

Sample of email to send your users notifying them of implementation of software: (and privacy)

Beginning _____ Think Safe will be our new vendor for Emergency Management / Notification Systems with a program called EMMA. _____ is pleased to announce this news and provide access to our staff and visitors via desktop station work computers and mobile devices. One thing is certain, we want to provide updated technology to allow you to get instant notifications or send a quick notification – without cell phone / tower data limitations or 911 call overload limitations which we all have historically read or heard about in the news.

EMMA stands for Emergency Management Mobile Application. It is a suite of features involving 1st priority push notifications (you get them if your device is on and on banners vs. through slower SMS/Text systems). You also will be able to send or receive “see something, say something” alerts, SOS alerts, and any immediate help needed emergency alerts. The app will be installed on your phone and once logged in, you can report in potential threats, personal danger, immediate crisis reports, and even simple mass notifications to improve organization communication. If an emergency exists, anyone who is impacted can report-in and communicate their current status and a quick GPS location pin is mapped. There are many more features and details involving this program and this application, which we will review in more depth in the near future and there are Quick Use Guides and even Video tutorials.

You will receive a welcome email message from Think Safe and EMMA (noreply@emmaadmin.com) on or around <<<<date to be decided , or this afternoon, etc.>> requesting you to login as a new user. Your username will be your email address and a temporary password to login to the system will be included in the welcome email message from EMMA and Think Safe (support@emmaadmin.com). You may then update your password and your EMMA PIN (both are to authenticate you and reduce false use of the system). Please check your spam/junk folder if you don't see this email in your Inbox; sometimes it gets forwarded there. If you don't receive the email, please let <<XXX know.....>>

PC User Access:

The website for the system is www.emmaadmin.com. ***(Remember to bookmark EMMA in your favorite browser for quick and easy access!)***



Mobile Device Access:

The app can be found on iPhones or Androids in their application stores under the name E.M.M.A. for the Apple App store, and EMMA for the Google Play store. There are links below for your convenience of downloading. To log in, you simply use the same credentials given to you in your EMMA introductory email, whether you are a “user” or “administrator”. *You can also log into EMMA Admin on your phone as well. To navigate to the mobile site, simply use the same URL as the desktop version; www.emmaadmin.com.*



App Store (iPhone) <https://apps.apple.com/us/app/e-m-m-a/id1356773163>



Google Play (Android) https://play.google.com/store/apps/details?id=com.thinksafe.emma&hl=en_US

(click on either to see the hyperlink / link for download)

Thank you in advance for your patience in our transition and for your continued support to help ensure use and communication of the emergency management program. This software will help us ensure we keep each other as safe as possible during any possible events, and assist us in excellent communication.

Don't hesitate to contact me with any additional questions or concerns. We appreciate your involvement. The Privacy Policy and how the mobile application and software system works is attached as well.

Privacy Policy & How EMMA Uses Data

We are aware that with EMMA being used to communicate emergencies in life-threatening events that yourself and your friends and loved ones are your top priority. Because of this, we want to ensure your safety and privacy during the use of this software and during any events associated with this software. Below, we have outlined how EMMA and Think Safe use your data.

Think Safe is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the Think Safe EMMA software and governs data collection and usage. By using the EMMA Admin site (www.emmadmin.com) and the EMMA mobile app, you consent to the data practices described in this statement.

In order for EMMA to provide accurate information and communication to best help one another during an emergency, EMMA will ask for use of your location, and collecting GPS coordinates of that location. EMMA will use this data in three simple ways:

1. Providing accurate location descriptions and depictions to “administrators” and emergency management services (Police, Fire Department, Paramedics, etc) for use in locating an individual for emergency assistance on an associated map.
 - a. With EMMA inactive on a mobile device, location is not seen or recorded.
 - b. Administrators and EMS will only see a location when one is provided. An administrator or user of EMMA will report their location when they provide feedback during an emergency, for confirmation of safety (away from the emergency) or confirmation of immediate assistance needed by a medical team or emergency/crisis manager.
2. Determination of location within a “geofence”.
 - a. Upon use of a geofence by an administrator, EMMA will locate the user temporarily, and determine if they are or are not within a certain global position determined by the administrator.
 - i. This is used for notifications or notification of emergency to those only within a certain geologically positioned perimeter, or “geofence”. Those outside of the geofence do not get notified, so they do not receive information that the administrators have determined do not apply to them, based on their current location.
 - b. EMMA will only temporarily use location information to quickly determine position of “within” or “not within” the geofence. The information will be viewed temporarily but is not tracked in any manner.
3. We also use location information to ensure EMMA services are working as intended, such as tracking errors or troubleshooting issues as you report them to Think Safe. We may use your information to improve the service and develop new features or services. For example, EMMA may use your location data to improve accuracy of its mapping and geofencing data.

EMMA will not use any data for marketing purposes of any kind.

EMMA will not use, sell or market your personal data to any third parties.

EMMA only uses these location services to provide services to you in the time of an emergency or to determine your location for geofencing with emergency notification and mass notifications sent by your administrators.

For more information on our privacy policy and how Think Safe may use your data, visit us at <https://think-safe.com/privstatement.php>