

THE SOUTHEASTERN SENTRY

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Sentry AI and USA Central Station Win Prestigious TMA/SSI Monitoring Technology Marvel Award 2022

The Monitoring Association (TMA) and Security Sales & Integration (SSI) Magazine presented the 2022 TMA/SSI Monitoring Technology Marvel

Award to Silicon Valley-based Sentry AI and USA Central Station for their joint AI-based video monitoring solution. Hien Nguyen – Sentry AI's Head of Marketing and Tom Camarda – USA Central Station's National Account Executive accepted the award on behalf of the winning companies.



Tom Camarda

The Marvel Award recognizes professional monitoring centers and solution providers for the innovation and implementation of cutting-edge technology. The Sentry AI and USA Central Station joint solution seamlessly connects camera systems to a situationally-aware AI engine which sends real-time annotated clips to monitoring agents' familiar interface. The integration makes it possible to monitor even challenging cameras that generate too many false alarms, provide monitoring agents the insights they need to react promptly to security incidents, and equip security dealers with the tools to ensure system health.

Tom Camarda, USA Central Station National Account Executive said "Our collaboration with trailblazer Sentry AI to offer enhanced AI video monitoring is a game changer. We can now offer video guarding, health watch, and/or talk down features as part of a smarter security-surveillance system. Not only does it add recurring monthly revenue and generates new subscriber long-term contracts; it increases more value-added services and improves surveillance companies' net worth. Seeing is believing and from the central station standpoint."

"AI technology is critical for monitoring centers to support the explosive growth of video monitoring being demanded by customers.



U. D. Chaka

We are thrilled to receive the award from industry prognosticators TMA & SSI, as timely recognition of our cutting-edge AI solutions that are transforming the security monitoring industry. As demonstrated by our partner and industry pioneer, USA Central Station, our innovative solution is also practical, integrates with all leading monitoring center software without modifications, and can be easily adopted by any security provider to improve the safety and security of our communities worldwide" said Uday Kiran Chaka, CEO/Founder of Sentry AI.

Selling Against DIY

By Clif King

This is my first letter as the President of the Mississippi Security Association. There are so many topics that can be brought up and debated these days. I picked one topic that I read in Security Magazine, weighing the value of professionally installed and monitored security.



Security systems used to be solely purchased through a professional security installation company. As most of you know, that's no longer the case with pre-packaged, do-it-yourself kits. Some homeowners feel like

they may have more control on what they install and may save money with these kits and they are definitely here to stay.

What can you do to sell against these do-it-yourself kits? You have to get in front of the potential customer and educate them on things they won't get and benefits of purchasing from you. They would be losing access to the great expertise and services that a security company offers. Security integrators can provide a fully interoperable system, allowing control and monitoring of different subsystems from a single location. In addition to professional design and installation, security integrators can add value through many other services. Make sure your potential customers know everything you can provide or they will definitely utilize another option. Do-it-yourself kits can't compete with service after install.

On another note, if you know of any company that isn't a member of MSA please let them know what they are missing out on by not being a member. Free CEU's at meetings, networking with other integrators and my favorite - making friends for life with other like-minded people. Being a member also helps the MSA keep members informed of any law changes that could or need to be made in our state.

There will be two opportunities for CEUs coming up. The first is the State meeting on the Coast, June 22-23, 2022, at the Gulfport Marriott Beachfront. Also, mark your calendar for the Convention/Trade Show on September 21-22, 2022, in Jackson. Come enjoy the Clay Shoot and/or the Golf Tournament on the first day. Then sit in on a full slate of CEU classes on the second day. I would really love to see new faces there this year. With most restrictions gone, there's no excuse for not showing up for fun, learning and social.

Thank you,
Clif King, MSA President



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MORE TMA NEWS

TMA and Security Systems News Announce Leadership Award

The Monitoring Association (TMA) and Security Systems News have partnered to create a Diversity, Equity, and Inclusion (DEI) Leadership Award with the goal of promoting and fostering a more inclusive workforce throughout the security industry.

"TMA, together with Security Systems News, seeks to be an agent of change and to raise awareness of the significance and the value of DEI initiatives within the security business sector. We're proud to introduce this new award as a means to bring this critical issue to the forefront, to inform, and to empower companies to embrace and embed these core principles," stated Celia T. Besore, CEO, TMA. Learn more online at <https://tma.us/about-tma/>.

