

King of Prussia Mall

Emergency Notification System

Frequently Asked Questions

What is the Emergency Notification System?

The Emergency Notification System allows authorized Mall officials to create and rapidly disseminate security messages to every telephone number, email and text number stored in the notification database. With the system, the Mall is able to send thousands of messages in minutes. Only authorized officials are allowed to access the system.

How does the system work?

Authorized officials record a voice message that is then delivered quickly to individual phones and emails in the database.

What types of messages will be sent using the service?

Messages regarding safety of the mall would be disseminated using the system. Examples would include severe weather warnings and updates such as mall closings, late openings, early closings, plus other emergencies that affect the safety of the employees and operations of the mall.

Is my telephone number included in the notification database?

The main phone number of every tenant in the mall has been loaded into the database. All mall employees are encouraged to sign up for the system. Registration forms are available in the management office. Employees can also sign up online at: www.kingofprussiamall.com/merchant.

How do I remove or change my contact information in the system?

Employees can edit their contact information or opt-out of the system at anytime by logging onto to: www.kingofprussiamall.com/merchant

What precautions are being taken to protect personal information?

The notification system provider, Connect-CTY is a service of The NTI Group, Inc. (NTI). King of Prussia Mall and NTI take security and privacy concerns very seriously and will not sell, trade, lease or loan data to any third party. From a technical perspective, the company utilizes multiple layers of firewalls to maintain data security. NTI only utilizes secure transmissions with its customers. No confidential information is ever transmitted between NTI and its customers using e-mail or FTP, but rather always utilizes either a VPN tunnel or SSL. Data is hosted in state-of-the-art facilities, which require photo identification, thumb-print recognition, keyed access and are manned 24-7 with full-security personnel. All data is encrypted prior to being placed on tape for offsite storage. NTI also retains an external, independent security firm to perform annual security audits.

Will there be any way to positively identify incoming calls that are made by the Mall using the system?

The caller-ID number for calls generated by the emergency notification system will be: 999-999-9999. In addition, every message will begin with the same standard announcement: "Hello, this is an important message from King of Prussia Mall."

Will the system work if I have a call screening system on my phone?

There are several varieties of call screening devices that use differing protocols for screening. In general, the system has been found to work with these devices; but some may require pre-programming to allow our telephone number 999-999-9999, to pass through. Please contact the management office if you have questions regarding this. We may conduct periodic tests to assure that messages are being delivered to all numbers in the notification database.

How does the system respond to busy signals or no-answer situations?

For busy signals, the call will be repeated several times in an attempt to reach you. The same is true for No-answer and Call-waiting. If a message recorder answers the phone, the message will be left on the answering device. If, after several attempts the call does not successfully go through, the system will stop attempting the call.

I was not able to listen to the entire call. Is there a way to repeat the message?

Yes, at the end of the message playback, simply press the star (*) key on your telephone to have it repeated in its entirety.

I answer the phone but the "Hello" message repeats. It then hangs up, calls back, and the same thing happen again. How can I hear the entire message?

Repeating or looping of messages happens when the system detects excessive noise in the background. This can be caused by loud radio/television volumes, people talking or busy traffic noise. When you receive the next call, say "hello" once and turn down the volume of your radio/television or press the mute button on your telephone to allow full message delivery.

