

General Information

- **What is AlertNorman?**

AlertNorman powered by Rave Smart911 is the City of Norman's official emergency alert and notification system. This system is used to send alerts to the public during emergencies. AlertNorman powered by Smart911 is a free service that allows you to sign up online to receive customized alerts via text message, email, and voice message. In addition to emergency alerts, you can also choose to receive customizable community notifications. These include notifications about public safety incidents, severe weather, traffic, and more. This service is provided by the City of Norman at no cost to the public; however, message and data rates may apply.

- **Why should I sign-up for AlertNorman?**

When emergencies happen, be the first to know. The City of Norman uses AlertNorman to send official, real-time alerts to the public with information about potentially life-saving actions they may need to take to keep themselves and their families safe. By signing up for AlertNorman, you are taking a large step toward improving your personal safety.

- **How does AlertNorman work?**

When an emergency or incident occurs that meets the criteria for sending out an alert to the public, the City of Norman Public Safety Officials will gather the necessary information and push out an alert to the affected area. Alerts can be sent out city-wide to everyone who has opted-in to the system or to a specific area or neighborhood for more localized events.

- **How much does AlertNorman cost to use?**

This service is provided by the City of Norman at no cost to the public; however, message and data rates may apply depending on your provider and phone services.

- **Can you guarantee that I will receive notification if I register?**

While AlertNorman is an excellent system, we cannot guarantee that you will receive notification in all cases. Disasters and emergencies are chaotic and unpredictable, and notification is dependent on external providers such as your wireless carrier or email delivery service outside the City of Norman's control. AlertNorman powered by Smart911 will use several means of communications to try to ensure that should any one communications method, technology, or delivery option be unavailable to reach

residents, other methods will be used to improve the likelihood that citizens will see the message.

Sign-Up Process

- **How do I sign-up for AlertNorman?**

Signing up for AlertNorman is easy and only takes a couple of minutes! Go to <http://bit.ly/2xtmKmb> and register your contact information. To update your existing AlertNorman preferences, go to <http://bit.ly/2LMu8MC>.

- **Who can sign-up for AlertNorman?**

AlertNorman is available to anyone who lives, works, travels through, or visits Norman, Oklahoma. The address can be your residence, work location, or any other location you care about.

- **Will I receive alerts if I don't sign-up?**

Norman residents who have a landline phone may receive alerts. However, there are strict rules governing when the City of Norman can use this contact information to send out an alert. Only extremely critical alerts containing potentially life-saving information will be sent. In order to ensure that you are able to get all emergency and incident alerts, we recommend that you sign-up for online. If you do not sign-up and register your contact information, you will not receive alerts on your preferred devices, and may miss out on receiving important safety information.

- **I don't own a computer – who can help me sign-up for AlertNorman?**

You can use a smartphone or visit the Norman Public Library to sign up online for AlertNorman. Those who do not have computer access are also welcome to call 405-307-7122 and we will assist you with registration over the phone during regular business hours.

AlertNorman Alerts

- **What types of alerts will I receive?**

Emergency alerts are sent 24/7 when there is an immediate threat to life and/or property. In addition to emergency alerts, you can also choose to receive customizable community notifications. These include notifications about:

- Weather-related incidents

- Police Activity
 - Fire Activity
 - Traffic
 - City Event Information
 - Special Event Information (Festivals, OU Football Game Days, Concerts, etc.)
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- **Can I call the alert phone number back or reply back to the email?**

You are not able to reply to texts or emails sent by AlertNorman. Voice messages provide a dial-back number to replay an alert message. If you are in need of assistance from Norman Police, Norman Fire, or EMSSTAT, call 911 or our non-emergency number 405-321-1444 immediately to speak with a dispatcher.

 - **When will I start receiving alerts?**

Once you have signed up online at <http://bit.ly/2xtmKmb> and confirmed your contact information within the system, you will begin receiving alerts.

 - **How do I update or remove my notification preferences and contact information used by AlertNorman?**

Follow the below steps to change your AlertNorman preferences (for example, to reduce the number of messages of a certain type, or to change the contacts used for each kind of message):

 1. Go to the login page (<http://bit.ly/2LMu8MC>)
 2. Login using your AlertNorman username and password. If you've forgotten these, follow the instructions on the page after clicking the link for *Forgot Username or Password?*
 3. Once signed in, click the *Preferences* tab at the top of the page.
 4. Under *Notification Preferences*, you can make changes to both the phone numbers and email addresses on which you want to receive AlertNorman by clicking or unclicking the checkboxes.
 5. You can also choose what alerts you want to receive and the method you wish to receive them by (text, voice, email).
 - a. If you wish to turn off all messages regarding a specific category such as Weather Closing, simply uncheck the box to the left of category.
 - b. If you wish to update how you receive your AlertNorman alerts for a specific category, check or uncheck the boxes for Text, Voice,

and Email. Please ensure the box is checked for the method you desire on each of the alert types you have opted in to receive.

- **How often will I receive alerts?**

The frequency for which you receive alerts depends on the addresses you provide and the types of alerts you select to receive, as well as the frequency of actual emergencies. Emergency alerts will only be sent when there is an immediate threat to life and/or property. Community notifications will be sent when the criteria for sending an alert are met. This system is not intended to bombard you with information. The City of Norman will only send you alerts about the information you select to receive. To change your alert settings, login to the AlertNorman database (<http://bit.ly/2LMu8MC>) and edit your preferences.

- **How does the AlertNorman respond to busy signals or no-answer situations?**

If a call completes and is sent to your answering machine or voice mail system, a message is left. If a phone call is not answered or busy, the system redials your number several times. Please keep this in mind when selecting your notification preferences.

Privacy of Contact Information

- **Will my information be disclosed or shared?**

No. The information provided is private and will not be used or distributed in any manner. The information that you provide is exempt from public disclosure and will be used for emergency purposes only.

- **What precautions are taken to protect personal contact information stored in the AlertNorman system?**

Personal information provided to AlertNorman is private and only used to notify you for official City of Norman communications and to support Norman's emergency services. Your information is not used for marketing purposes and will not be sold to telemarketers or data-mining organizations.

A variety of opt-in mechanisms are available to ensure you are getting just the messages you want to receive, delivered via the devices and communications modes that you choose. AlertNorman utilizes the highest standards in physical and computer security technologies and conducts regular audits to ensure all information is kept secure. Privacy policies are

also outlined in the Terms and Conditions you review when you sign-up to receive AlertNorman notifications.

Further questions can be sent via email to psio@normanok.gov.