TMA's Automated Secure Alarm Protocol Welcomes Denver City and County - Its 104th ECC

The Monitoring Association (TMA) welcomed its 104th US-based PSAP/Emergency Communication Center (ECC) to its ASAP-to-PSAP service on April 12, 2022. The Denver 9-1-1 Communications Center is the 2nd agency in the state of Colorado to implement ASAP-to-PSAP. Launched in 2011 as a public-private partnership, TMA's ASAP service is designed to increase the accuracy and efficiency of calls for service from alarm companies to Emergency Communication Centers (ECCs).

"TMA's ASAP-to-PSAP service has added 21 ECCs in the last twelve months. The rate of adoption is rapidly increasing across the U.S.," stated TMA President Morgan Hertel. "The recent addition of major metropolitan cities like Atlanta and Denver is a testament to the protocol's high level of effectiveness and efficiency in life-saving scenarios. ASAP-to-PSAP now services 12% of the U.S. population." **Learn more about TMA's ASAP service online at www.tma.us/asap/.**

2022 TMA/SDM Excellence Awards

The Monitoring Association (TMA) is pleased to announce the winners of its 2022 Excellence Awards and Marvel Technology Award (see page 1). This year's excellence awards were presented virtually on Monday, April 25th by TMA President Morgan Hertel and the award sponsors, SDM Magazine and SSI Magazine. This year's winners are:

- Monitoring Center of the Year – Enterprise

AvantGuard Monitoring Centers

- Monitoring Center of the Year – SMB

EPS Security

- Monitoring Center Manager of the Year

Marcos Reyes, Kimberlite-Sonitrol Corporation

- Monitoring Center Operator of the Year

Sydney Johnston, EPS Security

- Monitoring Center Support Person of the Year

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For full list of scheduled events, please visit
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The Mississippi Security Association offers are certification courses required to be licensed in the State of Mississippi by the Mississippi State Fire Marshal Electronic Protection Division. Certification courses are offered in person, virtual and online. Visit www.mississippisecurityassociation.com for additional information.

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- Class B System Technician (1 of 3)

24 CEUs - Cost \$300

Level 1 - System Installer

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- June 21-23, 2022 - Gulfport
- October 5-7, 2022 - Jackson

Zoom Classes:

- June 24-26, 2022
- July 29-31, 2022
- August 26-28, 2022
- September 23-25, 2022
- October 28-30, 2022
- December 9-11, 2022

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Zoom Classes:

- June 4-5, 2022
 - August 13-14, 2022
 - November 5-6, 2022
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- Class B System Technician (2 of 3)

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Zoom Classes:

- June 11-12, 2022
- July 23-24, 2022
- August 20-21, 2022
- September 17-18, 2022
- October 22-23, 2022
- December 3-4, 2022

Meets MS requirements for:

- Class B System Technician (3 of 3)

16 CEUs - Cost \$300

System Salesperson

Zoom Classes:

- July 16, 2022
 - August 6, 2022
 - October 8, 2022
 - November 12, 2022
- Online/Self-Paced 24/7
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- Class D System Salesperson

