

Everbridge Global Privacy Notice

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PLEASE READ THIS PRIVACY NOTICE CAREFULLY

This Privacy Notice describes the practices of Everbridge, Inc. (together with its subsidiaries and affiliates, "Everbridge," "it," "we," "us," and "our") This Privacy Notice describes how Everbridge collects, processes, and shares your personal data, and the rights and choices that are available to you with respect to your personal data.

Everbridge may revise this Privacy Notice periodically, and in such a case it will revise the date at the top of this Privacy Notice accordingly. Changes to this Privacy Notice are effective at the time they are published, and therefore we encourage you to review this Privacy Notice from time to time. Additionally, this Privacy Notice may be supplemented or amended from time to time by other notices posted elsewhere, including on specific pages of the Everbridge Platform and when you use certain Services.

This Privacy Notice is available here:

<https://www.everbridge.com/about/legal/everbridge-global-privacy-notice>

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1. **Applicability of this Privacy Notice; Certain Other Notices**

Our Services. This Privacy Notice applies to the personal data that Everbridge processes, including the

personal data it collects when you interact with us in certain contexts online, for example, when you access or use Everbridge websites (including without limitation www.everbridge.com, manager.everbridge.net, www.xmatters.com, flight-safe.com, www.bestinresilience.com, www.redskye911.com, www.nixle.com, and www.infiniteblue.com), mobile sites, browser-based and mobile applications, platforms, and certain Everbridge products (including Everbridge Travel Protector, Everbridge Assist, Anvil Riskmatics, and Everbridge BC in the Cloud), in each case that link to this Privacy Notice (all of the foregoing collectively referred to herein as the “Platform”), or when you communicate with Everbridge via email, text message, chatbots, in-app messaging tools, or interact with its digital advertisements. It also includes the personal data Everbridge collects when you interact with Everbridge in certain contexts offline, for example, when you see us at conferences or trade shows, or when you communicate with Everbridge sales or support service teams in person, via phone, or by postal mail. In this Privacy Notice, we refer to the products and services we provide, both online (including via the Platform) and offline, as “Services.”

This Notice does not apply to personal data not processed by Everbridge. In some cases, the Platform processes personal data on behalf of Everbridge customers, where Everbridge acts as a service provider to its business customers (sometimes referred to as the data controller). In such case, Everbridge’s customer is the data controller, and Everbridge processes your personal data in accordance with the agreement it has with the customer. If you are a client of an Everbridge customer and have questions about the privacy practices of such customer, including information Everbridge may process on their behalf, please contact them directly or refer to their privacy notice(s).

Notice of Privacy Practices for Medical Information. Please note that certain Everbridge Services may involve the coordination of health care services and the processing of your medical information. Everbridge’s use and disclosure of your medical information in this context, and your rights with respect to such medical information, are described in Everbridge’s Notice of Privacy Practices for Medical Information, which is available here, <https://www.everbridge.com/about/legal/everbridge-privacy-practices-for-medical>.

Community Engagement (Nixle) Services-Specific Data Practices. The following additional terms and limitations apply to the manner in which Everbridge collects and processes personal data when you interact with or use the Everbridge Community Engagement (Nixle) Services, which may be available via mobile sites, browser-based and mobile applications, website integrations, widgets, text messages and other platforms (collectively, such services the “Everbridge Community Service” and such personal data, the “Everbridge Community Personal Data”). Everbridge, its service providers, and its business partners only process Everbridge Community personal data for the purpose of performance of the Everbridge Community Service, communications (including responding to anonymous tips and other messages submitted to the Everbridge Community Service), improving the Everbridge Community Service, personalization, security and fraud prevention, and as needed to comply with legal obligations (each as described more fully in the [“How Everbridge Uses Your Personal Data”](#) section of the privacy notice below). Everbridge does not:

- Sell Everbridge Community Personal Data; or
- Share Everbridge Community Personal Data with third parties for their own independent use or advertising purposes.

Staff and Candidate Privacy Notices. This Privacy Notice does not apply to personal data processed by Everbridge in its role as an employer or prospective employer. If you are an Everbridge employee or candidate for employment and would like to review the notices applicable in these circumstances, please email privacy@everbridge.com.

2. Personal Data Everbridge Processes

The personal data Everbridge processes may include:

- **Device Information:** When you access or use the Platform (including mobile applications),

interact with Everbridge digital advertisements, or open our emails, Everbridge may learn information about your browser or device (e.g., name or type, version, settings, etc.), IP address, unique online identifiers (e.g., MAC address, mobile device identifiers, etc.), internet service provider or mobile network information, the name and version of your operating system, referring and exit pages, and the date and time of your visit.

- **Usage Data:** Everbridge processes information about your interactions with the Platform (including interactions with mobile applications), digital advertisements, and emails, including the pages you visit and how often and for how long you use the Platform, links or buttons you click, the search terms you enter, performance data, recordings or event logging of your sessions, and other similar interactions with the Platform, emails, or digital advertisements.
- **Non-Precise Location Data:** When you access or use the Platform (including mobile applications), interact with Everbridge digital advertisements, or open our emails, Everbridge may learn your non-precise geographic location, including by collecting your IP address or other Device Information.

