third parties.

Violating any of the above or other aspects of the Nextdoor Member Agreement may lead to a loss of account privileges, a temporary or permanent ban from Nextdoor.

# What information does Nextdoor collect, and how?

Nextdoor collects information a few different ways:

## **We collect information from you, when you give it to us directly or give us the OK to get it from another source.**

For example, when you register for Nextdoor, you voluntarily provide your name, profile photo, email address, and similar information. There are also some other ways that you might provide us with information: If you decide to invite new members to join Nextdoor, you might share your email address with us, or share your contacts with us, so we can send an invitation and follow-up reminders on your behalf.

- If you want to join Nextdoor but we don't yet have service for your neighborhood, you might give us your contact information when we do.
- If you use Facebook to register for or log in to Nextdoor (or later connect your accounts), you authorize Facebook to share information with us, including your email address and publicly available information about you and your Facebook friends.
- If you want to support a local business, you might share information about it, in the form of a Recommendation or by creating a post where available. (Not all Nextdoor features or account types are available in all locations.)
- If you want to help your neighbors and Nextdoor get to know you better, you may share information about yourself in your profile, interests, skills, or even what you love about your neighborhood.
- If you want to communicate with your neighbors and share Content (as defined in our member agreement), you might post Content on Nextdoor.
- If you want to allow us to show you where you are on your neighborhood map, to tag your posts, photos and events by location address (where available), or to display activities and Content that may be relevant to your current location, we may ask you to access geolocation information from your mobile device.
- If you contact us with a support request or comments, you may provide us with your contact information and a description of the issue. We will respond.

## **We collect information from your browser, computer, or mobile device, which provide us with technical information when you use Nextdoor as a visitor or member.** Like nearly every other online service, we automatically collect technical information created when you use Nextdoor or read a message from us, including:

- Device data, which tells us about the device you're using: what type and model it is, its operating system and version, its unique identifier (if applicable), and what settings you've enabled. Your device and software settings affect what information your device sends to us.
- Log data, which is automatically recorded by our servers based on data sent by your app or browser. This typically includes the pages you visited, the browser or app version you used (and its settings), the URLs you came from and go to, your IP address and the links you used Nextdoor (for example, which links you clicked on).
- Cookie data, which comes from "cookies" (small data files stored on your computer or mobile device) and similar technologies. Cookie data helps us recognize you, remember your preferences, and learn more about you; some, but not all, cookie data is associated with your account. You can configure your browser to reject cookies, but doing so will prevent you from logging into our website. To learn more about our use of cookies, web beacons, and similar technologies, click here to read our Cookie Policy. ([/cookie\\_policy/](/cookie_policy/))

## **We collect information from our vendors and, in the US, from advertisers.** For example, we obtain map information from our vendors, and an advertiser may provide us with information about whether a sponsored post on Nextdoor led to purchases.

## **We collect information from public sources, such as census data, street addresses, property lot maps, and postal information.** This helps us understand our members and potential areas for expansion.

# How do we use the information we collect?

We use information to identify and invite potential new members, and to set up new Nextdoor neighborhoods.

- If you decide to invite new members to join Nextdoor, you might share their residential or email address with us, or share your social-media friends list) with us, so we can send an invitation and reminders on your behalf.

- We use public sources to help identify potential new members (well, technically, addresses not already associated with a Nextdoor membership); and, on rare occasions, use that information to send direct-mail invitations.
- If you register or log in via Facebook, we may give you the option to invite your Facebook friends to Nextdoor. Those friends receive information about you along with your invitation.
- If you ask us to notify you when we start offering service to your neighborhood, we keep your request until your neighborhood is ready. We then use it to notify you as requested and to help verify you as a resident.

We use information to get you started on Nextdoor:

- For residential members, we verify that you live at the address you gave us through a combination of your address and a zip code, a phone number, a code we provide you, digits from your credit card or social security number (where permitted by law), or manual verification by a Lead who invited you or by a Lead. We also use public registries to block addresses of registered sex offenders in the United States and other countries where permitted by law).
- We may notify Leads of new members as they join the neighborhood, and Leads may be able to see all neighbors' addresses based on their display settings. To learn more about Leads, click here (<https://help.nextdoor.com/customer/en/portal/topics/326511-new-members/articles>).
- If you sign up via Facebook or connect your accounts, we use your Facebook information to automatically create your Nextdoor profile, populate your profile, and request a password, so you can log into Nextdoor in the future without connecting through Facebook.
- Once you register, your personal information is used to populate your profile.
- We use business information to create Local Pages, which help members learn about the businesses in their communities. To learn more about Local Pages, click here (</create-business/>).
- For business or other special accounts, we may verify your address using third-party or publicly available sources, such as your website.

