

AMENDED Exhibit 848

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

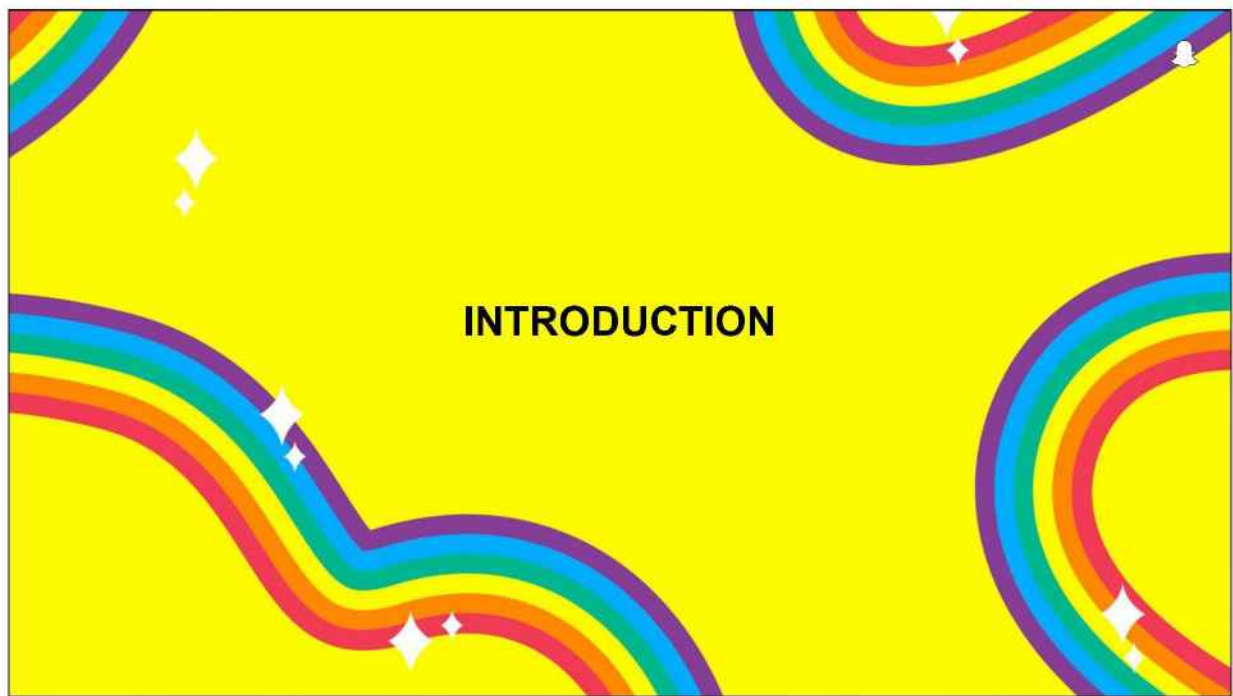
ON DEMAND GEOFILTERS (ODG) TRAINING

August 2020



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OVERVIEW

In this section you will learn:

- All about ODGs
- How an ODG is used
- How to create an ODG
- Your role in the ODG creation process

