

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>