



## AMBER Alert Service



### What is an AMBER Alert?

AMBER stands for America's Missing Broadcast Emergency Response. An AMBER Alert is an emergency broadcast communication, issued in the most serious child abduction cases, to instantly mobilize the entire community to assist in the search for and safe return of the missing child.

The wireless AMBER Alert program is a voluntary partnership between the wireless industry, the U.S. Department of Justice, local law-enforcement, and the National Center for Missing & Exploited Children (NCMEC), to distribute these urgent alerts to customers who opt-in to receive the messages.

Although Nextel was the first wireless carrier to trial the sending of AMBER Alerts to wireless customers, all the other major carriers will also offer this service to their customers.



### How Do AMBER Alerts Work?

Local law enforcement:

- Initiates the primary emergency AMBER Alert
- Defines the geographic boundaries of the alert
- Has the legal jurisdiction to act upon the alert's information.

The National Center for Missing and Exploited Children (NCMEC):

- Established a nationwide clearinghouse for AMBER Alerts
- Will send the verified alert to Nextel's vendor.

Nextel's vendor:

- Identifies appropriate Nextel customers based on geographic area
- Sends the alert as two SMS messages to these customers.

## Wireless AMBER Alert Features

### Free of Charge

The service is free of charge and is currently being promoted to all Nextel customers.

### Easy Registration

Sales personnel can add the AMBER Alert program to a customer's account through FDT using the AMBERALRT SOC, -or-

Customers who have administrator rights to an account can visit [www.nextel.com/amber](http://www.nextel.com/amber) to sign up.

### Up To Five Locations

Nextel will provide the ability for customers to designate up to five locations, identified by zip code, for which they want to receive AMBER Alerts. As part of the provisioning process, we will load the first location for the customer based on their Nextel phone number.

**Note:** When an alert is issued, it is targeted by local law enforcement at several counties or an entire state. If any of the customer's selected locations is within this target area, they will receive the alert. Because AMBER Alerts are targeted at large geographic areas, it is not necessary for customers to enter multiple zip codes in a geographic area. The exception is that if their area contains multiple states, they should include at least one location from each state (e.g., D.C. Metro: D.C., MD, VA)

## AMBER Alert Positioning

The wireless AMBER Alert service is targeted towards **all** Nextel and Nextel Partners' customers. This service is free of charge, including all Amber-related SMS messages sent to the customer's phone.

**Note:** Since this service is free of charge, it will not be commissioned.

## AMBER Alert Service

### Qualifying Questions

#### Service

- Would you value a free-of-charge service that notifies you of urgent bulletins in serious child abduction cases?

#### Sign-Up

- Are you the administrator of your account and/or do you have administrator rights to your account? (necessary for sign-up at [www.nextel.com/amber](http://www.nextel.com/amber))
- If so, do you have Internet access?

### Frequently Asked Questions (FAQ)

**Q: Under what conditions will the National Center for Missing and Exploited Children (NCMEC) forward an AMBER Alert to Nextel customers?**

A: AMBER Alerts are initiated by local law enforcement. NCMEC will confirm that all Department of Justice's AMBER Alert criteria are met prior to sending alerts to Nextel customers. These criteria include:

- There is reasonable belief by law enforcement that abduction has occurred.
- The abduction is of a child age 17 years or younger.
- The law-enforcement agency believes that the child is in imminent danger of serious bodily injury or death.
- There is enough descriptive information about the victim and the abduction for law enforcement to issue an AMBER Alert to assist in the recovery of the child.
- The child's name and other critical data elements, including the Child Abduction flag, have been entered into the National Crime Information Center (NCIC).

**Q: If I change my mind, how can I unsubscribe to the wireless AMBER Alert program?**

A: You may unsubscribe to the wireless AMBER Alert program at any time by visiting [www.nextel.com/amber](http://www.nextel.com/amber).

**Q: How do I change my location settings?**

A: Customers should visit [www.nextel.com/amber](http://www.nextel.com/amber) to modify their location settings. Customers do NOT need to be an account administrator to change their settings.

**Q: Does the reach extend to Nextel Partners territories?**

A: Yes, Nextel Partners' customers are included.

**Q: Does the service extend to Boost customers?**

A: Support for Boost customers is being developed but is not available at this time.

**Q: Do we support nationwide AMBER Alerts?**

A: There is no such thing as a Nationwide AMBER Alert. All AMBER Alerts are initiated by local law enforcement through a regional or state program. If the AMBER Alert needs to be sent to more areas, it is coordinated by the initial sender with neighboring AMBER programs.

**Q: How long will I go before receiving an AMBER Alert?**

A: Historically, a specific location can go days, weeks, or months between AMBER Alerts. If you do not receive a message for a long period of time, it likely is because no alert had been issued.

**Q: How long after I subscribe will I be capable of receiving AMBER Alerts?**

A: Nextel provisions your subscription to an external server and that process takes 24-48 hours. Customers will receive a notification SMS on their handset when their subscription is active. This notification SMS, like all AMBER related messages, is free of charge.

**Q: How will customers know where to call if they receive a wireless AMBER Alert and see the child?**

A: The AMBER Alert itself will include a phone number to call if the customer has information. In some states that number will be 911 and others it will be local number. Do not call Nextel with information! Call the number in the alert.