



Evacuate Messaging Terms and Conditions

(Purpose-built for emergency communication systems)

1. Purpose of the Messaging Service

The Evacuate platform provides emergency preparedness and evacuation coordination communications for organisations responsible for the safety of people within their premises or operations.

Messages sent through the platform may include:

- emergency alerts
- evacuation instructions
- muster confirmations
- safety notices
- emergency drills and exercises
- operational communications relating to emergency preparedness

The service is not designed or permitted for marketing, promotional, or bulk advertising communications.

2. Nature of Recipients

Recipients of Evacuate messages are individuals who are under the duty of care of the subscribing organisation, including but not limited to:

- employees
- students
- contractors
- visitors
- event participants
- residents or occupants of facilities

These individuals are included in communication lists because the organisation has a safety responsibility toward them during emergencies or drills.

3. Legal Basis for Messaging

Messages sent via Evacuate are issued in fulfilment of organisational safety obligations, including emergency preparedness, evacuation management, and duty-of-care responsibilities.

Accordingly:

- Messages are operational safety communications, not marketing communications.
- Recipient consent is therefore not the governing legal basis.
- The legal basis is the organisation's duty of care and safety management responsibilities toward persons on their premises or under their supervision.

This aligns with recognised safety management principles requiring organisations to provide information and instructions necessary to protect persons from harm. For example, safety management systems require organisations to communicate hazards and emergency procedures to affected persons. ²

4. Responsibilities of Client Organisations

Each subscribing organisation is responsible for ensuring that:

- recipients are legitimately connected to the organisation's operations or premises
- recipient contact information is collected lawfully
- messaging is used only for safety, emergency, or operational communications
- contact lists are maintained accurately and securely

Organisations must not use Evacuate messaging for:

- advertising or promotional messages
- political messaging
- unsolicited commercial communication
- harassment or misuse

5. Message Frequency

Message frequency will depend on the organisation's safety programme and may include:

- emergency alerts when incidents occur
- periodic evacuation drills
- safety notifications or preparedness reminders

Because emergency events cannot be predicted, message timing may occasionally be urgent or unexpected.

6. Data Protection

Evacuate processes contact details solely for the purpose of delivering emergency communications and coordinating safety responses.

The platform does not sell or distribute recipient contact information.

Client organisations remain responsible for compliance with applicable data protection laws governing the collection and management of recipient contact details.

7. Misuse and Enforcement

Evacuate may suspend or terminate platform access if messaging is used for purposes inconsistent with this policy, including:

- spam
- marketing campaigns
- unlawful communications
- misuse of emergency channels

8. Relationship to Client Contracts

This policy governs the acceptable use of Evacuate's messaging infrastructure and operates alongside each client's service agreement with Evacuate.

Nothing in this policy alters or replaces the contractual obligations between Evacuate and its clients.