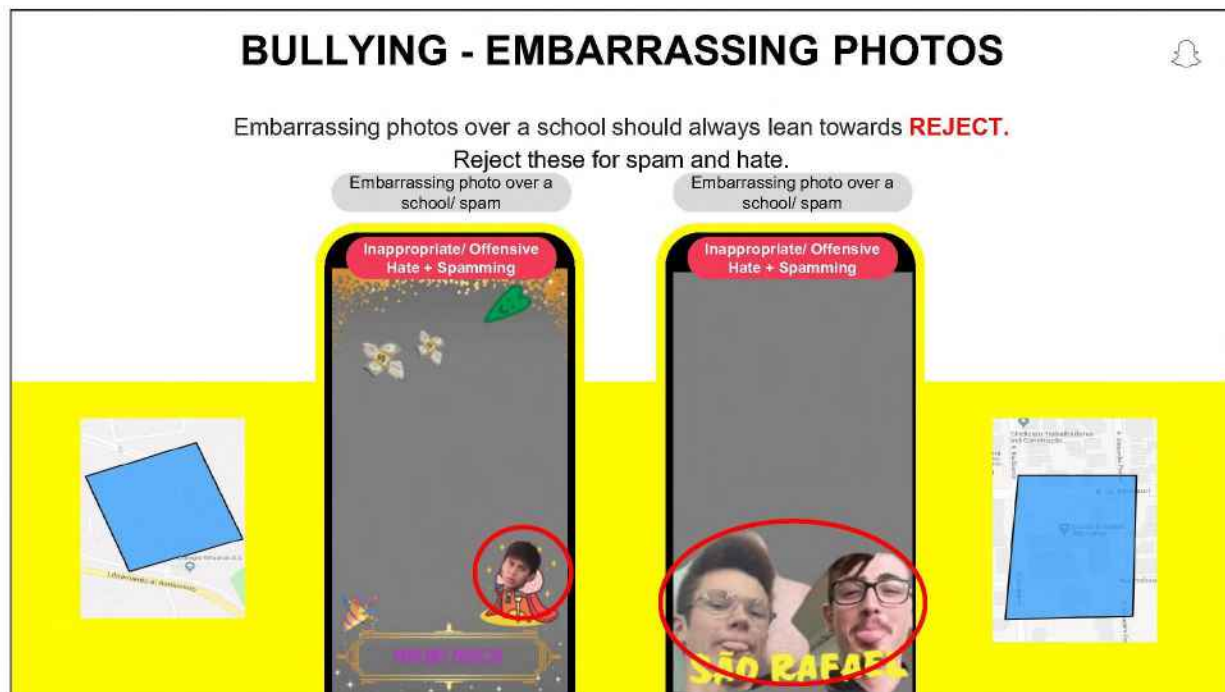


WHAT IS AN ODG?



Geofilters are creative overlays that capture where you are or what you are up to on Snapchat!
On-Demand Geofilters (ODGs) are Snapchatter created, location and time based filters for Snapchat that allow Snapchatters in a certain area to utilize decorative overlays on their snap photos and videos.