We use information to operate Nextdoor and to improve our products and features:

- To help you publish Content and view and respond to Content from other members, based on your settings and posting settings.
- To highlight popular neighborhood topics or resources on a neighborhood's public home page or an organization's public page.
- To help support businesses recommended by Nextdoor members.
- To understand the aggregate demographics of the members and neighborhoods we serve.
- To respond to your support requests and comments.
- To test and evaluate potential new products and features on Nextdoor.
- To diagnose and resolve problems, analyze trends, and monitor aggregate usage and resource needs.

Where available (currently, only in the US), we use information to provide and improve sponsored posts and other commercial content. This is an important tenet on Nextdoor, so we do not give your personal information to advertisers without your authorization. Rather, we use information to:

- To measure whether a sponsored post was interesting to members.
- To measure whether a sponsored post was effective for the advertiser.
- To help target offers and other ads, based on what we think will be interesting to you.

## What choices do you have?

We work to give you control over what and how you choose to share on Nextdoor.

You have choices about sharing your profile information:

- You decide how much personal information, such as the street number of your home address, to share in your personal profile. You can also choose to share your profile with different audiences (such as members in your neighborhood, or members of nearby neighborhoods) through your profile settings ([/email\\_prefs/?panel=p](/email_prefs/?panel=p)).
- If you want to share information about your family in your profile, such as photos, please ensure you have their permission.

You have choices about invitations and reminders:

- If you aren't a member and don't want to receive invitations or reminders, please contact us (<https://help.nextdoor.com/customer/en/portal/emails/new?>) to opt-out of future email invitations or reminders or to ask us to delete your personal information about you.
- If you ask us to notify you when we start offering service to your neighborhood, we keep your request until your neighborhood is verified. We then use it to notify you as requested and to help verify you as a resident. If you change your mind about wanting to be notified, please contact us (<https://help.nextdoor.com/customer/en/portal/emails/new?>).

You have choices about whether, how, and with whom you share Content:

- You can share Content with other Nextdoor members, in the form of a private message from you to another member, or a post to your neighborhood, or nearby neighborhoods, or with a Group. Some types of Content, such as Events, Classifieds, and Recommendations, are shared more widely across Nextdoor or as "public," meaning accessible to search engines and non-members. Use your settings and visibility selections available when you post Content to control visibility.
- Comments tagged to a business, including positive comments which may also be marked as Recommendations, are visible on the business's Local Page and will be automatically shared with the business, unless you opt out of sharing. If a Lead or our system tags a comment incorrectly, you can correct it; check your settings for other choices about visibility.
- If a business you recommend advertises on Nextdoor, your Recommendation may appear in, near, or adjacent to sponsored advertisements from the recommended business. If you do not want it used this way, you can opt out by removing ("un-recommended") your Recommendation.
- Replies (other than Recommendations) and "thanks" in a conversation are visible to the same Nextdoor neighborhoods as started the conversational thread.
  - This means that a reply to a broadcast post from a news organization or a governmental agency, such as a police or fire department, is visible across its service area, potentially covering multiple neighborhoods or an entire city. If the agency or news organization makes their broadcast feeds available to non-members, your reply may be accessible to non-members as well, attributed to your neighborhood ("... (the name of your neighborhood) without other identifying information. If you do not want your reply to be accessible to non-members, you can delete it.
  - If a reply is tagged to a Local Page as a Recommendation, visibility is based on your Recommendations privacy settings.
- You can edit your posted Content or delete it from Nextdoor as long as your account is active, with the limited exceptions noted below:
  - Private messages from you to a specific member or members cannot be individually deleted, whether from your side or the recipient(s). (If you delete your account, private messages are deleted, along with all of your other posted Content.)
  - If you've shared Content with a group, you cannot remove it from the group recipients.
  - If you've moved neighborhoods, you cannot delete any Content you shared in your old neighborhood, but we can delete it (<https://help.nextdoor.com/customer/en/portal/emails/new?>) for assistance.
  - Please note that deleting a post will result in removal of all replies to that post too.
- If you believe that an item of de-identified or aggregated public Content visible to non-members (for example, a snippet on our home page) is yours and do not wish it to be publicly visible, contact us.
- To learn more about communications and visibility, visit Nextdoor Help (<https://help.nextdoor.com/customer/en/portal/article>).