Please note that, in connection with certain Services (e.g., our travel risk management services and Everbridge Community Services), and where you have expressly enabled a relevant feature within your mobile device's settings, Everbridge may process Precise Location Data (for more information, see below under "Sensitive Data").

- **Contact Information:** Everbridge may process your contact information, including identifiers such as your first and last name, postal address, telephone number, and email address.
- **Professional and Employment Information:** Everbridge may process information about your employment, including your employer's name and your title, professional credentials, institutional affiliations, and business contact information.
- **Demographic Information:** Everbridge may process demographic details about you such as your birthdate or age, gender, social media information and profile data, and similar demographic details.
- **Preferences:** Everbridge may process information about your preferences, including with respect to how you prefer to communicate with us, and whether you'd like to subscribe to its newsletter and marketing communications.
- **Payment Card Information, Payment Details, and Purchasing History:** Everbridge's third-party service providers process your payment card information and other payment details if you purchase Everbridge Services. Everbridge may also process information about other products or services you've purchased or considered purchasing.
- **Call Records, Email Records, and Chat Logs:** If you call, text, email, submit questions or comments via our "Contact Us" web form, or use the "chatbot" feature of our Platform to contact Everbridge sales or support service representatives (or other agents or representatives of Everbridge), or reach out to Everbridge via a social media platform, or contact Everbridge via other forms of inbound communication, Everbridge may keep records of those conversations including any information you have provided in connection with such conversation.
- **Submitted Content:** Everbridge processes any personal data submitted to us via the Platform, email, or postal mail, including any personal data provided in open text fields, in your written feedback, product reviews and testimonials, responses to surveys, or other information, photos, or videos. "Submitted Content" also includes personal data that you share via your mobile device's settings, such as when you allow our mobile applications to access photos, files, or documents on your device, or create audio or video recordings (e.g., when you use the mobile application to record what is happening around you when you feel unsafe).
- **Account Credentials:** If you register an account with Everbridge, Everbridge processes your account credentials, including your account login name and password. Please note that in some cases, your employer may register an account on your behalf (e.g., when a customer

administrator sets up user accounts).

- **Travel-Related Data:** If you are a user of Everbridge travel risk management services, or similar travel-related services, Everbridge may process details about your travel plans, including your travel itinerary, accommodation reservations, usual place of work while traveling, and information about your international travel history.
- **Sensitive Data:** Certain Services (e.g., Everbridge travel risk management services and Everbridge Community Services) may require Everbridge to process personal data that may be considered “sensitive data,” or “special category” data, as those terms (or similar terms) are defined under applicable data protection laws, including:
 - Medical or health data (e.g., allergies, injuries, medications, vaccinations, physical, mental, and dental health histories, pregnancy status, etc.), and health insurance data;
 - Passport or other government-issued identification number;
 - race or ethnicity;
 - nationality or immigration status; and
 - precise geolocation data (i.e., your precise latitudinal and longitudinal coordinates) (“**Precise Location Data**”), which may be supplemented by “motion data” collected from your mobile device (our use of “motion data” improves Everbridge’s ability to determine your precise geolocation while using less of your device’s battery).

Where required by law, Everbridge will obtain your explicit consent for its processing.

- **Children’s Data:** If you are a user of Everbridge travel risk management services and you plan to travel with your children, Everbridge may process information you provide about your children, including your children’s names, ages, descriptions, and any plans for schooling and childcare while traveling. Everbridge may also process information that you provide about your children that may constitute “Sensitive Data” as set out above.
- **Inferences:** Everbridge may draw inferences about any of the information in this Section 2 that may relate to your preferences, characteristics, or other matters.

Everbridge may anonymize or aggregate certain of the above categories of information so that it is no longer linked or reasonably linkable to you, at which time it is no longer “personal data.” Everbridge will not reidentify or attempt to reidentify such information unless required by law to do so.

3. How Everbridge Collects Your Personal Data

Everbridge may collect the information described above from various sources, including directly from you, from an Everbridge business client with which you have a relationship (e.g., employer-employee), from third parties with which Everbridge partners, and through cookies or other automated means.

- **Directly from You:** We collect information directly from you when you provide it to Everbridge, including when you contact Everbridge via email, phone, text message, postal mail, or on its social media pages, through an Everbridge chatbot, or communicate with Everbridge employees and agents in person; upload Submitted Content to our Platform (including through web forms and other open text fields) or submit it via email, postal mail, or social media; create an Everbridge account; respond to a survey or questionnaire or provide a testimonial; or select or update your communication preferences.
- **Automatically from Your Device or Browser:** Certain information (e.g., Device Information, Usage Data, Non-Precise Location Data, and, if you choose to enable it, Precise Location Data) is automatically collected from your device or browser when you visit the Platform, open our emails, or interact with our digital advertisements.
- **From Third Parties:** Certain third parties may share information with Everbridge that they have collected from or about you, including, for example, data analytics companies, advertising and

marketing companies, data brokers, business partners, event and conference organizers, or service providers and vendors that assist with the operation and functionality of the Everbridge Platform and its business more generally.