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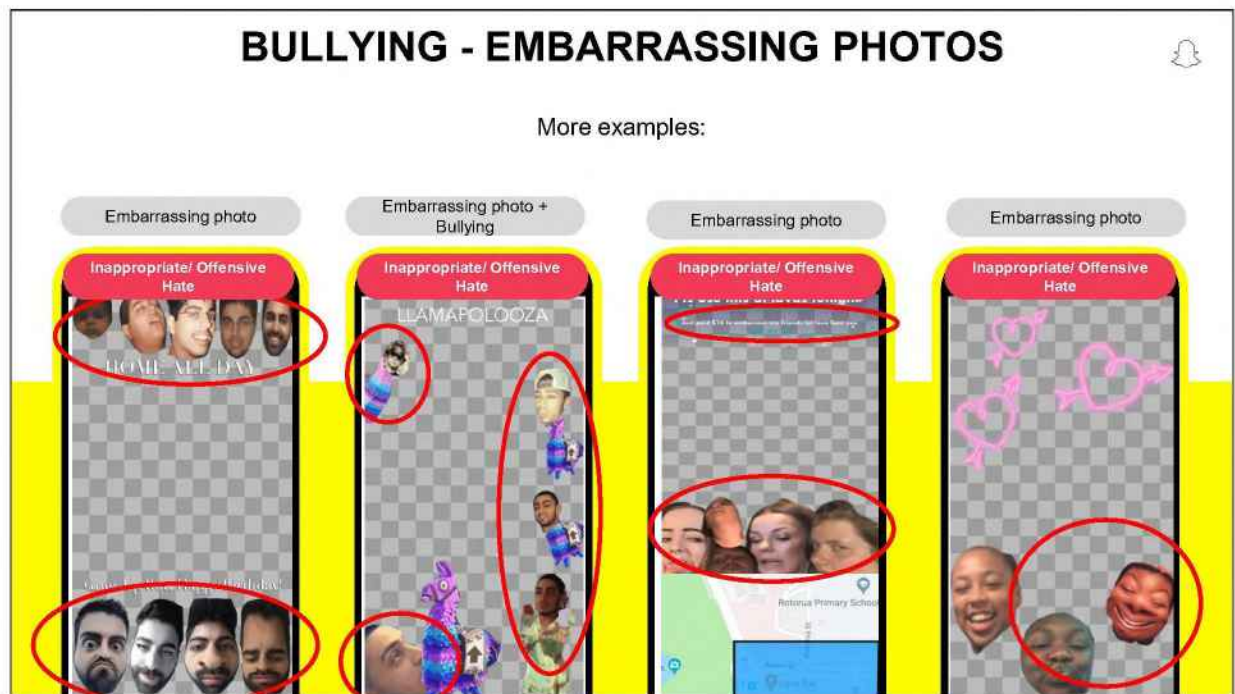
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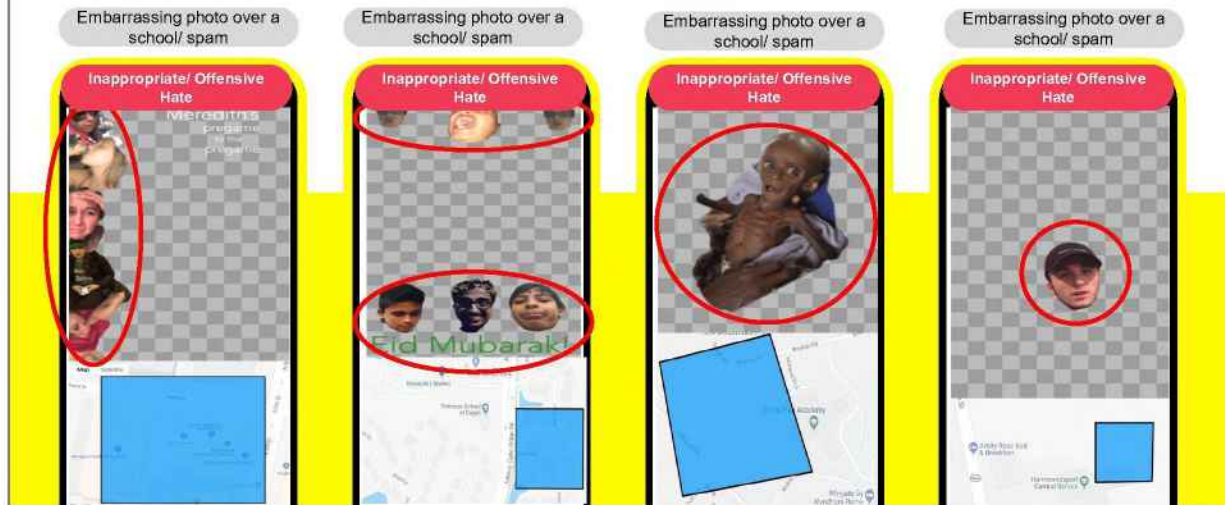
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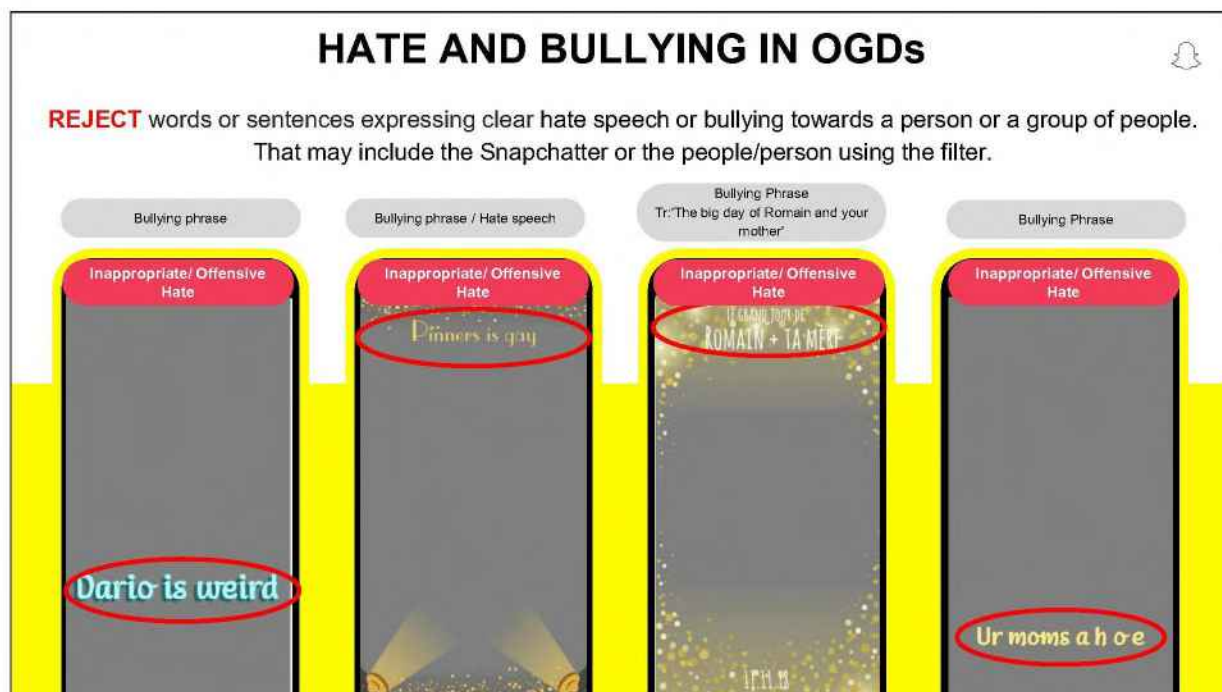
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BULLYING - EMBARRASSING PHOTOS



