



**The following diagrams explain how Purple Alert app handles data.**

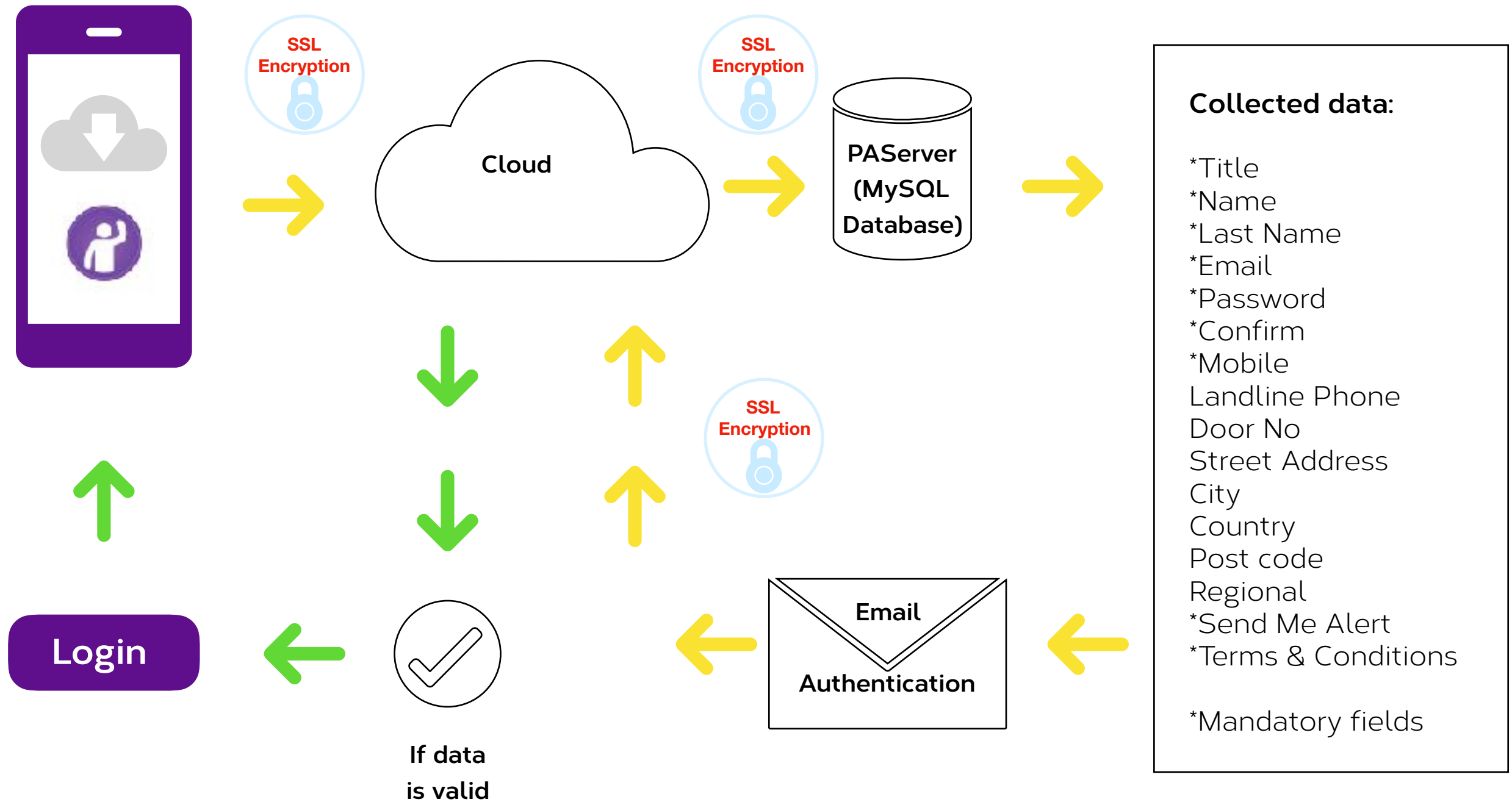


**Purple  
Alert**



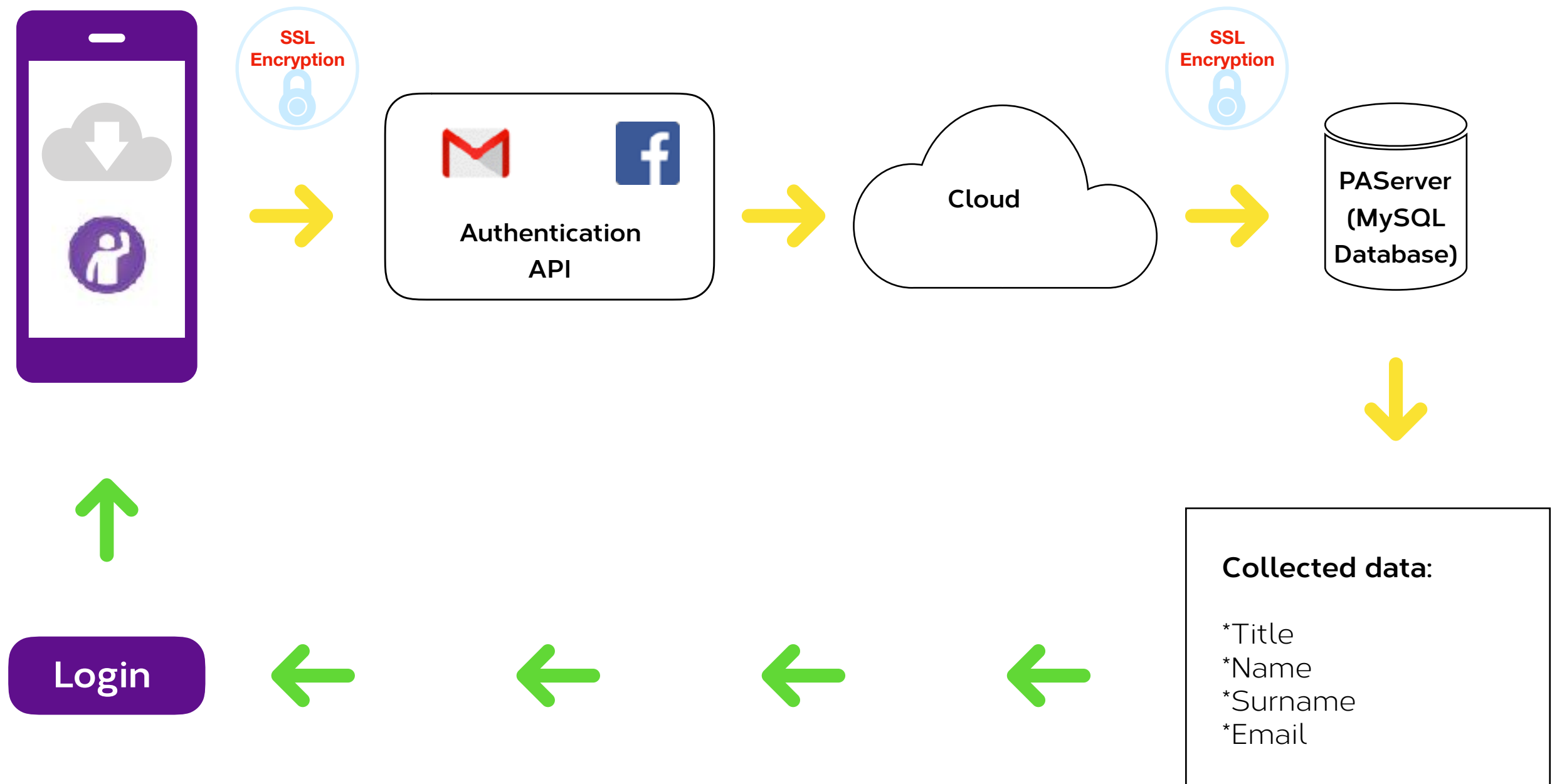
## Purple Alert data flow diagram

# When signing up to Purple Alert for the first time.

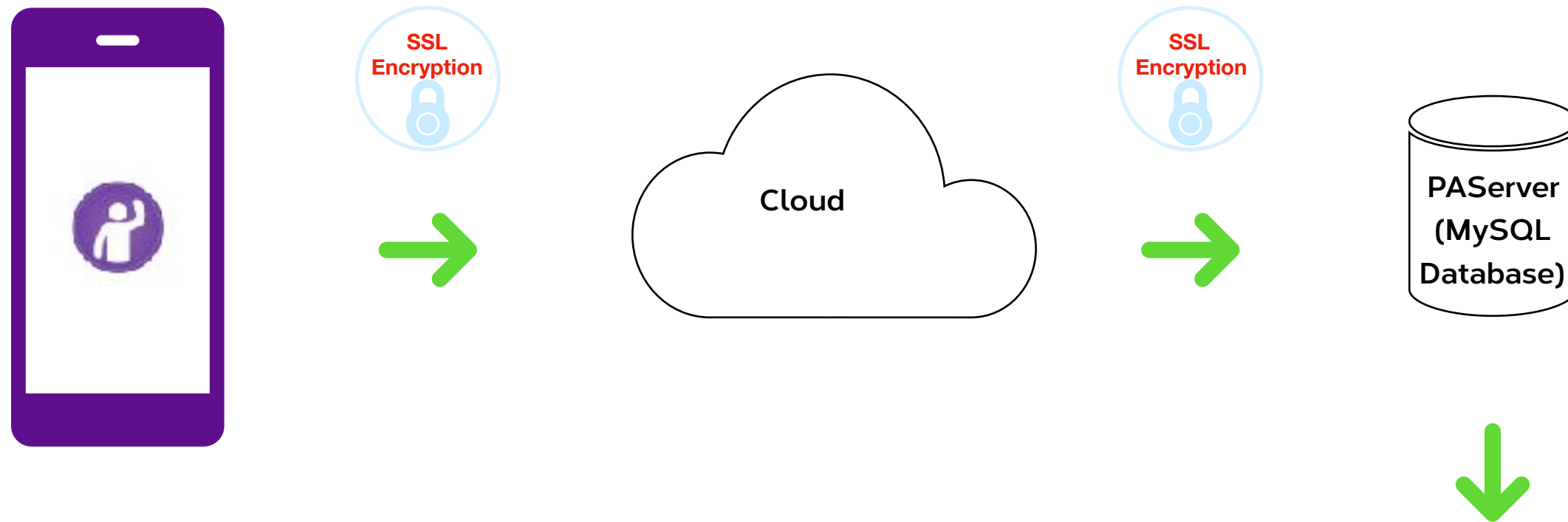


