

## WHAT IS RAPID NOTIFY?

The Rapid Notify System is a software application used to send emergency alert notifications and updates to large groups of people.

The system is capable of simultaneously sending an alert to thousands of people over communications platforms such as email, telephone, cell phone, SMS text message, pager and PDA.

Mass notification systems are typically used to issue voice or text messages alerting response personnel to the presence of an emergency as well as instructing residents of specific areas on how best to reduce their risk of harm in potentially life threatening situations.

PARTICIPATION IN THE RAPID NOTIFY SYSTEM IS NOT MANDATORY. YOUR CONTACT INFORMATION CAN BE REMOVED FROM THE SYSTEM UPON REQUEST.



RAPID NOTIFY MAY BE USED TO ALERT YOU TO SITUATIONS SUCH AS:

- Large Fires
- Chemical Spills
- Contaminated Water
- Evacuation Notices
- Severe Weather

If you have any questions, or would like to learn more information about this system, please contact us.

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[www.cobourg.ca](http://www.cobourg.ca)

## RAPID NOTIFY MASS NOTIFICATION SYSTEM



COBOURG  
EMERGENCY MANAGEMENT

PUBLIC SAFETY IS OUR FIRST PRIORITY.  
FIND OUT HOW WE USE THE  
RAPID NOTIFY SYSTEM TO KEEP YOU  
INFORMED.

# RAPID NOTIFY

## FREQUENTLY ASKED QUESTIONS

[www.cobourg.ca](http://www.cobourg.ca)



PHONE



EMAIL

ALERTS



UPDATES



The Rapid Notify System can be used to warn you of possible hazards that could affect your health and safety. An alert could be sent in the event of a major emergency such as a **Large Fire, Chemical Spill, Contaminated Water, Evacuation Notice, Severe Weather Conditions, or possibly a Missing Person Alert.**

### How did you get my number?

Contacts in the Rapid Notify system are completely confidential and have been obtained from the emergency services database of telephone numbers.

### What should I do when I am called?

When you receive an automated phone call from the Rapid Notify system, please listen carefully to the message. You will be informed as to the nature of the situation, and be given instructions on how to protect yourself. The message could possibly ask you to stay indoors until further notice or to evacuate the area immediately.

### What if I miss the call?

If you do not answer your phone, the system will attempt to reach you with two additional calls. The system will leave a message on your answering machine if it picks up the call. If there has been no answer after three phone calls, your information will be recorded and delivered to the authorities for a possible follow-up or in-person alert, depending on the severity of the situation.

### What if my number is unlisted?

If you wish to add your cell phone number or other contact information to our database, please visit [www.cobourg.ca](http://www.cobourg.ca) and follow the instructions for registration. Your information will be secure and will not be shared with anyone.

### How do you know whom to call?

In the event of an emergency, local Police, Fire, EMS, Health or City Officials will indicate the physical area(s) to be notified and the Rapid Notify system will attempt to contact persons who reside in those locations.

### Is the system secure?

The Rapid Notify system can only be accessed by authorized personnel, and all data is protected by state-of-the-art security protocols.

### What can I do?

Be prepared for emergencies. Create a family emergency plan. Have an emergency supply kit readily available at home, at work, and in your car. Plan for the types of emergencies or disasters that can happen in the area where you live.