



HELLO BARBIE MESSAGING / Q&A

Product Description:

- Hello Barbie™ is the first fashion doll that can have a two-way conversation with girls.
- *Hello Barbie* features speech recognition and progressive learning features which provides girls with an engaging and unique Barbie experience.
- *Hello Barbie* Doll:
 - Plays interactive games
 - Tells jokes
 - Inspires storytelling
 - Tailors conversations based on play history
- Available at MattelShop.com and retailers nationwide
- MSRP: \$74.99

Tech Features:

- Programmed with more than 8,000 lines of dialogue and 20 interactive games.
- Provides 60 minutes of play time with full battery charge, and has a portable charger to facilitate play on-the-go.
- Features speech recognition technology that is activated by a push-and-hold button on the doll's belt buckle.
- Equipped with a microphone, speaker and two tri-color LEDs that are embedded in the doll's necklace, which lights up when she is active.
- Requires a WiFi connection to allow for a two-way conversation.
- Remembers up to 3 different WiFi locations.
- Requires a compatible smart device for account set up.

Key Messages:

- The number one request we hear from girls is that they want to have a two-way conversation with Barbie® doll. Now, with *Hello Barbie* that's possible.
- When incorporating technology into a toy, we look for a partner who can enhance the play experience – ToyTalk's advanced speech recognition technology simply makes playing with Barbie more magical.
- *Hello Barbie* is the first fashion doll that can have a two-way conversation with girls.
 - Featuring speech recognition and progressive learning features girls can engage with *Barbie* like never before.
 - *Hello Barbie* inspires storytelling, plays interactive games and tells jokes.
- What parents need to know about this product is:

- *Hello Barbie* is not always on. *Hello Barbie* is only active when her belt buckle is pressed.
- Parents can listen to their child's conversations with *Hello Barbie*, and if they choose to; stored conversations can be deleted at any time.
- As a leader in the toy industry for more than 70 years, we know that a top concern for parents is safety/security.

Q&A:

Product Information

Q: What is Hello Barbie™ Doll?

- *Hello Barbie* is the first fashion doll that can have a two-way conversation with girls.
- *Hello Barbie* features speech recognition and progressive learning features which provide girls with an engaging and unique *Barbie* experience.
- *Hello Barbie* plays interactive games, tells jokes and inspires storytelling.

Q: Why did Mattel develop *Hello Barbie*?

- The number one request we hear from girls is that they want to have a conversation with *Barbie*. ToyTalk's speech recognition technology has enabled us to create a seamless, magical experience for girls.

Q: How do parents set up *Hello Barbie*?

- Start by downloading the *Hello Barbie* app that is available on the Apple App Store, Google Play and Amazon App Store to a compatible smart device.
- The app will guide parents through an easy and simple setup process which requires WiFi.

Q: Can *Hello Barbie* be 'just a doll' – can you turn her off?

- Absolutely! *Hello Barbie* has a power button on her belt buckle. When not activated, she is a basic fashion doll.

Q: Has this technology ever been used in a toy before? Is this a first?

- The speech-recognition technology and progressive learning feature, which is developed by ToyTalk, has powered apps, but *Hello Barbie* is the first time the technology has powered an actual fashion doll.

Q. What / who is Toy Talk?

- ToyTalk is an entertainment and technology company that combines art and science to create conversation with characters. ToyTalk has created award-winning original entertainment experiences - such as The Winston Show and SpeakaZoo - and Thomas & Friends Talk to You, based upon Mattel's popular Thomas & Friends brand.
- Formerly the Chief Technical Officer at Pixar, ToyTalk's CEO and Founder Oren Jacob was inspired by his 7-year-old daughter to develop entertainment experiences that enable kids to have conversations with characters.

Q: What is the role of ToyTalk?

- ToyTalk has developed speech recognition technology that allows girls to have a seamless conversation with *Barbie*. Alongside Mattel, ToyTalk has also helped craft and curate the doll's dialogue.

Q: Can *Hello Barbie* search the Internet?

- No, all of the doll's content is hand crafted by the award-winning writing teams at Mattel and ToyTalk. None of the doll's content comes from open web search.

Q: Does *Hello Barbie* connect to the Internet?

- Yes, *Hello Barbie* connects to ToyTalk's secure servers in the cloud, which is where her thousands upon thousands of dialogue lines are stored.

Q: Does *Hello Barbie* work when she is not connected to WiFi?

- *Hello Barbie* requires a WiFi connection on a smart device to have a two-way conversation with girls.

Q: How long can *Hello Barbie* last before she needs to be recharged?

- The doll's battery life lasts about one hour.

Q: Were there any changes made to the doll's body to incorporate the technology?

- No, your child will not notice any difference. *Hello Barbie* remains as an 11.5 inch fashion doll.

Q: We heard about the new diverse Fashionistas® line of Barbie® dolls. Will *Hello Barbie* have the same level of diversity?

- *Hello Barbie* is available in three different skin tones. Ethnically diverse dolls are available on Mattelshop.com only.

Q: Does *Hello Barbie* come with a variety of outfits? Can you change her clothes?