You have choices about the emails and notifications we send you:

- You can manage your email preferences on your settings page ([/email\\_prefs/](/email_prefs/)). By default, you are signed up for agency broadcast emails applicable to your area; you can change this in your settings. Certain member-related administrative emails cannot be turned off. If you wish to end those is to delete or deactivate your Nextdoor account.

If you granted Nextdoor access to geolocation information from your mobile device, you can revoke that grant at any time by going to [Settings](#) on your mobile device.

You may choose to move your account to a new neighborhood, or to deactivate or delete your account:

- If you move from one neighborhood to another, and indicate through your account settings that you have moved, some of your Content (such as name, photo, interests, responses to your invitations, phone and email contact) will migrate to the new neighborhood. Once we've verified your new address, you will no longer be a member of your old neighborhood and cannot edit or delete Content you posted there. Content items in the old neighborhood will link to a limited user profile that includes your name and photo. We may notify third parties of your move and let them do so as well.



- You can deactivate your account through your account settings, with immediate effect; to request reactivation, you simply log in and indicate that you wish to reactivate.
  - Account deactivation ends all email notifications; you will no longer appear in your neighborhood directory or map. We may remove neighborhood Leads that you've left the neighborhood, and/or give you an opportunity to do so.
  - Content you shared before deactivating will remain in your neighborhood, attributed to a limited member profile with your name except for any individual Content items you deleted before you deactivated your account.
- To request deletion of your account, please contact us at [deletion@nextdoor.com](mailto:deletion@nextdoor.com); account deletion may take up to forty (40) days and deletion cannot be undone.
  - Account deletion ends all email notifications; you will no longer appear in your neighborhood directory or map. We may remove neighborhood Leads that you've left the neighborhood, and/or give you an opportunity to do so.
  - Account deletion deletes all of your previously posted Content and all data relevant to you except that: (a) private messages visible to the recipient(s) but attributed without your identity (e.g., "A Member"); and (b) we may retain account records we believe necessary for legal, safety, or other legitimate reasons.
  - Because deletion removes your account information from our systems, you may in the future receive new invitations to join.

## How does Nextdoor share information about me with third parties

Nextdoor is a platform for neighbors to share helpful information with each other. To that end, we make the Content you post on posts, replies, messages, and profile information, available to other Nextdoor members based on the preferences in your settings on the Content you provide, and as described in this policy.

As we've said above, we know that you do not want spam or marketing calls from third parties, so we will never sell or rent you to third parties, and we won't share it with a third party unless we have your authorization.

*A few words about advertising:* With respect to advertisers on Nextdoor in the US (and elsewhere when available), you always know whether or how you interact with a sponsored post or other advertisement (for example, by replying or "thanking" them for the offer to learn more about an offer). If you reply to a sponsored post or other offer, we send your reply to the advertiser, and we may log that as part of tracking the overall effectiveness of the ad.

We may customize the sponsored posts or other ad offerings you see on Nextdoor based on information from our advertisers, your location in your neighborhood, or on your actions on Nextdoor. (For example, a home services company might prepare a de-identified list of customer addresses, to allow us to match that with a similarly de-identified scramble (hash) of addresses of members on Nextdoor to offer a special deal to those customers who are Nextdoor members. Or, if you search on Nextdoor for a particular product, we may offer that product or related products.) In the future, we may also offer ads that are personalized based on your actions. If we do this, we will provide you with notice and choices about it.

Our systems are not currently configured to accept browsers' "Do Not Track" signals, as no industry-wide standard for handling such signals has been adopted.

In the future, we may offer you a feature that allows you to use your Nextdoor account credentials to log in to someone else's website. If you opt in to use this feature (for example, to sign a local petition), then with your permission, Nextdoor will provide your personal information, such as your name, address, and neighborhood, to that website. Their use of this information, and other data about you, will be governed by their privacy policy.