If you are a user of a Service as a result of your relationship with a particular Everbridge business client (e.g., employer-employee), Everbridge may receive information about you from such business clients, and likewise, if you are a family member of an individual who has a relationship with a particular Everbridge client, then Everbridge may collect information about you from your family member or the relevant business client.

- **Using Cookies and Similar Technologies:** Everbridge uses cookies (small files stored on your device or browser), pixel tags (tiny graphic images embedded in a website, app, or email), and similar technologies to collect information automatically when you visit the Platform or interact with our emails or digital advertisements, including, for example, Device Information, Usage Data, Non-Precise Location Data, and Precise Location Data. Using cookies and similar technologies, Everbridge may link information about your interactions with the Platform, emails, or digital advertisements over time, for example, which pages you visit, which links or buttons you click, and how long you stay on each page.

Everbridge also partners with third-party advertising, marketing, session recording, and data analytics companies (including certain social media advertising partners) that use cookies or similar technologies to collect and/or record information about your interactions with Everbridge Platform, emails, and digital advertisements, and your interactions with other websites and digital platforms, and that use and share the information gathered to deliver ads more tailored to your interests. Everbridge receives information from these third parties to understand its advertising effectiveness, to provide its Services, and to understand the operation, functionality, and use of the Platform. Everbridge may not control personal information once collected by such third parties. The collection and use of your information by one of our website analytics providers, Google Analytics, is governed by Google's privacy policy, which can be found [here](#).

- **Publicly Available Sources:** Everbridge may collect information from publicly available sources, such as social media, professional networking sites, and profile pages available on company websites.

Other than [Global Privacy Control](#), Everbridge websites do not respond to any browser/device-level universal opt-out signals, or to other mechanisms that provide consumers the ability to exercise choice regarding the collection of personal information about an individual consumer's online activities over time and across third-party websites or online services.

4. How Everbridge Uses Your Personal Data

How Everbridge uses the personal data it collects depends on how you interact with us and may include the business or commercial purposes listed below. In general, Everbridge processes your personal information to analyze trends, secure its systems, and improve the Platform's user experience and its services, including through the use of machine learning or artificial intelligence technologies. Where we make reference to the legal bases for processing your personal data, such bases apply only to the extent applicable data protection law requires us to have a lawful basis for such processing and where we are acting to determine the purpose and means of such data processing. Where Everbridge processes information on behalf of its customers, you should contact them to learn more about their practices.

- **Performance of Everbridge Services:** Everbridge and its service providers will process your personal data for the purposes of performing our Services, including (i) to fulfill your purchase orders (e.g., to process payments, to confirm or update you on the status of your order, etc.); (ii) when you create an Everbridge account, register as a user (as an employee or employer) of Everbridge travel risk management, crisis management, business continuity, or contract tracing services, sign up to receive notifications of emergencies, submit an anonymous tip or other messages using our Community Engagement Service, or seek technical or other support services; (iii) to assess and troubleshoot issues that arise in connection with the use of the Platform and

other Services; and (iv) to provide you with access to white papers, webinars, and similar resources.

If you have a relationship with a particular Everbridge business client, or you are a family member of such an individual, Everbridge will process your personal data as permitted by its contract with that business client.

We rely on several legal bases for the processing of your personal data for the purpose of providing our Services, as follows:

- Performance of a contract: When processing Account Credentials; Contact Information; Professional and Employment Information; Demographic Information; Payment Card Information, Payment Details and Purchasing History; Travel-Related Data; Sensitive Data; and Children's Data.
- Consent: When processing Device Information, Usage Data and Precise Location Data collected via non-essential cookies (where such consent is required by applicable law); and, in certain circumstances, when processing Sensitive Data.
- Vital interests: Where it is in your or another person's vital interests to process the personal data we maintain in connection with our Services.
- Legal obligation: Where Everbridge is required to process personal data to meet its legal obligations, such as for accounting purposes or the prevention of fraud.
- Everbridge's legitimate interests: When processing Submitted Content; when drawing Inferences from the personal data you provide. You may have the right object to Everbridge's processing of your personal data on the basis of Everbridge's legitimate interests; to do so, please see the section titled "[Your Privacy Rights and Choices](#)" below.

Where required by law Everbridge will process "special category" data only with your explicit consent.

- **Communications**: Everbridge will process your personal data contained in Call Records, Email Records and Chat Logs (whether live or with AI agents) in order to communicate with you, including when we respond to your requests and inquiries and when we ask for feedback through surveys, product reviews and testimonials, or other messages.

Everbridge relies on the following legal bases for the processing of your personal data for communication purposes:

- Performance of a contract: Where you have made a request or inquiry.
- Everbridge's legitimate interests: Where we ask for feedback. You may have the right object to our processing of your personal data on the basis of Everbridge's legitimate interests; to do so, please see the section titled "[Your Privacy Rights and Choices](#)" below.

- **Advertising and Marketing**: Everbridge may process your personal data for purposes of advertising and marketing its Services online and via email, direct mail, and telephone, and using other communication channels, including social media platforms and internet search engines.