- *Hello Barbie* only comes with the outfit she is wearing.
- While you can accessorize *Hello Barbie* you cannot change her clothes or shoes.

The Voice of Hello Barbie

Q: How many words will be programmed in the doll's vocabulary?

- Hello Barbie is programmed with more than 8,000 dialogue lines and 20 interactive games, allowing for a rich dialogue with girls that fuels imagination and play.

Q: How will *Hello Barbie* respond to an inappropriate question?

- The doll's conversation tree has been designed to re-direct inappropriate conversations. For example, *Hello Barbie* will not repeat curse words. Instead, she will respond by asking a new question.

Q: How does the 'progressive' learning work?

- *Hello Barbie* is programmed to tailor responses based upon the user's play history with *Hello Barbie*.
- For example, *Hello Barbie* will have the ability to talk to girls about some of their favorite things just like a real friend.
- In addition, *Hello Barbie* is able to remember what she has spoken with users about in the past, and will try to suggest new games and topics to keep the conversation as fresh and exciting as she can.

Q: Will *Hello Barbie* speak multiple languages?

- At this time, *Hello Barbie* will speak and respond only to English.

Q: Does *Hello Barbie* interact with other toys, voice activated items, or only human voices?

- *Hello Barbie* only recognizes human speech patterns and does not interact with other toys or other ToyTalk products.

Q: Can *Hello Barbie* say a child's name?

- No. *Hello Barbie* does not ask for a child's name and is not scripted to respond with a child's name, so she will not be able to recite a child's name back to them.

Q: What will *Hello Barbie* speak about?

- *Hello Barbie* is programmed with more than 8,000 lines and 20 interactive games, allowing for a rich dialogue with girls that will fuel imagination and play.
- *Hello Barbie* can talk with girls about friends, school, dreams and fashion, of course!
- More topics will be programmed from time to time to allow for engaging and tailored conversations.

Privacy/Security

Q: What information will parents need to provide to set up *Hello Barbie*?

- *Hello Barbie* only requires a parent's email address to set up an account. This is necessary so that parents can give permission to activate the speech recognition technology in the doll. Other information, such as a daughter's birthday, can be provided to help personalize the experience but are not required.
- To learn more about information in connection with *Hello Barbie* is collected, used, and shared, please review the *Hello Barbie* privacy policy at <http://www.toytalk.com/hellobarbie/privacy>

Q. Is *Hello Barbie* always listening?

- No. *Hello Barbie* is not always on.
- Similar to Siri, the speech recognition technology in *Hello Barbie* is activated only when the user is pushing down the button on the doll's belt buckle.
- The two tri-color LEDs embedded in the doll's necklace light up to indicate she is active.

Q. Is *Hello Barbie* recording and storing conversations girls have with the doll?

- Yes. *Hello Barbie* has conversations with girls, and these conversations are recorded. These audio recordings are used to understand what is being said to *Hello Barbie* so she can respond appropriately and also to improve speech recognition for children and to make the service better. These conversations are stored securely on ToyTalk's server infrastructure and parents have the power to listen to, share, and/or delete stored recordings any time.

Q. Are conversations used to market to children?

- No. The conversations captured by *Hello Barbie* will not be used to contact children or advertise to them.

Q: Are conversations reviewed for any potentially dangerous content? What happens if such content is discovered?

- When a child uses *Hello Barbie*, ToyTalk makes all of that child's audio recordings available to the child's parents through their parent account. This enables parents to listen to their child's conversations with *Hello Barbie* to monitor them for any content that is of concern to them.

- Conversations between *Hello Barbie* and consumers are not monitored in real time, and no person routinely reviews those conversations.
- Upon occasion a human may review certain conversations, such as in order to test, improve, or change the technology used in *Hello Barbie*, or due to support requests from parents. If in connection with such a review we come across a conversation that raises concern about the safety of a child or others, we will cooperate with law enforcement agencies and legal processes as required to do so or as we deem appropriate on a case-by-case basis.

Q: How and where will *Hello Barbie* store audio recordings with my child's voice?

- Conversations are stored by ToyTalk on its cloud-based server infrastructure until such recordings are deleted, either by the parent or by ToyTalk.

Q: We hear news every day about databases being hacked – everyone from the U.S. government to major banks and retailers. Have any measures been taken to protect the personal information and conversations from hackers?

- We are committed to the security and privacy of our users and have implemented a number of safeguards in an effort to protect personal information and stored conversations from unauthorized access.
- We use commercially reasonable and appropriate measures to protect customer data.
- The security and privacy of *Hello Barbie* has been certified as in compliance with COPPA (Children's Online Privacy Protection Act) by the kidSAFE seal program, an independent FTC-approved COPPA Safe Harbor provider.
- In the event the *Hello Barbie* database were to be hacked, we will evaluate and implement an appropriate response plan, based on the nature of the incident and applicable legal requirements.

Q: Is *Hello Barbie* COPPA compliant?

- Yes, *Hello Barbie* complies with COPPA (the Children's Online Privacy Protection Act) and is certified as such by the kidSAFE seal program, an independent FTC-approved COPPA Safe Harbor provider. To learn more about this certification, visit www.kidsafeseal.com/certifiedproducts/toytalk_hellobarbie_device.html.