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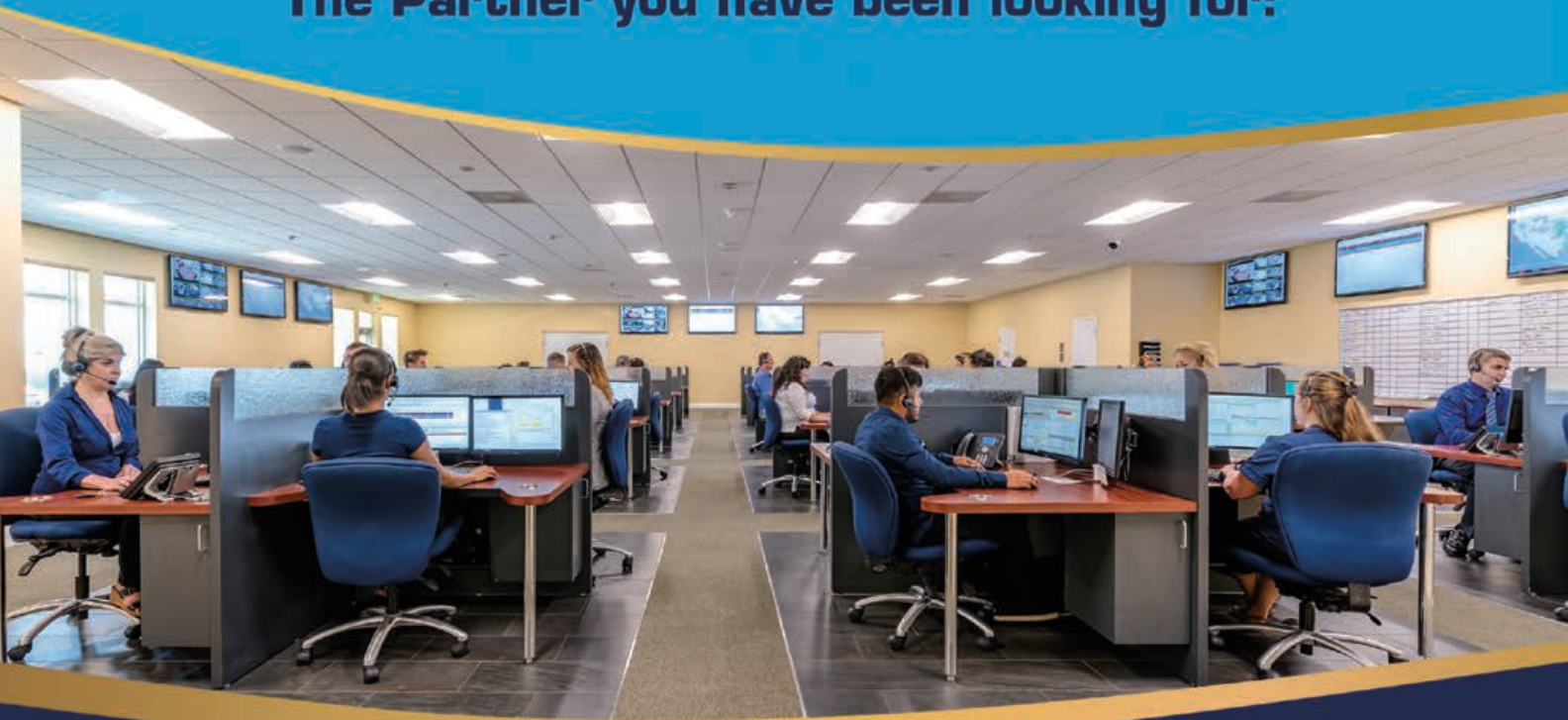


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After an external audit of DMP's ISO-9001:2015 Quality Management System, **DMP** achieved recertification with no non-conformances. "The successful completion of this audit is a testament to the dedication that DMP has to its business and quality systems which have been put in place to ensure that we provide the highest quality parts and services to our customers," said DMP's Director of Corporate Quality, Chris Montgomery.



JONARD TOOLS has introduced three new adjustable wrenches to suit user needs on both extremes of the size scale. The Adjustable Wrench 18" with Extra Wide Jaws (AW-18) has a jaw capacity

that opens to 2.08" (53 mm) wide; the Adjustable Wrench 15" with Extra Wide Jaws (AW-15) has a jaw capacity that opens to 1.69" (43 mm) wide; and the Adjustable Wrench 4" with Extra Wide Jaws (AW-4) the



smallest of the line, has a jaw capacity that opens to 0.511" (13 mm) wide. Each wrench is made from high carbon steel and is heat-treated for maximum strength and durability. They also feature a precision-formed knurled worm gear for smooth movement, English and Metric scales on either side of the wrench, and ergonomically

designed handles that are vinyl-dipped for comfort. Each wrench also complies with ASME B107.8-2003 and ANSI standards. The AW-16 and the AW-18 are perfect tools for taking on bigger tasks such as working on utility pole hardware, while the compact design of the AW-4 makes it perfect for working in small or tight spaces and is small enough to fit in any pocket.