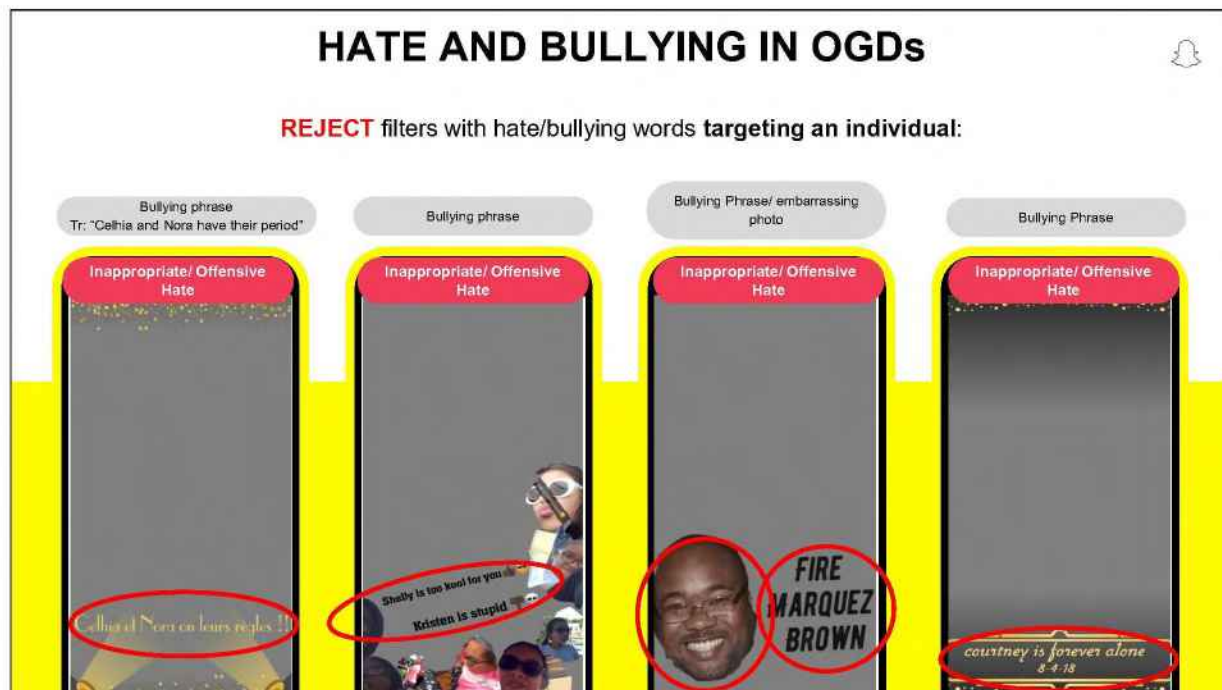
More examples:





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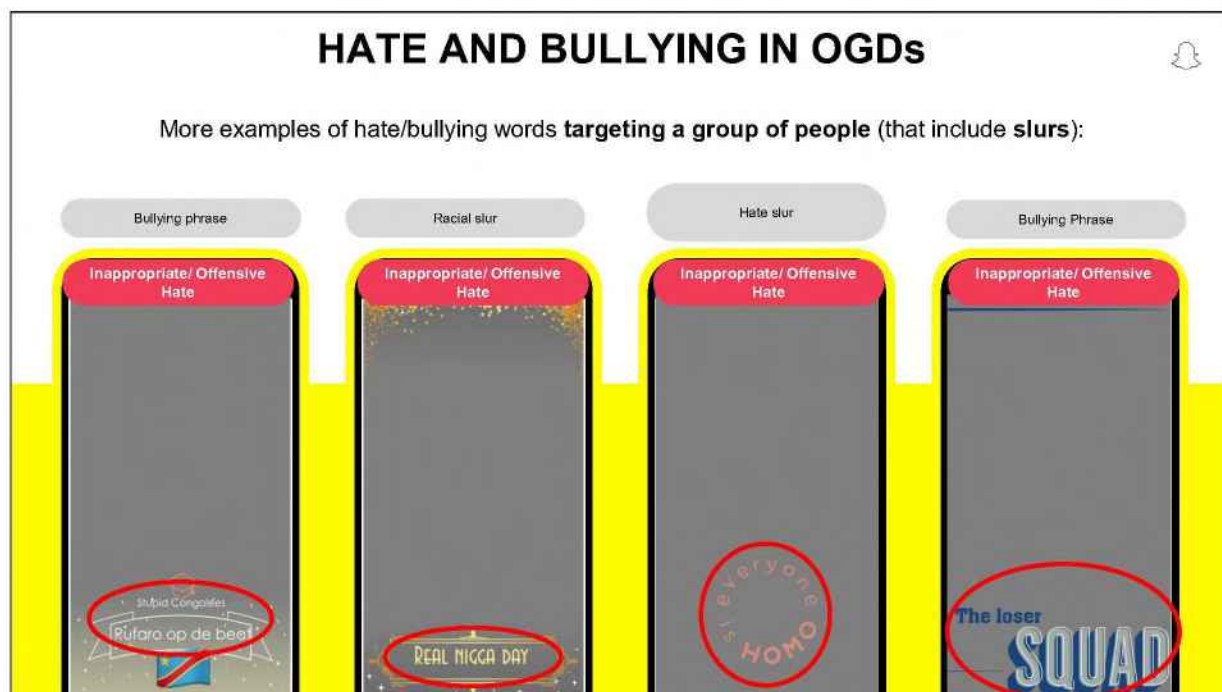
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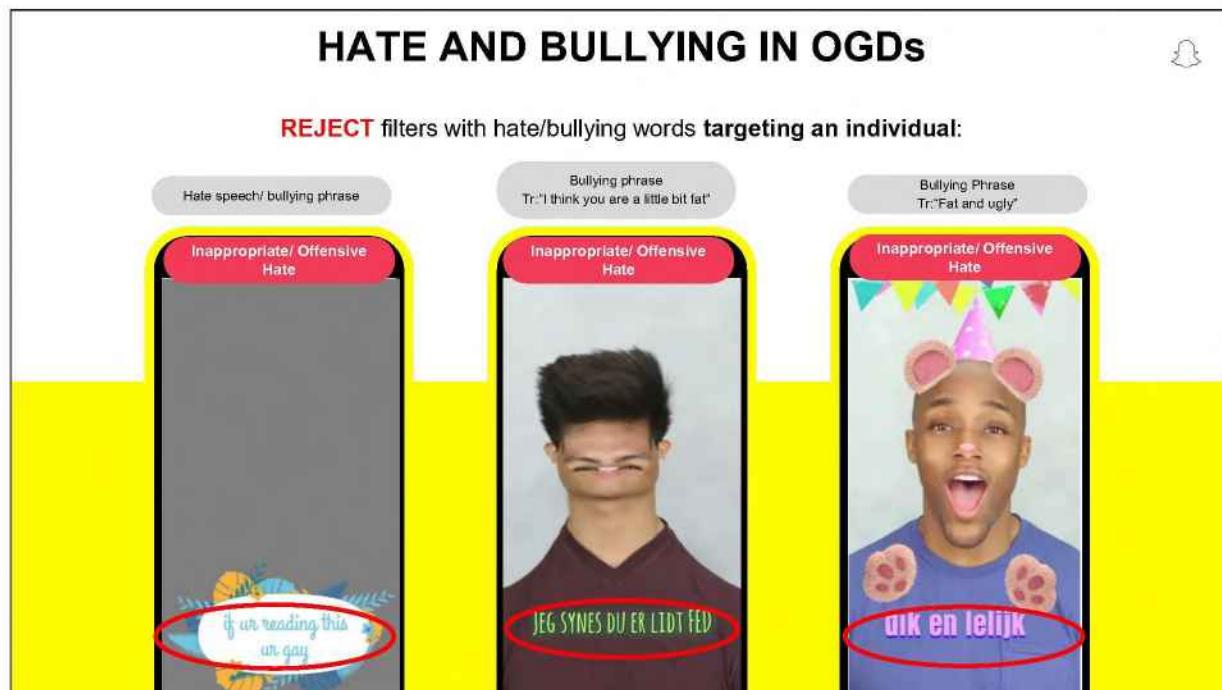
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WEAPONS