Q: What if I want to get rid of the toy but she remembers information about my daughter?

- *Hello Barbie* does not ask any questions that are intended to elicit personal information in a response. She does not ask for a girl's name, address, or anything else identifiable to a specific child. As a result, conversations should not typically include much, if any, identifiable information.
- Conversations and other information are not stored on the doll itself, but rather in the associated parent account. So, if other users are using a different WiFi network and using their own account, *Hello Barbie* would not remember anything from the prior conversations. New users would need to set up their own account to enable conversations with Barbie.
- As a precaution, parents who transfer *Hello Barbie* to another user may wish to permanently delete their ToyTalk account, and they can do so at www.toytalk.com.
- When canceling an account, ToyTalk will wipe all audio recordings and personal information connected to that account permanently.

Q: What should parents do if they notice *Hello Barbie* making inappropriate remarks, or if they believe the security of the doll has been compromised?

- All comments made by *Hello Barbie* are scripted with school age appropriate content by the award winning writing teams at ToyTalk and Mattel. If you have any questions or concerns about Hello Barbie, please call 1-888-256-0224.
- The current lines of dialogue for *Hello Barbie* can also be found on www.HelloBarbieFAQ.com.
- If you want to verify what *Hello Barbie* said to your child, you can access all conversations in your account at www.toytalk.com to listen for yourself.

Q: Could *Hello Barbie* and her users' conversations be intercepted via Bluetooth technology?

- No. All communication with *Hello Barbie* takes place over a secured TLS (HTTPS) network. It's not possible to connect her via Bluetooth.
- She connects directly to ToyTalk servers--not via an outside app with local data stored on it. No back doors have been added to the app, to further avoid access issues.
- Lastly, her content is not programmatically generated or returned from Web search queries; everything *Hello Barbie* says has been hand-crafted by the award-winning writing teams at ToyTalk and Mattel.

Q: How can the doll be controlled in public so that others don't hear private information about my daughter?

- Parents are encouraged to monitor their child's conversations closely while in public to ensure their safety and privacy.
- While it may be fun to play with *Hello Barbie* on a third-party WiFi network, such as at a café or restaurant, we encourage parents to consider the venue they are in when setting up the doll.
- The doll's conversations have been carefully crafted to avoid asking questions that solicit personal information.

Q: If I do provide my information, it sounds like Mattel and Toy Talk will give it to a lot of people. Vendors, consultants, "other service providers." That's a very broad and vague definition. What does this mean?

- Service providers are those we engage to assist us in providing and operating *Hello Barbie*.
- We also try to continuously update the product and improve the consumer experience based on the information we obtain. To do that, we need to allow individuals and teams (who are legally bound by confidentiality agreements) to access the data we have while working on *Hello Barbie*.
- Parents have access to review all their data including any stored conversations, and if they want to, can delete their child's conversations at any time.

Q: What happens to personal information when an account is deleted?

- You may choose to permanently delete your ToyTalk account via ToyTalk's website. We will delete all personal information connected with your account when you close your account in this manner. However, cached copies may exist for on a temporary basis after the account is deleted.

Q: Your Privacy Policy says that you will use personal information to provide consumers with news and information about events, activities, promotions, special offers, etc. That sounds like consumers

could be bombarded with marketing messages. Can parents elect not to receive those communications?

- Yes. Opting out of receiving promotional emails will be an option during the set up process and you can opt out at any time by following the instruction in those emails. Note that marketing messages will not be conveyed via the doll itself.

Q: Your Privacy Policy says that even though children under 13 cannot set up a *Hello Barbie* account, their voices will be recorded. How do we know children won't go ahead and share those recordings with third-parties without their parents' knowledge?

- It is not possible to share audio by playing with the *Hello Barbie* doll itself. Recordings are accessed through the parent account, and *Hello Barbie* only facilitates sharing through the parent account. After initial setup, there is no need to use the *Hello Barbie* Companion App to play with the doll. Children can just pick her up and begin to play with her.
- Parents create their accounts, and control their child's recordings, via the *Hello Barbie* Companion App and the ToyTalk website.
- We strongly suggest that parents keep their passwords private and do not share them with anyone else, including their children, since those passwords are not needed to play with the doll.
- If we discover that, in violation of our terms of service, an account was created by a child, we will terminate the account and delete all data and recordings associated with it.
- As with all online experiences, we suggest parents monitor their child's play to ensure online safety.

Q: According to the Privacy Policy, recordings of children under 13 can be automatically captured, and it is possible kids can inadvertently provide personal information to *Hello Barbie*. How will parents know if it does happen? And what can they do about this?

- Although *Hello Barbie* was designed not to ask questions which are intended to elicit answers that might contain personal information, we cannot control whether a child volunteers such information without prompting. Parents who are concerned about this can monitor their child's use of *Hello Barbie*, and parents have the power to review and delete any conversation their child has with *Hello Barbie*, whether the conversations contain personal information or not.
- If we become aware of any such personal information captured in recordings, it is our policy to delete such information, and we contractually require our Service Providers to do the same. This personal information is not used for any purpose.

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