NAPCO SECURITY

TECHNOLOGIES introduced new Professional NAPCO HD Video WiFi Cameras & Doorbell, now in-stock and available. Put video accounts online in less than 10 minutes with affordable pro video and gain incremental RMR from residential and SMB accounts. The NAPCO HD video WiFi cameras & doorbell offer top features, including Night Vision or New Ultra StarLight Night Vision, 2-Way Talk and HD Resolution Video, up 30fps@2.0MP (1920x 1080). Easily scan and enroll in seconds, just scan the QR code and connect to any 2.4GHZ wireless router. Plus, 12-months of cloud-based video storage and access is included, thereafter it's only \$1.25/mo. For more information on new HD Video WiFi Cameras & Doorbell visit www.napcosecurity.com.



SNAP ONE announced the launch of eight new Snap One Local Partner Stores and the new locations expand Snap One's physical footprint to 34 locations across North America and offer local Partners product training, same-day delivery and expert assistance from knowledgeable professionals.

"The pandemic delayed our celebrations for several locations that



officially opened in 2021, so we are now inviting our local integrator Partners in these locales to reconnect with our teams and vendors and promote the new local shopping experience," Zidek said. "We'll also invite all attendees to join

our new rewards program so they can immediately start earning rewards for sales milestones including free shipping, additional training, progressive product discounts, enhanced support, quarterly rebates and more." The company provides software, award-winning support, and digital workflow tools to help its integrator partners



build thriving and profitable businesses. Additional information about Snap One can be found at snapone.com.

Snap One celebrated opening their 34th distribution center.



DMP's Darin Porter, Robert Spencer, Adam Fisher and Edward Zachar delivered *THE MIRROR* and some quality training at **NMC** in Irvine, CA.



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TMA NEWS

TMA Opens Review for TMA-AVS-01 Alarm Validation Standard

The Monitoring Association (TMA) Standards Committee has opened a Preliminary Technical Review Period for its TMA-AVS-01 Alarm Validation Standard. Initiated in 2020, the standard provides a method of creating an alarm scoring or classification metric for unauthorized human activity detected by alarm systems that will assist law enforcement with resource allocation and

Call-for-Service prioritization. The purpose of this optional review process is to allow interested stakeholders to provide feedback prior to the commencement of the official ANSI public comment period. Professionals from across the physical security industry, law enforcement, and emergency communi-

cations are asked to review and submit comments. All comments must be received through the TMA portal no later than 8:00 PM ET on Friday, June 17, 2022. All interested may access the draft document at <https://tma.us/wp-content/uploads/2022/05/AVS-01-Committee-Draft-Rev-24.pdf> and the TMA online comment form at <https://tma.us/avs01commentform>. If you have any questions or comments, please contact Bryan Ginn at bginn@tma.us.



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It's Convention Time in TENNESSEE!! September 14-16, 2022

Mark your calendars and plan now to attend TNSI's 42nd Annual Trade Show and Convention in beautiful downtown Chattanooga on September 14-16, 2022! We promise to keep you thoroughly entertained for three days!

This year TNSI is hosting our first Axe Throwing Competition as well as our annual golf tournament and a three-course dinner aboard the Tennessee Valley Railroad Dinner Train while traveling through the beautiful mountains of Chattanooga to Summerville, Georgia and returning to Grand Junction Depot in Chattanooga. For more details on CEUs, Exhibits, Golf, etc., please see below.

Integrator and Exhibitor Registration Forms are available on our website at: www.theTNSI.org.

CEU'S: TNSI We will be offering 8 CEU credit hours that are approved by the TN Alarm Systems Contractors office.

EXHIBITS: TNSI Exhibitors are the best of the best in our industry. Dress comfortably and prepare to walk around and meet face to face with the actual manufacturers, distributors, and monitoring companies that you do business with daily. Exhibits are FREE to attend, so bring your employees! EVERYONE MUST HAVE A NAME BADGE to enter.

ANNUAL MEETING/LUNCHEON:

Important updates on TNSI and the Security Industry are presented at our Annual Meeting. New Board Members are also elected at our Annual Meeting.

AXE THROWING: TNSI is hosting its first Axe Throwing Competition! Axe throwing is easy to learn, and every aspect is designed with your fun and safety in mind. Professional instructors will assist and facilitate our axe throwing experience. Join us for a little FUN competition!! Cost is \$45.

GOLF TOURNAMENT: TNSI's Golf Tournament will be held at The Bear Trace at Harrison Bay. The course was designed by Jack Nicklaus and is surrounded by the beautiful Chickamauga Lake. The course features Champion Bermuda greens and Bermuda fairways lined with soaring pines and hardwood trees. Most greens are open in front and water touches 12 fairways. Cost is \$85.