Everbridge participates in targeted advertising (also referred to as "cross-context behavioral advertising"), meaning it uses third-party advertising companies to display digital ads tailored to your individual interests based on your online activities, as well as to provide advertising-related services such as ad delivery, reporting, attribution, analytics, and market research. Everbridge allows third-party companies to collect and process certain information when you visit the Platform and, to the extent required by applicable law, with your consent to Everbridge's use of non-essential cookies. This information may be used to serve digital ads for Everbridge Services and for the products or services of other companies.

Additionally, if you choose to communicate or provide feedback, reviews, or testimonials, Everbridge may use such information for advertising and marketing purposes and to help it

improve its products and Services.

Everbridge relies on the following legal bases for the processing of your personal data for advertising and marketing purposes:

- **Everbridge's legitimate interests:** Where permitted by applicable law, Everbridge may process your personal data to contact you for marketing and advertising purposes because it is in our legitimate interests to promote our Services we think might interest you. You may have the right object to Everbridge's processing of your personal data on the basis of its legitimate interests; to do so, please see the section titled "["Your Privacy Rights and Choices"](#)" below.
- **Consent:** Where required by applicable law, Everbridge will process your personal data to contact you for marketing and advertising purposes only after you have consented to receive Everbridge marketing communications. With your consent, Everbridge may also include your name alongside any testimonial you provide.

You can opt-out of (or withdraw your consent to) receiving Everbridge marketing communications or ask us to remove your testimonial from the Platform or our marketing materials at any time as set forth in the paragraph titled "Additional Privacy Choices" below.

- **Understanding Our Business Clients and Users and Maintaining and Improving Our Services:** Everbridge may process your personal data in order to analyze your use of its Services and the Services' performance. For example, Everbridge may process the personal data it collects when you interact with the Platform in order to maintain and improve the Platform and to develop new features or services. Likewise, Everbridge may keep track of the pages you visit and the manner in which you use the Platform and other Services, including by utilizing third parties to provide "heat maps" and session recordings, in order to determine whether to make changes to the Platform or other Services. We may also send you surveys or seek your feedback in other ways. Everbridge may, from time to time, aggregate your information and information of other users to help us analyze trends and purchasing patterns and preferences.

We rely on Everbridge's legitimate interests as the legal basis for the processing of personal data for purposes of understanding our business clients and users; maintaining, changing, and improving Everbridge Services; and developing new features and services. You may have the right to object to Everbridge's processing of your personal data on the basis of Everbridge's legitimate interests; to do so, please see the section titled "["Your Privacy Rights and Choices"](#)" below.

- **Personalization:** Everbridge may process your personal data in order to record your preferences and personalize your experience on the Platform (e.g., language settings, marketing communications preferences, etc.). Some of this processing may be through live or AI agent direct interaction with you, and some of it may be imperceptible based upon your prior interactions.

We rely on Everbridge's contractual obligations as the legal bases for the processing of your personal data for personalization purposes (i.e., "processing necessary for the performance of a contract").

- **Security and Fraud Prevention:** Everbridge will process your personal data as needed to protect Everbridge, our employees, our business clients and partners, and our users from fraud, security threats, and other illegal or harmful activity.

We rely on Everbridge's legitimate interests and legal obligations as the legal bases for processing your personal data for security and fraud-prevention purposes. You may have the right object to our processing of your personal data on the basis of Everbridge's legitimate interests; to do so, please see the section titled "["Your Privacy Rights and Choices"](#)" below.

- **Legal Obligations:** Everbridge will process your personal data as needed to comply with legal and regulatory requirements and to respond to requests from courts or other governmental or

regulatory authorities.

5. How Everbridge Shares Personal Data with Third Parties

In addition to the specific situations discussed elsewhere in this Privacy Notice, Everbridge may share information with third parties for certain business or commercial purposes. For example:

- **Service Providers and Business Partners:** Everbridge partners with third-party service providers and business partners to assist with many aspects of our business, including fulfilling purchasing orders, payment processing, analyzing users' interests and activities, distributing and processing surveys, providing telecommunication services, providing certain functionalities on the Platform (e.g., chatbots), helping Everbridge communicate with our business clients and users, and operating our business more generally.
- **Business Clients:** If you have a relationship with a particular Everbridge business client (e.g., your employer purchases Everbridge Services on behalf of its employees), or you are a family member of such an individual, Everbridge may share your personal data as required by our contract with that business client.
- **Advertising and Marketing Partners:** Everbridge partners with third parties to facilitate the advertising and marketing of our business, including, for example, advertising and marketing companies, digital advertising networks, data brokers, data analytics providers, social media companies, and business partners.
- **Affiliates or Successors:** Everbridge may disclose certain personal data to its affiliates and subsidiaries for their use. Your personal data may also be transferred to another entity that succeeds, or intends to succeed, to all or part of our business in connection with a sale, reorganization, consolidation, or merger.
- **Other Third Parties:** Everbridge will disclose information about you to third parties, including to government bodies or law enforcement agencies, when we believe it to be necessary for compliance with the law or to protect Everbridge, our clients and users, our employees, or the public more generally. For example we may disclose specific personal data if we reasonably believe it is necessary to: (i) investigate any suspected fraud or misuse of the Platform or Services; (ii) protect or defend the rights, property, or interests of Everbridge, our employees, our clients and users, or the rights, property, or interests of our business partners or service providers; or (iii) protect the personal safety of our employees, clients and users, or the public.
- **At Your Direction or Request, or to Protect Your Vital Interests:** Everbridge will disclose information about you to other third parties at your direction or with your consent, or as needed to protect your, or another person's, vital interests. For example, certain of our Services may include the sharing of your name and contact information with transport providers, medical facilities, and immigration offices. Unless in an emergency (for example where we need to provide information immediately to a medical facility), when we rely on vital interests as the legal basis for such sharing, we will act on your instructions or ask for your consent before sharing your information.

