Alert Ready: Who is responsible for Canada’s Emergency Alert System?

During life-threatening situations, Canadians receive emergency alerts on television, radio and LTE-connected devices. These alerts require the participation of multiple partners. Learn about the distinct roles and responsibilities each has in delivering these important public safety messages to Canadians.

<table>
<thead>
<tr>
<th>Role</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Government Issuer</strong></td>
<td>Alerts are issued by authorized government organizations including Environment and Climate Change Canada, provincial or territorial governments, and law enforcement, for example.</td>
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<td><strong>Public</strong></td>
<td>When an alert is received, it is the responsibility of Canadians to stop, listen and respond as directed by the Government Issuer and the alert message.</td>
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<td><strong>Alert Distributors</strong></td>
<td>Wireless service providers must broadcast a message once to each compatible LTE-connected wireless device that is in, or enters, the alert area.</td>
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<tr>
<td><strong>NAAD System</strong></td>
<td>Operated by Pelmorex, the NAAD System verifies technical standards regarding the format of alert data files are respected.</td>
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**What is the role of the Government Issuer?**

Alerts are issued by authorized government organizations including Environment and Climate Change Canada, provincial or territorial governments, and law enforcement, for example.

Government officials have developed a specific list of alert types for life-threatening situations:

- Tornado
- Civil Emergency
- Flooding
- Fire
- Hazardous Substance
- AMBER Alert
- Natural Disaster
- Terrorist Threat

Government Issuers determine the content in the alert, the geographical areas covered by the alert, how long the alert will last, and what Canadians should do when they receive it.

**What is the role of the Public?**

When an alert is received, it is the responsibility of Canadians to stop, listen and respond as directed by the Government Issuer and the alert message.

**What is the role of Alert Distributors?**

Wireless service providers must broadcast a message once to each compatible LTE-connected wireless device, that is in, or enters, the alert area.

**What is the role of the NAAD System?**

Alert Distributors are responsible for distribution on their respective platforms. Regardless of how an alert is broadcast, it is always accompanied by the same tone: the Canadian Alerting Attention Signal.

**What is the role of Alert Distributors?**

TV and radio stations are expected to broadcast an alert at least once.

**What is the role of Alert Distributors?**

Canada’s television, radio, cable, satellite and wireless providers are responsible for delivering emergency messages directly to Canadians.

**Have more questions? VISIT ALERTREADY.CA.**