In the future, we may present you the option to purchase goods or services through a third-party payment processor. If you choose to purchase, we may share your information with the payment processor as necessary to conclude the transaction, as well as with the person you're buying from. Any information that you provide for sharing for this purpose will be subject to their privacy policy.

We share some aggregated information about our neighborhoods with government agency members and other organizational

statistics about neighborhood activity and size. Because of the special role played by government agency accounts, we may post accounts with limited identifying personal information (first name and last initial) for neighborhood Leads, so that the agency can communicate directly with them.

We may also share aggregated or de-identified information with companies we do business with, including our advertisers (in the amount available) as well as government agency members or other organizational members.

In limited circumstances (for example to highlight popular neighborhood resources or topics on the neighborhood's home page) we may post snippets of Content available, without your name or other identifying information, to the public (meaning non-members and search engines).

We may share your personal information with third-party service providers doing work for us. These third parties are contractually bound only to provide their service to us, and contractually barred from using it for their own purposes. (For example, we use a company to analyze the performance of our website and mobile applications.)

We may share your information within our "corporate family", meaning Nextdoor.com, Inc., the company that provides Nextdoor in the United States and its subsidiary Nextdoor EMEA Limited, an Irish registered company, which provides Nextdoor in other countries, to help us improve Nextdoor. As we grow and Nextdoor becomes available in more countries, we may expand our corporate family by establishing subsidiaries or other affiliates in these countries as needed to help us provide Nextdoor there. Upon or in anticipation of the merger of our company and/or all or part of its assets, your personal information may be transferred. If you have questions about the Nextdoor companies, contact us (<https://help.nextdoor.com/customer/en/portal/emails/new?>).

*FOIA/Sunshine Laws.* Posts by government agency accounts, and your replies to those posts, may be subject to laws mandating the release of government records (such as the Freedom of Information Act/FOIA or state "sunshine" laws).

*Legal and Safety Reasons.* We may retain, preserve, or share your personal information if we have a good-faith belief that (a) we are required to do so in response to a legal request (e.g., a subpoena, search warrant, court order, or other request from law enforcement); (b) it is necessary or appropriate to do so to protect our rights, property, or safety; to enforce our Member Agreement or any other agreement you have with us; or to prevent physical injury or other harm to any person or entity, including yourself and members of the general public. We receive every request received from law enforcement, and we frequently seek modifications of requests that we believe are procedurally improper.

## **What else should you understand about your information and Nextdoor?**

*Data Retention.* We may retain your information in our server logs, our databases and our records for as long as necessary in accordance with the set out in this privacy policy, subject to any legal obligations to further retain such information. We may retain your verification information for a reasonable period of time, even if you do not complete all verification steps, to assist with future verifications and to prevent fraud in our verification processes. If you decide not to verify the account and would like us to delete the verification information you provided, contact us (<https://help.nextdoor.com/customer/en/portal/emails/new?>).

*Account Security.* Nextdoor uses technical and organizational measures intended to keep your data secure, including using https to reduce the risk of unauthorized interception of your communications during your visits to the website. However, the internet environment and we cannot guarantee that your personal information won't be intercepted or improperly accessed. Please ensure your password is safe and do not share it with anyone.

*Accessing Your Information.* You can access much of your Nextdoor information by logging into your Nextdoor account. For EU users, we may require additional access or if you are not currently a Nextdoor member, email us at [personal-info@nextdoor.com](mailto:personal-info@nextdoor.com) to request access to your information.

If you live in the United States, the Services are operated and provided to you by Nextdoor.com, Inc., 875 Stevenson Street, San Francisco, CA 94103.

If you live outside the United States, the Services are operated and provided to you by Nextdoor EMEA Limited, an Irish registered company, 6th Floor, South Bank House, Barrow Street, Dublin 4, Ireland.

*Export of Data (Non-US Residents).* For the purposes of the EU Data Protection Directive (95/46/EC), Nextdoor EMEA Limited may transfer personal data of non-US members and visitors collected, used and shared through the Services. Nextdoor transfers personal data outside the EU in accordance with the Directive. For example, Nextdoor may use a legal mechanism known as “standard contractual clauses” to transfer personal data to information transferred outside the EU. Standard contractual clauses refer to contracts between companies transferring personal data, for example, from Nextdoor EMEA Limited to Nextdoor.com, Inc.) that contain standard commitments approved by the EU Commission to ensure the privacy and security of the information transferred. If you are a non-US member or visitor, then by continuing to use Nextdoor, you consent to the transfer and store your data outside your home country, including to and in the US, as described in this policy. The privacy protection of authorities to access your personal information in some of these countries may not be the same as in your home country; Nextdoor may transfer personal data as permitted by law, and will take steps intended to ensure appropriate protection of your personal information. If you have any questions, please contact us.

*Other Services and Websites.* In using Nextdoor, you may come across links to websites and services operated by third parties (for example, a member shares a link to a video on YouTube). These third parties have their own privacy policies, which will apply to your activity on those sites. To view a link and access their website or service. We do not accept any responsibility or liability for such external sites’ privacy and security policies.

*Amendment.* From time to time we may make changes to this privacy policy. If we materially change our privacy policy, we will notify you in advance of the change, for example by emailing you or by posting a notice in your neighborhood feed. The most up-to-date version of our privacy policy is available here ([/privacy\\_policy/](/privacy_policy/)). If you continue to access or use Nextdoor after the date any revised privacy policy goes into force, you will be deemed to have consented to the revised privacy policy.

## **Contact Us**

Email: [privacy@nextdoor.com](mailto:privacy@nextdoor.com) (<mailto:privacy@nextdoor.com>)

Nextdoor.com, Inc., 875 Stevenson Street, Suite 700, San Francisco, CA 94103. Phone: +1 415-569-7971. Fax: +1 415-488-5697  
[privacy@nextdoor.com](mailto:privacy@nextdoor.com).

Nextdoor EMEA Limited, 6th Floor, South Bank House, Barrow Street, Dublin 4, Ireland.

*Last updated: February 3, 2017. Effective date of update:*

- *February 3, 2017 for all new members signing up on or after that date*
- *March 3, 2017 for pre-existing members*

*For previous version (available until March 3, 2017), click here ([/privacy\\_policy\\_2016/](/privacy_policy_2016/)).*

# INFORMATION



## 5. Content Moderation and Role of the Leads

- Link: <https://help.nextdoor.com/customer/en/portal/articles/968839>

### What is a Nextdoor Lead?

Neighborhoods Leads do not work for Nextdoor and are not compensated in any way. They are simply neighbors like other members, who have been granted additional capabilities to help their neighborhood run more smoothly. Those capabilities include access to features to:

- Vote to remove messages that they believe violate Nextdoor Guidelines
- Adjust neighborhood boundaries
- Verify unverified members
- Edit the About section on the neighborhood feed
- Promote other members to Lead status

**NOTE:** Leads do not have the ability to remove members, place members in read-only mode, or affect a member's account in any way. Only Nextdoor Support can take those actions.

In addition, please keep in mind that it is inappropriate to complain about moderation in the main feed. If you have concerns that a Nextdoor Lead is abusing their powers (for example, by inappropriately removing messages that do not violate the Guidelines or by using their Lead powers to favor one side of a debate over another), you should either message them privately to discuss your concerns, use a Nextdoor Policies group to discuss the issue with your neighbors, or contact Nextdoor Support.



# INFORMATION



## 6. Code of Conduct

- Link: <https://help.nextdoor.com/customer/en/portal/articles/2467402>

### Be helpful, not hurtful

The heart and soul of Nextdoor are the helpful conversations that happen between neighbors. When conversations turn disagreeable, everyone on Nextdoor suffers. For this reason, we may remove posts and comments that discriminate against, attack, shame, insult, bully, or belittle Nextdoor members. Personal disputes may also be removed.

### Disagreements and conflict

We encourage members to have conversations about the issues that matter to them in a way that is constructive, civil, and builds community.

Don't attack, berate, bully, belittle, insult, harass, threaten, troll, or swear at others or their views even if you really, really disagree with them. This includes communication within a group or via private message.

When conversations become heated, remember our overarching principle: "Everyone here is your neighbor. Please treat each other with respect."

You can, of course, think what you like, but on Nextdoor, conversations must remain civil. This is not always easy because we care passionately about the places we call home – our neighborhoods.

As one Nextdoor member has written, "If I can move past my knee-jerk, visceral reactions to statements I disagree with, I have a better chance to engage in dialogues that are meaningful." So, if you are angry about something a neighbor has said or done, take a deep breath, count to ten, and then come back to post something thoughtful and constructive.