In some cases, third parties may retain rights to process information for their own purposes, and/or subject to their own privacy notices.

[Click here](#) to see a table that describes the categories of information we disclose for a "business purpose," share for purposes of cross-context behavioral advertising (also referred to as "targeted advertising") (as those terms are defined by applicable law) and sell to third parties for money or other valuable consideration. As discussed elsewhere in the privacy policy, we use cookies and similar tracking technologies for purposes of behavioral advertising. Because Everbridge is a global company, the above disclosures of personal data to third parties may involve the cross-border transfer of such personal data, including – with respect to the personal data of EEA or UK residents – transfers to a third country. Everbridge may, for example, transfer the personal data of UK, EEA, Australian, or Brazilian residents to third parties located in the United States, and vice versa. For information regarding such international

data transfers, including the legal mechanisms for such transfers, please see the section titled ["International Data Transfers"](#) below.

6. Your Privacy Rights and Choices

Certain states' and countries' data protection laws (including, for example, the data protection laws of the UK, EU, Brazil, and Australia) provide their residents with rights regarding businesses' use of their personal data (sometimes referred to as "personal information"). You may contact Everbridge using the instructions set out below to request that we:

- confirm whether Everbridge is processing your personal data;
- provide you with access to your personal data or a copy of your personal data in a commonly used electronic format (or provide it in that format to a third party at your direction);
- request information about third parties with whom your personal data has been shared;
- change, update, or correct your personal data;
- delete, block, or anonymize some or all of your personal data;
- restrict or limit Everbridge's processing of your personal data to only those purposes as allowed under applicable law; or
- opt out of Everbridge's sale of your personal data or its sharing of your personal data for purposes of targeted advertising (or "cross-context behavioral advertising"). You may opt-out of online cross-context behavioral advertising or the sale of information to third parties by clicking the "Do Not Sell or Share My Personal Information Link". Please note that if you change browsers or computers, or if you clear your browser's cache, you may need to click the link again to apply your preference. Everbridge sites also recognize [Global Privacy Control \(GPC\) signals](#) enabled by customers on their web browser or web browser extension as valid opt-out requests where required by applicable law. Please note that your opt-out preference signal will be applied only to your current browser and device. For more information about GPC, please visit [Global Privacy Control](#).

Where Everbridge's processing of your personal data is on the basis of its legitimate interest, you may also contact Everbridge to object to its processing of your personal data, and, where its processing of your personal data is on the basis of your consent, you may (i) request information regarding your decision to refuse such consent and the consequences of such refusal; (ii) withdraw your consent to such processing; and (iii) request that Everbridge delete your personal data after withdrawing your consent. Please note, if you revoke your consent for the processing of personal information, then we may no longer be able to provide you services.

If you are a California resident, please see the section titled ["California Privacy Rights"](#) below.

Please note that not all of the rights described above are absolute. Although the above rights are not always available to every person, Everbridge will consider and respond to your requests promptly, and otherwise in accordance with all applicable laws. Furthermore, if you choose to exercise your privacy rights or make the above requests, Everbridge will not treat you in a discriminatory way, nor will you receive a lesser degree of service from Everbridge.

Instructions for submitting requests. You can make any of the above requests by either visiting the Everbridge Data Subject Request Page available here:

<https://www.everbridge.com/about/legal/everbridge-individual-rights-request-form-and-access-procedures>

or by emailing us at dsar.request@everbridge.com and clearly stating your request(s).

In order to help ensure that your personal data is not disclosed to any person who does not have the right to receive it, and to help ensure your personal data is not mistakenly deleted or changed, we will attempt to verify that you are the subject of the personal data you are requesting to access, delete, or

correct. We may ask for your email address and about your relationship to Everbridge (e.g., Platform user, client employee, etc.). We will compare the information you provide to any information we may have in our possession in order to verify your identity. We may also contact you at the email address you've provided to request additional information in relation to your request. Everbridge will use the information collected through the request process only for verification purposes and responding to your request.

Everbridge will confirm receipt of your request within 10 business days. If you do not receive confirmation within the 10-day timeframe, please email us at dsar.request@everbridge.com.

Everbridge endeavors to respond substantively to a verifiable request within 30 days of its receipt. If we require more time (up to another 30 days), we will contact you at the email address you provide.

Authorized Agent. You may also choose to authorize an agent to make the above requests or exercise your rights. If you use an agent, as permitted by law, we will take measures to verify your agent's authorization to act on your behalf and we may require more information to ensure proper verification of both you and your agent's identity and authorization.

Please note that Everbridge may not be able to respond to your request if we cannot verify your identity, or your agent's identity and authority to make the request, and confirm the personal data relates to you.

