

**RED SKY TECHNOLOGIES, INC.**  
**DATA PRIVACY NOTICE**

This document sets forth the privacy practices of Red Sky Technologies Inc., a wholly owned subsidiary of Everbridge, Inc., (“we” or “us” or “Red Sky”). This Data Privacy Notice describes the types of personal information that we receive in the course of doing business, how we use that information, third parties with whom we may share the information, and your choices for modifying or removing the information.

We value the trust you place in Red Sky services and our privacy practices. We are committed to providing our customers and users with a secure environment, unparalleled customer service, and state of the art technologies to safeguard personal information. Red Sky will adhere to the policies and practices described in this privacy notice, as well as any applicable customer agreement as it pertains to personal information.

**What Information Does Red Sky Collect?**

Our privacy practices vary depending on the circumstances under which we collect personal information. Red Sky may collect personal information as follows:

- **Information Collected from Customers.** Red Sky services enable customers to route emergency 9-1-1 calls to the appropriate Public Safety Answering Point (PSAP). From its customers, Red Sky collects phone numbers and location data for the sole purpose of providing services. When a 9-1-1 call is placed, it is routed to the appropriate PSAP based on the customer provided location information. Red Sky may also collect the first and last name, email address and phone number for customer administrative personnel.

In the event that a 9-1-1 call is made, Red Sky generates a Call Record. The Call Record includes the date and time the call was made, the phone number from which it was made, the location of the caller, and a recording of the call. The Call Record may also include other information described in this Notice.

Red Sky may also collect personal information in the process of providing support and responding to customer questions. This may include personal information such as name, location, email address and phone number. The information may be delivered to Red Sky in connection with your correspondence either by phone or email or you may be asked to provide the information. The reason for any requested information will be made clear to you at the time that it is requested. You are not required to provide your personal information; but if you choose not to, we may not be able to provide the requested support or address the inquiry. Red Sky has no direct relationship with the individuals whose personal information it processes from customers. Our customers are typically the individual's employer.

- **Information Collected through our Mobile Applications.** In order for our mobile applications to function properly, you will need to provide the phone number of the device and the current location of the device. The mobile applications may also collect the following types of information:
  - **Device Information:** information about the device, including the device's unique device identifier, Internet connection, IP address, operating system, browser type, mobile network information, and the latitude and longitude of the connected device.
  - **Employee Personal Information:** first and last name, email address, home address, remote work address and cell phone number.
  - **Usage Data:** how often the application is used, the events that occur within the application, aggregated usage, performance data, and the location where download of the application occurred. We do not link the information we store within the analytics software to any personal information you submit within the mobile application.
- **Information collected through our Website.** When you visit and use our website, we may collect, retain and use the following kinds of information:
  - Information you provide to us, which may include:
    - Information that you provide by filling in forms on our website when registering for white papers, marketing, events or webinars, requesting further information about our solutions, when you report a problem with our website or when you otherwise communicate with us. This includes personal information such as name, email address and phone number.
      - Records and copies of your correspondence if you contact us.
      - Your responses to surveys that we might ask you to complete for research purposes.
      - Your search queries on the Website.

- Information we may collect from you:
  - Information about your business, such as organization and industry.
  - Information collected through automatic data collection technologies. Demographic information, such as geographic location.

As is true of most websites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We may link this data with other information we collect about you. We do this to improve our offered services, marketing, analytics, and site functionality. However, we anonymize the data we link so that you won't be identified.

Please note, Red Sky does not attempt to collect any sensitive information, such as dates of birth, credit card information, personal financial information, social security or driver's license numbers, or personal health information.

### **How Does Red Sky Use Information We Collect?**

- **Customer Data.** We use customer data only as necessary to deliver the Red Sky services. These services include, but are not limited to, delivering 9-1-1 calls to the appropriate PSAP based on customer provided location information, delivering Call Records to a central location, storing Call Records for a short time after the date of the 9-1-1, delivering customer support for purchased services, and notification of new features and services. We may also use customer data to contact you regarding administrative notices, to resolve disputes, troubleshoot problems and enforce a customer services agreement. Red Sky will retain personal information (including dispatchable location data) provided by our customers for as long as is needed to provide services and in accordance with the customer's services agreement. In addition to this privacy notice, usage of customer data is subject to and covered by the applicable customer services agreement.

In general, we will use the personal information we collect only for the purposes described in this privacy notice or for purposes that we explain to you at the time we ask to collect such information. However, we may also use personal information for other purposes that are not incompatible with the purposes we have disclosed (such as statistical purposes on an anonymized basis) if and to the extent that such use is permitted by applicable data protection laws.

**Disclosure of Your Information for Third-Party Advertising.** We do not share your personal information with unaffiliated or non-agent third parties for promotional purposes.