Note: If you have concerns about community moderation, for example, about why your content was reported or removed, do not post about it in the main newsfeed. Here's what you can do instead:

1. [Contact the Leads](#) in your neighborhood via private message.
2. If you are not able to resolve the issue with the help of your Lead, then [contact Nextdoor Support](#).
3. You may wish to [create a Nextdoor Policies group](#) to discuss community moderation with your neighbors.

Related: please see our [guideline on profanity](#).



# INFORMATION



## Public shaming

Nextdoor is not a platform for publicly shaming your neighbors. If you see a neighbor doing something that concerns you, ask yourself, "Do I know who this person is, and could I contact them privately to resolve the issue?" If the answer is yes, then you should contact them directly and not post about it on Nextdoor.

Safety concerns:

- If you are concerned about a safety issue in your neighborhood and do not know the person involved or how to contact them, you may post about it. Remember to do so in a civil and respectful way.
- If you are concerned about a house, vehicle, or individual engaging in illegal activity, you should call 911. Before posting, consider how your post might be received by the people you are posting about, who may also be members of Nextdoor.
- If the people involved request that the post be removed, we may remove it.
- If you are merely bothered or annoyed by your neighbor's behavior, do not post about it. This is considered [a personal dispute](#). [Contact the person directly](#) to work it out.
- If a parent or guardian requests that a photo of a minor be removed from Nextdoor, we may remove it.

Please note: Criticizing a service provider because of a bad commercial interaction does not constitute public shaming (even if a specific person is identified) as long as the post is civil, describes the person's experience, and does not include libel or name calling.

[See posting examples for this guideline.](#)

## Personal disputes and grievances

Nextdoor is not a place for publicly resolving personal disputes and grievances. Use private messages to resolve personal disputes, or better yet, get together in person to resolve the matter amicably.

[See posting examples for this guideline.](#)

## Discrimination and hate speech

Ensure that all neighbors feel welcome, safe, and respected. Hate speech is not allowed.

Do not make posts or comments that discriminate against, threaten, or insult groups, based on race, color, national origin, religion, gender, gender identity, sexual orientation, political affiliation, age, veteran status or disability.

Do not promote the events or activities of [hate groups](#) or [terrorist organizations](#).

Do not use derogatory racial terms or code words that insult or reduce one's humanity. For example, do not use "AA" when referring to African-Americans or other terms such as "Oriental" when referring to Asian-Americans.

Also, when describing people who are homeless or who have committed crimes, avoid inflammatory language (e.g. "scum" or "animals"). Keep in mind that everyone is someone's son or daughter or sister or brother.

Note that you may be asked to edit your remarks to remove language that neighbors may reasonably find offensive. Again, we want everyone to feel welcome on Nextdoor.



## Crime or suspicious activity

### Responsible Crime & Safety posting

Keeping the neighborhood safe is important to our members. You should always call 911 first to report a safety concern.

Nextdoor takes a strong stand against racial profiling. We expressly prohibit posts that assume someone is suspicious because of their race or ethnicity. We also prohibit messages that give descriptions of individuals that are so vague as to cast suspicion over an entire race or ethnicity. Such messages are ineffective and harm rather than help communities.

When you see suspicious activity in your neighborhood, please do speak up. However, we require that you follow two very important rules when doing so:

#### 1. Make sure that what you are reporting is actually suspicious.

Don't assume someone is suspicious because of their race or ethnicity. This is called racial profiling and it is expressly prohibited on Nextdoor. Ask yourself, "Would I be suspicious of this person's behavior if I took race or ethnicity out of the equation?" [Learn more about what behaviors police consider consistent with criminal activity.](#) You may be surprised!

#### 2. Describe the person using specific details.

We require Crime and Safety posts to be responsible and helpful. Whether you are posting about a crime you observed or about suspicious activity, include *multiple, distinctive* characteristics that your neighbors or law enforcement can use to identify a person. Describe clothing from head to toe. Do not identify a suspect by race and sex alone (including in subject lines). This helps keep *all* of your neighbors safe and avoids casting a wide net of suspicion over innocent people of similar race or ethnicity. [Learn why full descriptions are so important.](#)

Note: Do not post about crime or suspicious activity in a category other than Crime & Safety (or if it is an emergency, using an "urgent alert"). If you repeatedly post about such issues outside of the Crime & Safety category, your posts may be removed.





# INFORMATION



## 7. Using NextDoor as a Soapbox

- Link: <https://help.nextdoor.com/customer/en/portal/articles/2467402>

### Don't use Nextdoor as a soapbox

Nextdoor is a communication platform that allows neighbors to mobilize and get stuff done like never before. However, pet projects that are pushed too hard, political campaigning, and personal views on controversial, non-local issues will inevitably rub one's neighbors the wrong way. We rely on our members to report those who are over-posting, campaigning, repeatedly posting, or ranting about controversial, non-local issues.

### Ranting

Nextdoor is meant to be a place for neighborly discussion. You are encouraged to post about topics that matter to you and rally your neighbors to take action, but please do so without ranting.

How can you tell something is a rant? It is a message that makes members feel shouted at and usually includes a combination of the following: ALL CAPS, excessive punctuation, provocative language, judgmental accusations, or repetitive explanations.

[See posting examples for this guideline.](#)

### Over-posting

Over-posting means repeatedly posting about the same topic or about items for sale, in a way that annoys your neighbors. Replying to your own post as a means of bumping it to the top of the newsfeed may be considered over-posting.

Adding too many events to the Event Calendar may also be considered over-posting. If you post to the Event Calendar frequently, be very selective about which events you [announce to your neighbors](#) in the newsfeed.

Over-posting may result in suspension of one's posting privileges. If someone is over-posting, you may report their content, and you may also [mute](#) them if you wish.

[See posting examples for this guideline.](#)



## Dominating or hijacking conversations

A great neighborhood is like a great team. Research has shown that teams work best when conversations are not dominated by one or just a few voices. We believe that this applies to neighborhoods as well. Regularly dominating conversations, shouting down others, or hijacking conversations to return to your issue is not acceptable behavior on Nextdoor.

## Controversial issues

As with all conversations on Nextdoor, we encourage members to discuss issues that matter to them in a way that is constructive, civil, and builds community. However, do not use Nextdoor to air your personal views on non-local issues that are known to be highly controversial (e.g. presidential politics).

Our intent is that Nextdoor be a place where neighbors can discuss the local issues that are important to them, but that these conversations remain civil and respectful. We recognize that local issues, such as ballot initiatives and development, are important for neighborhoods and communities to discuss but can also be divisive. Nextdoor's policies on [disagreements and conflict](#), [discrimination and hate speech](#) and [over-posting](#) always apply.

If there is neighborhood consensus that a particular local topic is controversial and unwanted in the main newsfeed, one option is to have those discussions in a group. For example, if debates about HOA issues or local politics are causing conflict, then the neighborhood Leads may require that the topic move to a group. If your neighborhood doesn't have clear consensus about whether a controversial topic belongs in the main newsfeed, then posting a poll is a great way to gather feedback from the whole neighborhood.

## Politics and campaigning

Discussions of political issues that affect your neighborhood are an important part of building community, yet these conversations can often turn heated as they can bring out deeply held opposing views. We rely on every member to use their good judgment and restraint to keep such conversations productive.

In addition, neighborhoods may decide to conduct these conversations in a group -- please see our guideline on [controversial issues](#).

### Allowed:

- Discussing local ballot measures or elections in a civil and respectful manner.
- Introducing yourself once if you are running for local public office.
- Posting local politics-related events in the Events calendar, like voter registration drives or information sessions about local political topics.

### Not allowed:

- Discussion of non-local politics or policy issues in the main feed. If you wish to discuss non-local politics or policy issues, you must [create a group](#). Within a group, you may discuss national or state politics and other non-local campaign topics.
- Uncivil or inflammatory debate.
- Telling your neighbors how to vote on a specific issue. This is campaigning and is not allowed.
- Over-posting about your preferred candidate, candidacy, or issue. Do not use Nextdoor as a campaign mailing list.
- Leads may not remove posts merely because they are about local political topics.

Our guidelines on [disagreements and conflict](#), [over-posting](#), and [controversial issues](#) also apply to politics and campaigning.



# INFORMATION



**Prepared By:** Megan Rodman, Executive Assistant

**Board Meeting Date:** July 29, 2017