Appeals Procedure. You may appeal our decision to decline your request by emailing us at dsar.request@everbridge.com using subject line "DSAR Appeal" and clearly stating the decision(s) you wish to appeal. Everbridge will respond to your appeal within 45 days of our receipt of your email, which response will include an explanation of our decision. If you are dissatisfied with our decision on appeal, and you live in any of the following U.S. states, you may contact the regulatory authority listed for that state:

- Virginia: The Virginia Attorney General can be contacted [here](#).
- Connecticut: The Connecticut Attorney General can be contacted [here](#).
- Colorado: The Colorado Attorney General can be contacted [here](#).

If you live in another U.S. state, you can use the website located [here](#) to help you find your state's attorney general's contact information.

Residents of the UK/EEA. You may also have the right to lodge a complaint with Everbridge, with the supervisory authority for data protection issues in the United Kingdom (the Information Commissioner's Office), or, if you are based in the EU, your member state's supervisory authority, which you can find [here](#).

Residents of Brazil. You may also have the right to lodge a formal complaint with Everbridge using the contact information listed in the "[Contact Us](#)" section of this Privacy Notice. If Everbridge fails to resolve your issue within a reasonable period of time, you may petition the Brazilian Data Protection Authority (ANPD) via the ANPD's website, <https://www.gov.br/anpd/pt-br>.

Residents of Australia. You may also have the right to lodge a formal complaint with Everbridge using the contact information listed in the "[Contact Us](#)" section of this Privacy Notice. If we have not responded to you within a reasonable period of time, you are entitled under the Privacy Act (1988 CTH) to make a complaint to the Office of the Australian Information Commissioner (OAIC). You may contact the OAIC via the OAIC's website, www.oaic.gov.au, or by phone at 1300 363 992.

Residents of Countries Not Listed Above. If you are a resident of a country that is not listed above, you may also have the right under your country's data protection law to lodge a formal complaint with Everbridge using the contact information listed in the "[Contact Us](#)" section of this Privacy Notice, or by contacting your country's data protection authority.

Additional Privacy Choices:

- **Emails:** You can unsubscribe from Everbridge marketing emails by clicking the unsubscribe link in the footer of such email, or by emailing us at privacy-unsubscribe@everbridge.com or calling

us at +1- 781-373-9800.

- **Telephone Marketing:** You can withdraw your consent to receive Everbridge marketing telephone calls by emailing us at privacy-unsubscribe@everbridge.com or calling us at +1-781-373-9800.
- **Direct Mail:** You can request that we remove you from our direct mail mailing list by emailing us at privacy-unsubscribe@everbridge.com or calling us at +1-781-373-9800.
- **Cookies and Similar Technologies:**

You may opt out of certain third-party cookies by following your device or browser's instructions or by using the opt-out tools provided by the following industry groups:

- Digital Advertising Alliance (DAA): <http://www.aboutads.info/choices/>
- Network Advertising Initiative (NAI): <http://optout.networkadvertising.org>

Please note that cookie opt-outs are device and browser-specific. You may still see targeted advertising from Everbridge when using a different device or browser unless you also opt-out using that device or browser.

Furthermore, if you opt out of our cookies, you may experience some inconvenience in your use of the Platform.

- **Mobile Application Access to Content and Precise Location Data:** If you have consented to Everbridge's processing of Submitted Content that you've provided by adjusting the settings in Everbridge mobile applications (e.g., to upload photos or documents, or to create video or audio recordings), you can change these permissions (and stop permitting us to access such data) within the settings of the mobile applications at any time. Likewise, you can change the settings in mobile applications to stop sharing your Precise Location Data and/or "motion data" (which Everbridge uses to assist us in determining your precise geolocation) with us at any time.
- **Text Messages:** If you have elected to receive text messages in connection with a Service, you can change your preferences or unsubscribe from such text messages by adjusting your settings within your Service profile or account; replying to an Everbridge text with the word STOP; emailing us at privacy-unsubscribe@everbridge.com; or calling us at +1-781-373-9800. Please note that Everbridge does not utilize contact details provided by users or enterprise customers pursuant to our Services for any marketing or other non-Services related outreach. Mobile opt-in data will not be shared with third parties other than for the purposes of the service.
- **Testimonials.** When you provide a testimonial, Everbridge may include your testimonial on the Platform or in its marketing materials. With your consent, we may include your name alongside the testimonial. You can ask us to remove your testimonial at any time by contacting us at marketing@everbridge.com.

7. Chatbots

Everbridge has integrated chatbot capabilities (Artificial Intelligence) into its websites that aims to help users ask general questions and request information about our Services. Your interactions with a chatbot are voluntary. You alone decide whether or not to interact with a chatbot, and what information you disclose about yourself when you choose to interact with the chatbot. **WITH YOUR PRIOR CONSENT, YOUR CONVERSATIONS WITH OUR CHATBOTS MAY BE RECORDED BY OR ON BEHALF OF EVERBRIDGE.** Everbridge will use the information you disclose via the chatbot, as well as any associated metadata, and possibly back-end AI processing of Everbridge's own content (i) to respond to your requests and queries, (ii) to analyze, evaluate and improve our products and services, and (iii) for purposes marketing and advertising our Services. Everbridge may disclose this information (including the recording of your conversation with the chatbot) as described in the section of this Privacy Notice titled "[How Everbridge Shares Personal Data with Third Parties.](#)" including to the service provider that provides the chatbot functionality. Everbridge will retain information collected through the chatbot and

the associated metadata for the period set forth in the section titled “[Retention](#)” below.

8. Children

Everbridge does not knowingly or purposefully request or collect personal data about children, except as required to provide our Services to such child’s parent or guardian, or to the employer of such child’s parent or guardian. Children are barred from creating Everbridge accounts. If you believe that a child’s personal data was provided to Everbridge without applicable consent, please contact us at privacy@everbridge.com.

9. Security

The security of your personal data and our business clients’ information is important to Everbridge. Everbridge has implemented commercially reasonable safeguards designed to secure your personal data from accidental loss and from unauthorized access, use, alteration, and disclosure. Unfortunately, Everbridge cannot guarantee the security of information provided over the Internet or stored in its databases. Your transmissions are, therefore, at your own risk. You can help protect your information by: being selective about not including sensitive information unnecessarily, selecting strong, unique passwords for your Everbridge account and any associated email addresses, and using security features like Single Sign On and multi-factor authentication.

10. Retention

Everbridge retains personal data for so long as reasonably necessary for the purpose for which it was collected (for example, to provide you with Services you have requested), unless required by law to dispose of it earlier or to keep it longer. Everbridge also retains personal data as necessary to comply with its legal obligations, resolve disputes, pursue legitimate business interests, conduct audits, and protect or enforce Everbridge’s rights.

11. International Data Transfers

The personal data that Everbridge processes may be transferred to and/or stored within its servers or its third-party servers in a country that is different from the country where it was collected. Everbridge may, for example, transfer the personal data of UK, EEA, Australian, or Brazilian residents to Everbridge’s, or its service providers’ or partners’, servers located in the United States, and vice versa. Personal data may also be processed by staff who work for Everbridge or for one of its service providers or partners in a country different from the country where the data was collected. Certain data protection laws require data controllers to put in place safeguards to protect personal data transferred across borders. For more information about Everbridge’s compliance with data protection laws governing cross-border transfers of personal data from the UK and EU, please review the page of our Privacy and Data Protection Portal titled “Compliance with UK and EU Transfer Requirements” available here:

<https://www.everbridge.com/about/legal/everbridge-transfer-requirements-paper>.

EU-U.S. (including the UK Extension) and Swiss-U.S. Data Privacy Frameworks

Everbridge, Inc. and certain of its U.S. affiliates participate in the EU-US Data Privacy Framework, the UK Extension to the EU-US Data Privacy Framework, and the Swiss-US Data Privacy Framework. Additional information about Everbridge’s participation in these Frameworks is available here:

<https://www.everbridge.com/about/legal/everbridge-data-protection-framework-2/>.

12. Website Terms of Use

Everbridge’s and its subsidiaries’ and affiliates websites Terms of Use are located here:

<https://www.everbridge.com/about/legal/everbridge-terms-of-use>.

13. Links to Other Platforms; Social Media Platforms

Everbridge's Platform may, from time to time, contain links to websites owned and operated by third parties ("Third- Party Platforms"). We encourage you to review the privacy policies of such Third-Party Platforms so that you understand how those websites collect, use, and share your information. Everbridge is not responsible for the privacy policies or other content on Third-Party Platforms.

If you engage or communicate with Everbridge on a social media platform (e.g., LinkedIn, Facebook, Twitter, etc.), we may contact you via direct message or use other social media tools to interact with you. In these instances, your communications and interactions with us are governed by this Privacy Notice as well as the privacy notice of the social media platform you use.

14. Contact Us

We welcome your comments and questions. If you have any questions, comments, or complaints concerning our privacy practices, or if you need to access this privacy policy in an alternative format due to having a disability, please contact us at:

Everbridge, Inc.
Attn: Privacy Officer
8300 Boone Blvd, Suite 800
Vienna, Virginia 22182
Email: privacy@everbridge.com
Phone Number: +1-781-373-9800

15. Additional Information for California Residents

California law requires us to disclose the following additional information related to our privacy practices. If you are a California resident, the following privacy disclosures apply to you in addition to the rest of the privacy policy.

California Shine the Light. If you would like more information concerning the categories of personal information (if any) we share with third parties or affiliates for those parties to use for direct marketing, please submit a written request to us using the information in the "[Contact Us](#)" section above.

California Sensitive Information Disclosure. We collect the following categories of sensitive personal information (as defined under California law): account log-in and password information, precise geolocation, certain financial information, government issued identifications, as well as characteristics of a protected class, like age, sex, or race, for the purpose of uniquely identifying a consumer. This information is collected to allow you to access and use the Platform, comply with laws, manage our business, provide you with services, and offer you employment, among other purposes.

Sensitive Personal Information. Everbridge may collect and process categories of sensitive personal information as necessary for the provision of its Services. Everbridge does not use or disclose sensitive personal information for purposes other than those set out in Cal. Reg. tit. 11 § 7027(m).