### **Third-Parties with Whom We May Share Your Information**

- **To provide the Red Sky Services.** It may be necessary for Red Sky to share customer data with third parties in order to provide the Red Sky services requested by our customers. For example, phone numbers and location information are shared with Red Sky service providers in order to deliver a 9-1-1 call to the appropriate PSAP. Red Sky only transmits, to its service providers, the information needed to fulfill the obligations described in a customer's service agreement. Those third-parties are contractually obligated to use the information that is provided to them only for the purpose for which we disclose it to them. Transfers to these third parties are covered by the provisions in this privacy notice regarding notice and choice, as well as applicable contractual agreements.
- **Other Circumstances.** We may disclose personal information about you to third-parties as follows:
  - To our third-party service providers on a need-to-know basis to assist us e.g., conducting our business, or providing services to you.
  - To our parent company and affiliates of the parent company to provide support to you in connection with the delivery of Red Sky services.
  - To enforce or apply our Acceptable Use Policy or our customer services agreement (as applicable) and other agreements.
  - As required by law, such as to comply with any court order, subpoena, or similar legal process, including responding to any government or regulatory request, as well as lawfully binding requests by public authorities to meet law enforcement requirements.
  - If we believe in good faith that disclosure is necessary or appropriate to protect the rights, property, or safety of Red Sky, our customers or others, or to investigate fraud. However, all such disclosure shall comply with any applicable data protection law.
  - In the context of a sale, assignment or other transfer of all or part of the business.
  - To any other person with your consent.

We do not sell, trade, or rent customer data or a user's personal information to others.

### **Cookies**

We use cookies and similar tracking technology (collectively, "Cookies") to collect and use personal information about you.

### **Enforcement.**

Red Sky privacy practices are subject to the jurisdiction of the United States Federal Trade Commission (FTC), and as such Red Sky is subject to the investigatory and enforcement powers of the FTC and other applicable authorities in the jurisdictions where we provide services.

### **Data Security**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration and disclosure. The security of your personal information and our customers' information is extremely important to us. When you enter sensitive information and /or geo-location data, we encrypt the transmission of that information using up-to-date security technology.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of the website.

Unfortunately, the transmission of information via the Internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the website. If you have any questions about security on our website, you may contact us at [privacy@everbridge.com](mailto:privacy@everbridge.com).

### **Data Retention**

We retain personal information we collect from you where we have an ongoing legitimate business need to do so (for example, to provide you with a service you have requested or to comply with applicable legal, tax, accounting or reporting requirements).

We either delete or anonymize data, when we have no ongoing legitimate business need to process your personal information; or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

We may also retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

### **Choices About How We Use and Disclose Your Information**

We strive to provide you with choices regarding your personal information. We have created mechanisms to provide you with the following control over your information:

- Customer Data. If you are accessing Red Sky services as an employee of one of our customers, and you wish to make any changes to your contact information, you will need to do so through that customer. If the customer requests Red Sky to remove the data, we will respond to their request within a reasonable period of time.
- Push Notifications. We may occasionally send you push notifications through our mobile applications to inform you of updates and other service-related notifications that may be of importance to you. You may opt-out from receiving these types of communications, at any time, by contacting our support team at [privacy@everbridge.com](mailto:privacy@everbridge.com).

### **Your California Privacy Rights**

Red Sky is a service provider under California state law because we do not sell personal information to anyone (although we may process it on behalf of our customers) and we do not retain personal data after termination of our services except in accordance with the Data Retention provisions above. In accordance with California Civil Code Section § 1798.83, if you are a California resident who believes Red Sky has retained your personal information, you may contact us about specific pieces of personal information. To make such a request, please send an e-mail to, [privacy@everbridge.com](mailto:privacy@everbridge.com) or write us at: Everbridge, Inc., 25 Corporate Drive, Burlington, MA 01803, Attn: General Counsel.

### **Your Nevada Privacy Rights**

Red Sky is not an “operator” under Nevada state law because we don’t sell or license personal information to anyone. However, in accordance with Nevada Senate Bill 220, if you are a Nevada consumer then you may specifically opt-out from the sale of any of their personal information in the future. To make such a request, please send an e-mail to, [privacy@everbridge.com](mailto:privacy@everbridge.com) or write us at: Everbridge, Inc., 25 Corporate Drive, Burlington, MA 01803, Attn: General Counsel.

### **Future Business Transactions**

As we continue to develop our business, we might undergo a change of ownership such as a merger and/or a sale of all or substantially all our stock or assets. In such transactions, user information, including customer data, generally is one of the transferred business assets. By submitting information to Red Sky, you acknowledge that such data may be transferred to such parties in these circumstances. However, any party purchasing our assets will be subject to an obligation to maintain the integrity of your information. You will be notified via email and/or a prominent notice on our website of any change in ownership or uses of user information, as well as any choices you may have regarding your information.

### **Changes to Privacy Notice**

We may update this privacy notice to reflect changes to our information practices. We encourage you to periodically review this page for the latest information on our privacy practices.

### **Contact Us**

If you have any questions about this privacy notice, please contact us at the following address:  
Everbridge, Inc.  
25 Corporate Drive, Suite 400  
Burlington, MA 01803

Email: [privacy@everbridge.com](mailto:privacy@everbridge.com) Phone: +1-781-373-9800

Effective Date:

This privacy notice is effective as of September 1, 2021.