OUTING: TNSI is excited to host a private three-course dinner aboard the Tennessee Valley Railroad Dinner Train on Thursday night with a 2-hour train ride! Buses will pick us up at the Doubletree and take us to the Tennessee Valley Railroad Museum. The Dinner cost \$75 per person but we are only charging \$50 so hopefully everyone can attend. The entrée selections are chicken, beef, salmon, and vegetarian. Water, tea, lemonade, and coffee are included with the dinner. You are welcome to bring your own wine or beer. Can't wait for this exciting outing on the Tennessee Valley Railroad Dinner Train!! Cost is \$50.

HOTEL RESERVATIONS: TNSI has blocked rooms at the Doubletree by Hilton Downtown Chattanooga. Please make your reservations TODAY by calling 423-756-5150 or use the link on our website. Room rates are \$129 per night, please mention you are with the Tennessee Network of Security Integrators (TNSI). This rate is good through August 20, 2022. After that date, reservations will be accepted on a room and rate availability basis.

QUESTIONS? Contact: TNSI Executive Director Penny Brooks 615-791-9590 ExecutiveDirector@theTNSI.org

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Are You Sure Your Website Terms and Conditions and Privacy Policy Are Enforceable? Maybe Not!

By Susan Kohn Ross and Lucy Holmes Plovnick, MSK

One of the many challenges facing companies that do business online is taking the steps necessary to make sure their website terms of service and privacy policies (and any other terms and conditions) are enforceable to the greatest extent possible in case of a dispute with their customers/users. There is no specific formula to follow but yet another court has recently issued a reminder holding that simply including a statement saying accessing our website binds you to our policies (whether the terms of service, terms of use, privacy policy or any other) is not enough.

As a general proposition, to form a contract under the laws in most jurisdictions, both parties to the contract must manifest their assent to the terms of the agreement. While this traditionally happens through written communications or verbal discussions, parties may also manifest agreement through their conduct. However, conduct is not effective as a form of agreement unless the party engaging in the conduct intends to do so and knows or has reason to know what the other party may infer from the conduct taking place. These principles are very important when evaluating whether a party has adequately manifested his or her agreement to the terms and conditions appearing on a website.

This key contract point was reinforced in a recent court decision, see *Berman v. Freedom Financial Network, LLC*, No. 20-16900 (9th Cir. 2022) (“Berman”), wherein the 9th Circuit affirmed the district court’s order denying defendants’ motion to compel arbitration, ruling that plaintiffs were not bound by a mandatory arbitration clause that was included in a website’s terms of service absent some evidence that plaintiffs had actually agreed to that clause. In its decision, the 9th Circuit discussed the two different types of agreements commonly used in connection with website policies: (1) “clickwrap” agreements, in which a website presents users with specified contractual terms on a pop-up screen and users must check a box explicitly stating “I agree” in order to proceed; and (2) “browsewrap” agreements, in which a website offers terms that are disclosed often only through a hyperlink and the user supposedly manifests assent to those terms simply by continuing to use the website.

“Clickwrap” agreements are usually found to be enforceable by courts, since they provide a website user with notice of the terms of the agreement and require an affirmative act on his or her part (clicking a box) to proceed. “Browsewrap” agreements, however, are less likely to be enforced by courts, because in those situations website users are often unaware of the terms of the agreement, or that their continued use of the website would be considered acceptance of any stated terms.

In *Berman*, the defendants included a mandatory arbitration clause in small print as a part of a browsewrap terms of service agreement. Plaintiffs argued they did not see the mandatory arbitration clause and had not assented to it.

The 9th Circuit ruled the small print arbitration clause, in a browsewrap agreement, was insufficient to form a binding contract under New York and California law.

The 9th Circuit also noted the defendants did not argue that plaintiffs had actual notice of the mandatory arbitration clause, and could not establish enough facts to demonstrate that plaintiffs were

on inquiry notice of the website’s terms and conditions because the notice was not conspicuous enough, and the hyperlink that would have taken the website user to the terms of service was not readily apparent.