An Explanation of Your Rights. The CCPA provides California residents with specific rights regarding their personal information. Please see the section of this Privacy Notice titled "[Your Privacy Rights and Choices](#)" above for an explanation of your rights and how you may exercise them. In addition to the rights set forth in that section, California residents may contact Everbridge at any time to request that it disclose additional details regarding their personal information, including the categories of personal information, the categories of sources from which the personal information was collected, the business or commercial purposes for the collection, selling, or sharing your personal information, the categories of third parties to whom Everbridge has disclosed personal information; and the specific pieces of personal information Everbridge has

collected about you. The instructions for requesting that Everbridge disclose this information are set forth in the section of this Privacy Notice titled [“Your Privacy Rights and Choices”](#) above.

16. Residents of Nevada

If you are a Nevada consumer, you have the right to request that a company not sell your personal data for monetary consideration to certain other parties. This right applies even if your personal data is not currently being sold. If you wish to exercise this right, you can submit a request by emailing us at privacy@everbridge.com or writing us at: Everbridge, Inc., 8300 Boone Blvd, Suite 800, Vienna, Virginia 22182, Attn: Privacy Officer.

17. Residents of the UK and EEA – Article 14 Privacy Notice

Everbridge may, from time to time, obtain personal data from a source other than from the data subject directly (or from a data processor or business partner that has obtained it from the data subject directly on Everbridge’s behalf), including, for example, from event or conference coordinators, lead-generation service providers, and trusted business partners with whom Everbridge engages in cross-marketing opportunities. In these circumstances, Everbridge may obtain your contact information, including your name, title, employer’s name.

[“How Everbridge Shares Personal Data with Third Parties”](#) and [“Your Privacy Rights and Choices”](#) apply to the personal data Everbridge obtains in the circumstances set out in this section.

18. How We Share Your Information Table

Pursuant to applicable law, the table below describes the categories of information we disclose for a “business purpose,” share for purposes of cross-context behavioral advertising (also referred to as “targeted advertising”) (as those terms are defined by applicable law), and sell to third parties for money or other valuable consideration. Note that this table only provides general information, it does not necessarily mean we have done the below with your personal information.

Category of Personal Information	Disclosures for a Business Purpose	Sharing for Cross-Context Behavioral Advertising	Selling for Money or Other Valuable Consideration
Identifiers – this may include real name, alias, postal address, unique personal identifier, online identifier, email address, account name, or other similar identifiers.	<ul style="list-style-type: none"> • Affiliates or subsidiaries • Business partners • Data analytics providers • Internet service providers • Joint marketing partners • Operating systems and platforms • Other service providers • Payment processors and financial institutions • Professional services organizations, this may include auditors and law firms 	<ul style="list-style-type: none"> • Advertising networks • Affiliates or subsidiaries • Business partners • Data analytics providers • Operating systems and platforms 	None
Commercial information – this may include information about services obtained, preferences regarding the Platform, or consuming histories or tendencies.	<ul style="list-style-type: none"> • Affiliates or subsidiaries • Business partners • Data analytics providers • Internet service providers • Joint marketing partners • Operating systems and platforms • Other service providers • Payment processors and financial institutions • Professional services organizations, this may include auditors and law firms 	<ul style="list-style-type: none"> • Advertising networks • Affiliates or subsidiaries • Business partners • Data analytics providers • Operating systems and platforms 	None
Government Issued Identification – this may include social security number, driver's license	None	None	None

number, state issued identification number, or passport number.			
Characteristics of protected classifications – this may include age, sex, race, ethnicity, physical, or mental handicap, etc.	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> None 	None
Financial Information – this may include bank account number, credit card number, debit card number, and other financial information.	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> None 	None
Internet or other electronic network activity information – this may include browsing history, search history, and information regarding an individual's interaction with an internet website, application, or advertisement.	<ul style="list-style-type: none"> Affiliates or subsidiaries Business partners Data analytics providers Internet service providers Operating systems and platforms Other service providers Professional services organizations, this may include auditors and law firms 	<ul style="list-style-type: none"> Advertising networks Affiliates or subsidiaries Business partners Data analytics providers Operating systems and platforms 	None
Audio, electronic, visual, thermal, olfactory, or similar information – such as audio, electronic, visual, or similar information (e.g., pictures, or recording of a consumer service call).	<ul style="list-style-type: none"> Affiliates or subsidiaries Business partners Data analytics providers Internet service providers Operating systems and platforms Other service providers Professional services organizations, this may include auditors and law firms 	<ul style="list-style-type: none"> Affiliates or subsidiaries Business partners Data analytics providers Operating systems and platforms 	None
Professional or employment-related information – such as occupation and professional references.	None	None	None

Education information – such as information contained in education records.	None	None	None
Inferences: drawn from any of the information listed above.	<ul style="list-style-type: none"> • Affiliates or subsidiaries • Business partners • Data analytics providers • Internet service providers • Joint marketing partners • Operating systems and platforms • Other service providers • Payment processors and financial institutions • Professional services organizations, this may include auditors and law firms 	<ul style="list-style-type: none"> • Advertising networks • Affiliates or subsidiaries • Business partners • Data analytics providers • Operating systems and platforms 	None