A weapon is anything designed to inflict pain or harm on another person, or that could inflict pain or harm on a person.



WEAPON POLICY

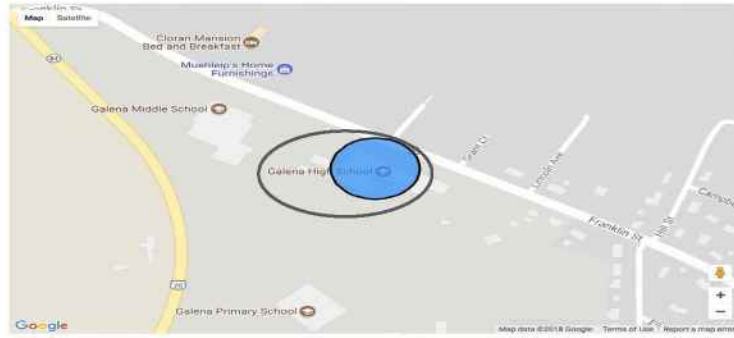
Some weapons can be **APPROVED** in ODGs given the weapon is:

- Not realistic (animated, fictional)
- Realistic weapon in entertainment context as long as it's not pointed directly at the user
- Not used in a threatening manner
- Makes sense in the context of the ODG (ex. A small axe makes sense in the context of a lumberjack ODG)
- Does not have blood on it
- Is not pointed at another person in the ODG or AT THE SNAPCHATTER
- Geofence is not over a school
- Not for weapon sales.
- Not glorifying weapons

If any of the above is violated, please **reject** for 'Weapons'

WEAPONS

WEAPONS



This ODG appears over a high school and has a pirate with a sword. It must be rejected for 'Weapons'

WEAPONS

ALCOHOL AND MINORS/ SCHOOLS



Alcohol in the context of minors (18 or under) should always be **rejected**, regardless of approvable templates, bitmojis or emojis. When the Geofence is over a school the item should be rejected also for **LOCATION** (alcohol in the filter + geofence over the school = Reject for alcohol + location)