The Court also found that plaintiffs did not take any actions that unambiguously manifested their assent to the terms of service while browsing the website. Given these findings, it was not surprising when the 9th Circuit affirmed the lower court’s ruling, holding the mandatory arbitration clause in the terms of service was not binding on plaintiffs, a ruling that is consistent with many others published by courts throughout the country.

As a practical matter, Berman underscores yet again that businesses should work with their web designers to make sure that notice of any terms and conditions with which the company intends to bind its customers/users should be clear and conspicuous on their websites, and the presentation of those terms and conditions should be accomplished by website design features that require users to affirmatively agree to the terms and conditions in question. One way to accomplish this is by incorporating a clickwrap agreement into the website’s design. In addition, hyperlinks that take users to additional terms of service should be clear so that users are not required to ferret them out.

While Berman addressed only terms of service (often called terms of use), its holding applies equally to any privacy policy a company may post on its website, PLUS, each time there are updates to any website posted policies, among other steps, the company must also keep evidence its customers/users accepted those changes. Different companies implement this requirement differently, but the first rule when it comes to establishing anyone is bound by your terms and conditions is to be able to provide tangible evidence the party in question actually accepted those provisions.



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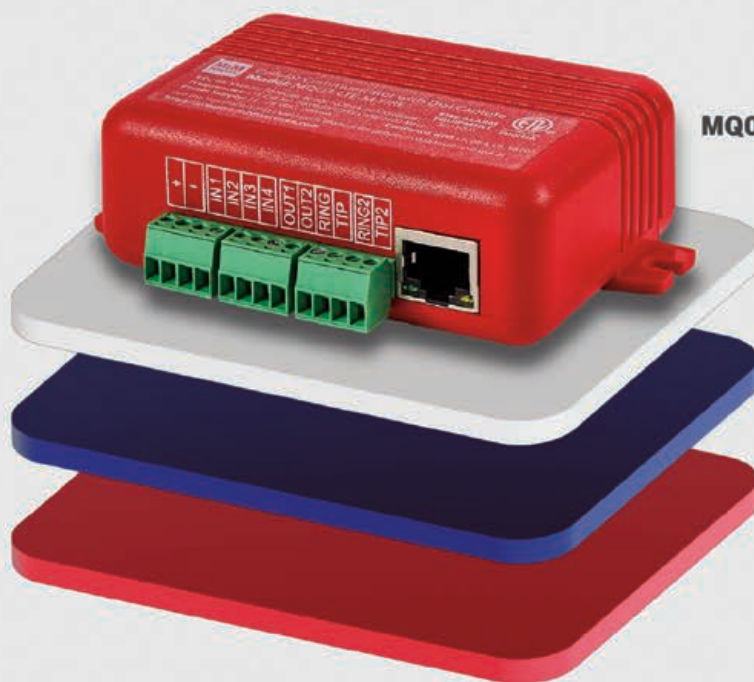
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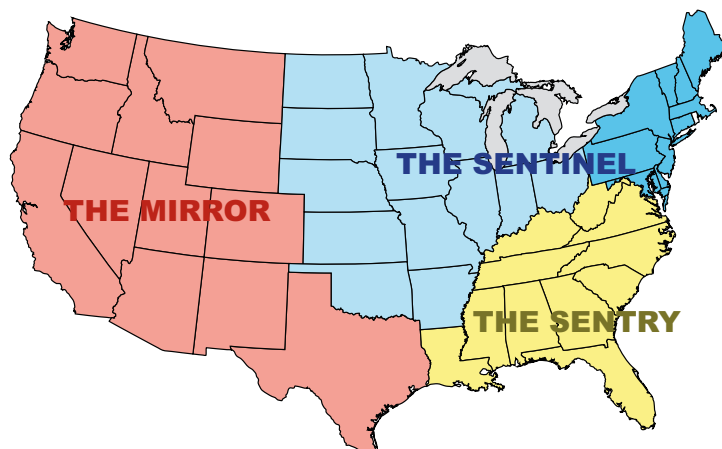
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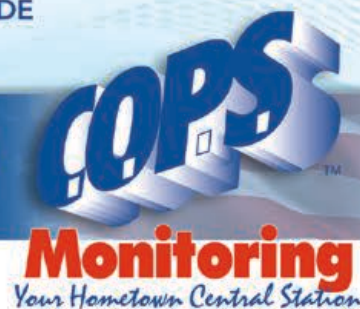
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