

BlackBerry AtHoc Privacy Data Sheet

About this Data Sheet

This Privacy Data Sheet describes the processing of personal data by BlackBerry® AtHoc®. It provides details about how and why customer data is processed and is provided for informational purposes only. The information provided is current as of the “last updated” date of this document. For an up-to-date list of Subprocessors, please see BlackBerry’s [Subprocessor listing](#).

BlackBerry Privacy Office

BlackBerry has a dedicated Privacy Office that, in partnership with BlackBerry Information Security, assesses our technical and administrative security controls to ensure compliance with international legislative requirements governing privacy matters.

BlackBerry complies with data protection and privacy laws concerning the collection, use, storage, transfer, and disclosure of personal data, including the EU General Data Protection Regulation.

Our commitment to customer privacy is detailed at www.blackberry.com/privacy.

Overview

BlackBerry AtHoc is a networked crisis communication platform that enables organizations to communicate and collaborate securely with their personnel during times of crisis. BlackBerry AtHoc provides a seamless and reliable exchange of critical information among organizations, their people, and devices.

BlackBerry's AtHoc platform addresses critical communications needs by enabling real-time visibility into status and location for personnel during and after emergencies, providing a crisis communication solution that unifies all channels and devices, empowering organizations, people, and communities to collaborate during critical events. It allows organizations to create their own permission-based network to establish interoperable communication and information sharing with organizations in their community.

BlackBerry AtHoc supports SaaS, on-premises, and hybrid deployment models.

Privacy Enhancing Technologies

BlackBerry uses industry standard encryption protocols to protect data during transmission and at rest.

Personal Data Processed

The following data elements are collected and processed by BlackBerry on behalf its customers and could be considered personal data depending on your deployment.

Personal Data Processed	Purpose for Processing	Recipients
End user contact information Usernames, phone numbers, email addresses, mobile phone numbers, address, and location	<ul style="list-style-type: none">• Delivery of targeted alerts	<ul style="list-style-type: none">• Customer Administrators• BlackBerry Customer Support*

Personal Data Processed	Purpose for Processing	Recipients
Geolocation data	<ul style="list-style-type: none"> Enable customer to determine location of a user's device to facilitate duty-of-care actions 	<ul style="list-style-type: none"> Customer Administrators BlackBerry Customer Support*

* Customer controls access to their instance and may grant customer support access to resolve escalated issues.

Data Sharing or Forward Processing

BlackBerry uses the identified information to facilitate the performance of the End User License Agreement under which BlackBerry's services and products are offered. BlackBerry will not sell, lease, or otherwise distribute this information beyond what is disclosed below.

This data is only shared with necessary third-party services that are required to fulfill the intended purpose of this services. Subprocessors do not have access to any personal data.

Cross-Border Data Transfers

BlackBerry Limited is a Canadian corporation and primarily relies upon the European Commission's adequacy decision for data transfers from the EU/EEA, as well as to its UK subsidiary, BlackBerry UK Limited. For transfers to BlackBerry's U.S. subsidiary, BlackBerry Corporation, it relies upon an Intracompany Agreement that incorporates the 2021 EU Standard Contractual Clauses (SCCs), the UK SCC Addendum, and the Swiss Rider. In addition, BlackBerry offers customers a [Data Processing Addendum](#) that incorporates the 2021 EU SCCs, the UK SCC Addendum, and the Swiss Rider. If BlackBerry transfers personal data to a sub-processor, we ensure that: (i) the personal data is transferred to countries recognized as offering an adequate level of protection; or (ii) the transfer is made pursuant to appropriate safeguards, such as a [Data Processing Addendum](#) that incorporates the 2021 EU SCCs, the UK SCC Addendum, and the Swiss Rider.

BlackBerry is a global organization with Customer Support personnel located in Canada, EU, UK, and the U.S. BlackBerry utilizes follow-the-sun scheduling for Customer Support and as a result, support during normal business hours may be provided in-region, however urgent issues will be addressed by available global resources.

BlackBerry AtHoc clients select the geographic location of their tenant, which is where personal data used to manage their service is stored. Data is not transferred from a customer's chosen tenant location to any other geographic region without the customer's prior instruction or approval.

Customer Tenant Geography	Location	Subprocessor
Canada	Canada	Amazon Web Services
Europe	Germany	
United Kingdom	United Kingdom	
United States	United States	

BlackBerry AtHoc uses the following Subprocessors:

Subprocessor	Personal Data Processed	Locations
Amazon Web Services Cloud service provider	End user contact information and data collected by the operation of the service	Canada, Germany, United Kingdom, United States

Subprocessor	Personal Data Processed	Locations
Microsoft Azure Cloud service provider to deliver BBM Enterprise alerts	BBM IDs	United Kingdom, United States
Equinix Infrastructure service provider for Telephony Alerting System (TAS), used to host service providing emergency notifications sent via voice call.	Phone numbers	France, Netherlands
Verizon Telephony service provider for Telephony Alerting System (TAS), used to dial phone for emergency notifications.	Phone numbers	France, Netherlands, United States
Google Firebase Mobile app notifications provider	Mobile message notifications	United States
Infobip Short Message Service provider for sending emergency notifications.	Mobile phone numbers	Ireland, United States
MessageBird Email notifications delivery provider	Email addresses	Ireland, United States

A complete listing of Subprocessors engaged by BlackBerry to support the delivery of products and services, is available on BlackBerry's [Subprocessor listing](#).

Data Retention

Personal Data Processed	Data Retention Period
End user contact information	Data is retained for the duration of the contract plus 90 days. Backed up data is retained for up to 3 years, or as required per contract with customer.
Geolocation data	Data element is overwritten each time the user checks in, and a single location record is retained for 180 days within the system.

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