

Everbridge MRC

# Intel CW/Visitor Emergency Alerts

December 2020, Rev. 4.



intel<sup>®</sup>

# Intel CW/Visitor Emergency Alerts - Background

- Effective 12/15/20, Contingent Workers at Intel's major US Sites (AZ, FM, NM, OR and SC) may opt-in to subscribe to receive Intel Emergency Alerts.
- This is the same information provided, at the same time, to Intel Employees during Campus/Site-wide crisis situations, such as Active Threats.
- The system is called [Nixle](#) and it is part of Everbridge. It is operated as an adjunct to [Intel's Emergency Notification System](#), to which all Intel employees are already automatically subscribed.
- This system is managed by Intel Crisis Management, which is part of Intel Corporate Security.
- Nixle operates through SMS and is available to anyone with a mobile device capable of sending and receiving SMS/Text messaging.
- CW's and Visitors may subscribe by texting a key word to "333111". The system then responds back with an acknowledgement, and you may then also enter an email address of your choice.
- Individuals may unsubscribe at any time by following the instructions sent with every message.
- This system is ONLY used for sharing emergency information from Intel Security and Crisis Management. No Spam messages are ever sent from Intel or Nixle.

# Intel CW/Visitor Emergency Alerts - Background

- Use of the service is invisible to Intel. Intel does not have access to phone numbers (or any other personally identifiable information), nor can Intel “opt-in” any interested parties- any alert subscriptions *must* be initiated by the subscriber’s own mobile device.
- Although there is no charge to subscribe/unsubscribe or receive alerts, you *may* be charged for SMS/Text messages if your mobile calling plan already charges you for SMS/Text messages. Note: Intel is not responsible, nor will reimburse for any such charges.
- As major Campus/Site-wide emergencies are very rare- the volume of messages will be very low- but once subscribed, you’ll be ready if there is an alert sent out at your Intel Site.
- Opt-ins are set to automatically expire every six months. When your subscription expires, you will receive a reminder to re-subscribe to continue receiving notifications.
- While this service is currently in place only for the major US Sites *at present*, Intel Crisis Management is working with Everbridge to roll out to other US & International Sites during 2021.
- Subscription to Intel CW/Visitor Emergency Alerts are completely optional, but we hope that individuals will take advantage of this free and convenient service!

# Intel CW/Visitor Emergency Alerts – **How to Subscribe**

## ▪ Intel Keyword Subscription Information

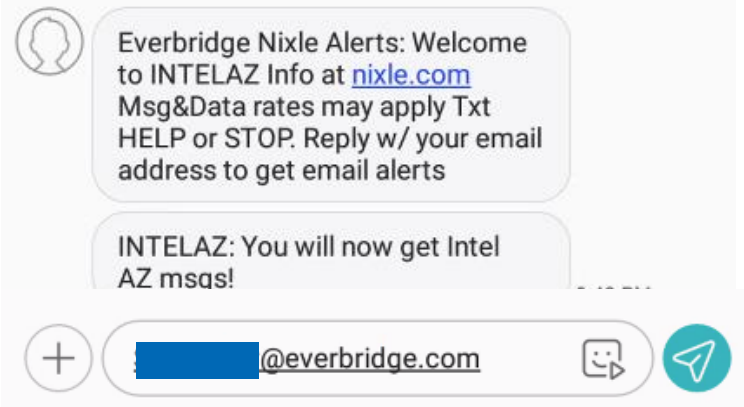
- Subscribing to Intel Keywords will allow you to receive certain emergency notifications from Intel by text and, if you wish, by email.

## ▪ **Subscribing:**

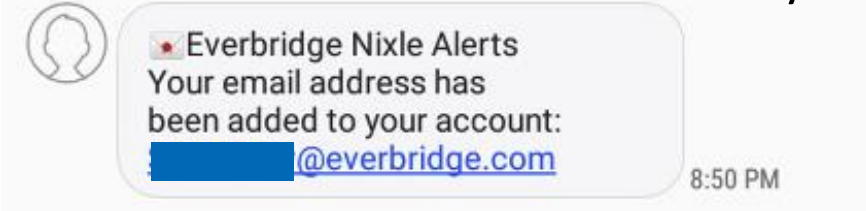
- Text the desired keyword below to 333111.
  - Keywords currently available include:
    - INTELAZ
    - INTELFM
    - INTELNM
    - INTELOR
    - INTELSC
- A text reply will be automatically generated and sent back to you. If you'd like to receive notifications by email as well as by text, reply back with your preferred email address.

# Intel CW/Visitor Emergency Alerts – How to Subscribe, cont'd

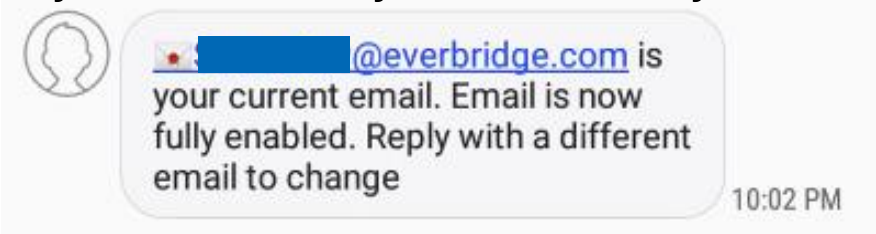
A text reply will be automatically generated.



You will receive a confirmation that your email address has been added.



If you've already subscribed your e-mail address, you'll see the following message:



# Intel CW/Visitor Emergency Alerts – Receiving Messages

## Receiving Messages

You will receive messages just as you would any other text message.



*Nixle messages are deliberately short (under 130 characters).  
Key information is presented at the very beginning of the message.*

You may click the link to see the entire message.

**Advisory**

### INTELAZ TEST MESSAGE

2020-11-25 20:57:49 EST

This is a test. A dangerous situation was reported at Chandler Campus Northeast of Building 1. Additional updates will be provided as soon as possible. This is only a test.

# Intel CW/Visitor Emergency Alerts – Unsubscribing/Expiration

## Unsubscribing

There are a number of ways you can unsubscribe if you no longer wish to receive notifications:

- Unsubscribe from text messages from a single keyword by texting STOP to 333111 and following any prompts provided.
- Unsubscribe from text messages from all keywords by texting STOPALL to 333111 and following any prompts provided.
- Click the unsubscribe link found at the bottom of all Nixle email notifications.

## Expiration

Opt-ins are set to automatically expire on a every six months. When your subscription expires, you will receive a reminder to re-subscribe to continue receiving notifications.

# Backup

- Posters, Emails, Digital TV's and other collateral will have these easy QR Codes for easy "1-touch" subscription (via the camera app) to CW/Visitor Emergency Alerts:

