



Emergency  
Communications

## Cambridge Emergency Alert Sign-Up FAQ

### What is the Cambridge Emergency Alert System by Regroup?

Cambridge Emergency Alerts utilizes a mass notification system designed to keep the community informed and prepared during critical events. This advanced platform – hosted by the company Regroup -- delivers urgent updates through multiple communication platforms.

### Examples of communication platforms:

- SMS = Text Message
- TTS = Text to Speech (Voice Call)
- Email

### Why Sign up for Cambridge Emergency Alerts?

Signing up for Cambridge Emergency Alerts ensures that you receive timely, reliable alerts directly from the City of Cambridge. Whether it's an emergency, weather update, or important community announcement, Regroup keeps you informed and safe.

### How do I sign up for notifications?

Visit our resident page and input your first and last name (or initials), address, and at least one contact method for messaging.

### Why is my address required?

The Regroup system behind Cambridge Emergency Alerts collects your address to ensure you only receive geographic-specific emergency notifications. Because it is a mass notification system, the platform uses your address to map exactly which zone you are in. This prevents systems from sending messages to the entire community, when some messages are only intended for a specific area (street, building, etc).

### How can I OPT out?

To unsubscribe from Cambridge Emergency Alerts, visit: <https://CambridgeMA.app.regroup.com/orgs/CambridgeMA/unsubscribe>

### Will my personal data be kept private & secure?

Yes. Regroup uses advanced encryption and security protocols to protect all resident data, ensuring it is stored securely and used responsibly. Regroup's usage guidelines require that your data is handled according to the strict privacy policies of the organization providing the service to you. Your information is used strictly for emergency alerting and official community notifications. For more information, visit: <https://www.regroup.com/data-security-retention-and-communication-policy/>

### Do Cambridge Emergency Alerts work in multiple languages?

Yes. Regroup has an automatic translation feature that includes 130 different languages. Notifications are translated across communication platforms so messages can be understood by all.