

# ISSA Video Sharing Policy

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- ISSA Educational Quick Clip (EQC) video files are the exclusive property of ISSA and are intended for exclusive access and posting on ISSA.com. Such video files may not be shared with any outside party or Web site without the express approval of the Director of Web Communications.
  - o On occasion and upon request, ISSA may elect to provide third-party Web sites with customized artwork and links to ISSA.com where EQC videos may be viewed. Approval to provide such links may only be provided by the Director of Web Communications.
- Educational videos listed for sale in the ISSA Bookstore may not be shared with any outside party or Web site without the express approval of ISSA. While segments of such videos may be made available for promotional use, the sharing of segments on third-party Web sites is at the sole discretion of ISSA and is evaluated on an as-requested basis.
- ISSA.com may also feature videos that are provided by a third-party, which, in most cases, retains all ownership rights. Such third-party videos may not be shared with any outside party or Web site under any circumstances. Should a third-party request permission to use a third-party video, they should be directed to contact the third-party video provider.
- ISSA promotional videos, such as those in support of ISSA/INTERCLEAN trade shows, the ISSA Cleaning Industry Management Standard, and other association programs and services are generally available to third-party Web sites on an as-requested basis. All requests shall be forwarded to the Director of Web Communications for approval.
- In cases where ISSA has granted permission for third-party Web sites to post a specific ISSA promotional video or segment of an ISSA educational video, the following must accompany the video:
  - o An ISSA-approved description of the video content
  - o A description of ISSA, The Worldwide Cleaning Industry Association
  - o A link to either [www.issa.com/tv](http://www.issa.com/tv) or to the association-specific program or event featured in the shared video (e.g., a link to the ISSA/INTERCLEAN trade show page on ISSA.com)
- Videos may not be used or posted in any manner that, in the sole discretion of ISSA, discredits the association or tarnishes its goodwill and reputation; violates the rights of ISSA or others; violates any law, regulation, or public policy; or mischaracterizes the relationship between ISSA and the user, including use of the videos that might be reasonably construed as an endorsement, approval, or sponsorship by ISSA of the user, the user's business, or organization, or the user's products or services.
- Use or posting of an ISSA video or video segment shall create no rights for users in or to the video outside of the limited approval as provided by ISSA. The videos shall remain at all times the exclusive intellectual property of ISSA. ISSA shall have the right, from time-to-time to request samples of use of the video from which it may determine compliance with the terms and conditions of this policy. ISSA reserves the right to withdraw permission to use or post a video at any time and at the sole discretion of the association.

*This policy is effective as of August 25, 2010.*



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