

# FOREVER<sup>®</sup>

FOREVER is the complete, permanent memory keeping service that you can trust. We guarantee that the memories you store with FOREVER will be preserved, protected, and available for your lifetime plus 100 years, with a goal of many generations beyond. We provide ground-breaking rights and protections for your data, securing your FOREVER Storage<sup>®</sup> through good times and bad. That's the FOREVER Guarantee.

## How do the finances behind the FOREVER<sup>®</sup> Guarantee work?

- When you buy FOREVER<sup>®</sup> Storage, a large portion of your payment is deposited into the FOREVER<sup>®</sup> Guarantee Fund and invested so that it increases in value over time.
- Each year, we withdraw a very small amount from the Fund to preserve and protect your precious digital content. This includes recurring maintenance and preservation of your FOREVER<sup>®</sup> Storage and the migration of your content to new digital formats. In this way, FOREVER ensures that your memories can be enjoyed far into the future, no matter how technology may change.
- In the same way that life insurance companies use reserve funds and universities use endowment funds, FOREVER<sup>®</sup> will use the FOREVER<sup>®</sup> Guarantee Fund to save, protect, and make your information available for generations into the future.
- **No other company has thought about long-term preservation of your memories like we have.** In fact, this is the ONLY way to ensure that your memories will be safe online and available to future generations!

**Contact me with any questions you have — I'm here to help:**

## How does the technology behind FOREVER ensure that my memories will be safe for generations into the future?

- **We keep your memories safe** using industry-leading security, custom-designed software, and high-quality storage at multiple data centers across geographically diverse locations. We do not disclose information about our data centers or their exact locations for security reasons, but all your data is redundantly stored across our entire storage ecosystem. Our service is specifically designed to preserve your content through natural disasters, wars, terrorism, economic depressions, and other events that cause major disruptions in society.
- **We employ multiple layers of additional redundancy** at each of our individual data centers to ensure that your data is never lost. Our multi-faceted redundancy is an important feature of our security process, because if any of your data becomes degraded or corrupted for any reason, it is quickly corrected using the redundant data.
- **We partner with other security specialists and storage experts** to make sure that we are constantly employing the most technologically advanced cloud storage security available.
- **We protect your data during transmission** by obfuscating it so that, even in the unlikely event that it is intercepted, others would not be able to interpret your data or access your content. We do this by encrypting the transmission of your data and storing it behind multiple layers of Universally Unique Identifiers.
- **We follow good business practice standards** for storing personal information at FOREVER, which enables you to securely store information with complete privacy. We also enable you to share your memories by offering three different levels of privacy: Public (anyone can view your content), Friends & Family (those with whom you connect via FOREVER can view your content), and Private (only you – and your Account Manager if you choose to have one – can view your content). The choice is yours.