## Purple Alert data flow diagram

# When signing up to Purple Alert using Facebook or Gmail.



# When creating a person with dementia profile.



**Collected data:**

Person with dementia photo(s)  
\*Full Name  
\*Preferred Name  
\*Gender

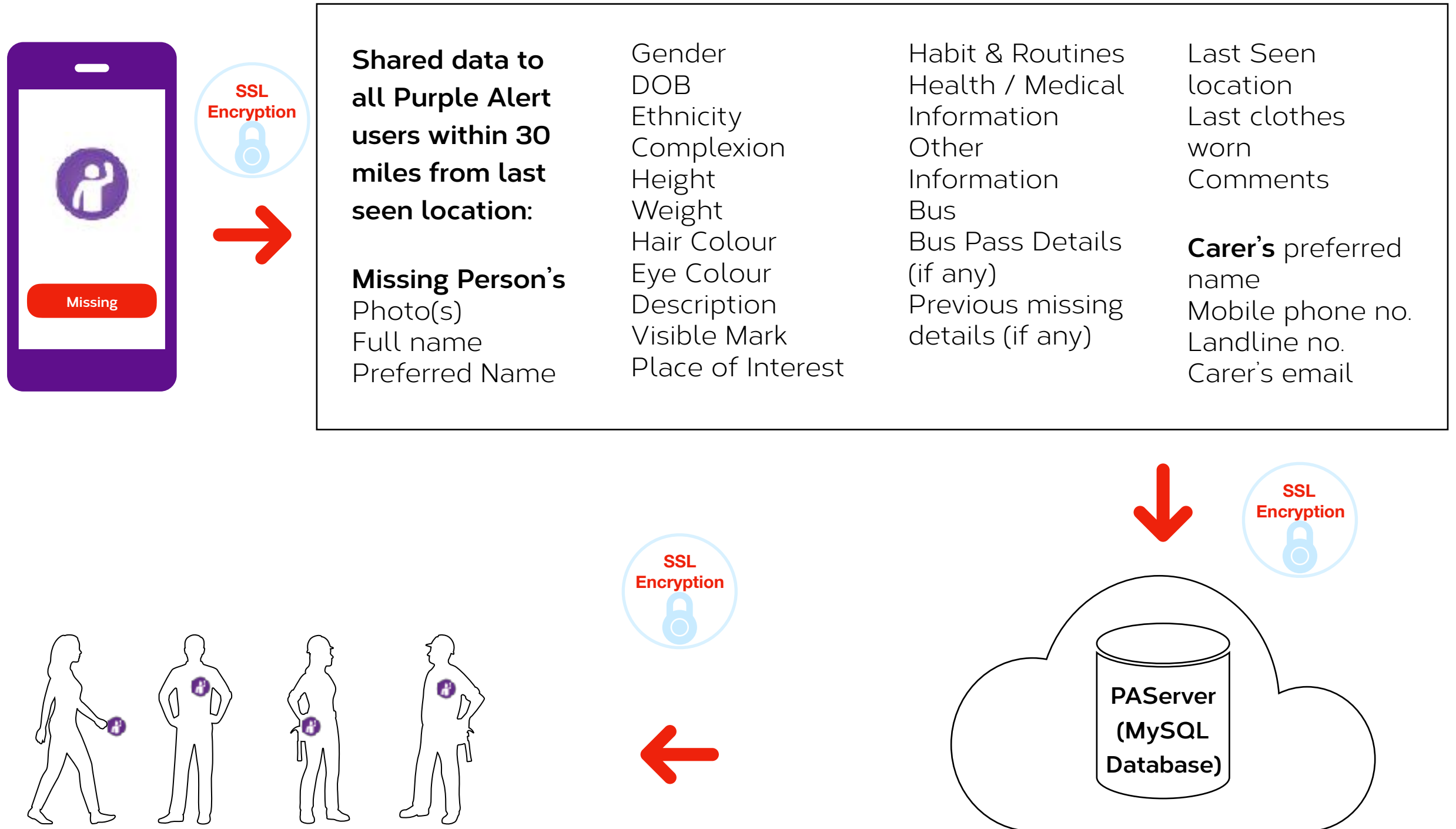
\*DOB  
\*Ethnicity  
\*Complexion  
Height  
Landline Phone  
Weight  
\*Hair Colour

\*Eye Colour  
Description  
Visible Mark  
Place of Interest  
Habit & Routines  
Health / Medical Information

Bus Pass Details (if any)  
Previous missing details (if any)  
\*Mandatory fields

## Purple Alert data flow diagram

# When a Purple Alert is sent out.



## Purple Alert data flow diagram

# When a user sees a missing person with dementia.

