



MCSC rescu FAQs

What is MCSC rescu? - MCSC rescu is a progressive web-app that will help find missing children in Canada faster by empowering the public to immediately join in the search.

What can I do with MCSC rescu? - View open and active missing children cases in Canada by region via interactive story maps. Submit tips on missing children and register to receive SMS text alerts on your mobile phone about urgent missing children cases in your area.

How will police use this technology? - If a child goes missing in our community, police will work with MCSC to push out information via MCSC rescu to select locations. As more information becomes available, police can update the information on MCSC rescu to aid in the search.

How are Child Search Alerts different from AMBER Alerts? - AMBER Alerts are issued by the police only when a missing child (age 18 and under) is believed to have been abducted and is in imminent danger. They are sent through the National Public Alerting system to every mobile phone, broadcasted through the media, social media and on highway signs. AMBER Alerts include the name, and a description of the abducted child, who he or she might be with, and descriptions of any vehicle suspected of being used in the alleged abduction. They are broadcasted to a large geographic area (e.g. Northern Alberta, Southern Ontario) and received based on real-time location.

A Child Search Alert is issued by police in conjunction with Missing Children Society of Canada. They are issued only after an investigating team has defined the perimeter of the search and to people who have registered with MCSC through rescu to receive the text alerts. Text alerts from MCSC rescu advise that there may be a missing child in your area with a link to the case information on MCSC rescu. They are issued when new missing children cases are reported to police and the public's assistance is needed. Child Search Alerts can be targeted to a smaller, more specific geographic area (e.g. city or street). The alert is received based on the location you specify when you register for SMS text alerts.

Will I still receive AMBER Alerts if I subscribe to MCSC rescu? - Yes, you will still receive AMBER Alerts. MCSC will also add AMBER Alert cases to the story maps on MCSC rescu to amplify the search efforts but will not resend AMBER Alerts by text.

Will I be able to send tips on cases? - You can send anonymous tips through MCSC rescu even without registering for SMS text alerts.

When do I use MCSC rescu and when do I call 911? - When you are in need of immediate assistance (e.g. you witnessed child abduction), call 911. If you have valuable information on an existing case in MCSC rescu, you can submit a tip directly through the app.

If I sign up for the app, how frequently will I receive alerts? - Realistically, don't expect that many. Police will only ask that an SMS alert be pushed for the most urgent cases. You will



**Missing Children
Society of Canada**

only receive an alert that's specific to the location you have indicated when registering for MCSC rescu. For example, if you have registered Calgary as your location, you will not receive an SMS alert about a missing child in Medicine Hat unless they are believed to be in Calgary. You can, however, use the MCSC rescu app to see cases of missing children across Canada.

Will I be billed for the text alerts I receive? - Text messaging and data rates may apply based on your mobile subscription plan.

How can I access the app on my desktop? - Open your preferred web-browser and enter <https://rescu.mcsc.ca>. You can bookmark the site for easy access anytime.

How can I access the app on my mobile device? Open your preferred web-browser on your mobile device and enter <https://rescu.mcsc.ca>. You can then upload it to your home screen by following the prompts and use it as an application on your mobile device.

How do I register to receive MCSC rescu SMS alerts? - Go to [MCSC rescu](#) in your browser. Click the 'Register to receive alerts' button. Fill out the form and hit submit. Follow the prompts.

Will my location be tracked in real time? - No, MCSC rescu only requires you to enter a location once during the registration process. When you travel to a different location, you will only receive alerts for the location you initially specified during registration.

How do I update my location? - Go to [MCSC rescu Alerts](#) in your browser and use the drop-down option to select 'Update your location' and follow the next steps.

How will my personal information be used? - There is no personal information collected other than the 10-digit phone number used when registering to receive SMS alerts should police send one out in the area. No other information is collected or used for any other reason. Should users choose to unsubscribe from the MCSC rescu app, go to [MCSC rescu Alerts](#) in your browser and use the drop-down option to select 'Unsubscribe'.

What happens if I reply STOP to an SMS Alert? - When you reply STOP to an SMS Alert, you will not unsubscribe your phone number, you will instead block MCSC rescu from sending you any messages in the future.

How do I unblock MCSC rescu if I decide to receive alerts in the future? - You will need to navigate to the MCSC rescu text message conversation and reply START. The unblocking messages will take approximately 15 minutes. You will not receive confirmation about this.