transmitting means described above can accurately and definitively organize and display the necessary emergency data.

[0040] It is an additional feature of the present invention that multiple fields and subfields can be configured for each user. As such, a user can enter any number of dependants in his or her emergency data. Conversely, if a field remains unpopulated with any added or edited data, then that field will not be shown by the embedded application **162** on the mobile device. Therefore, if a user has no dependants, or no secondary insurer, then those fields will not be viewable on the mobile device **16**. For specified fields, such as KNOWN ALLERGY and MEDICATIONS, a user may select a subfield NONE, which will accurately convey to a first responder that the field was considered and not left blank because of user oversight.

[0041] Nevertheless, a user can create and update any field, including those not previously selected and viewable, through the mobile device **16** as shown in the screen shot of FIG. **8**. The menu shown in FIG. **10** is displayable as a secondary window within the display **170**, or through any other conventional means of organizing data for viewing that is known to those skilled in the art. As shown in the MENU, the user is presented with a variety of options, including at least an EDIT function, a HELP function, an ABOUT function, a SET REMINDER function, and an UPLOAD function. Other MENU functions, such as a TEST function, are also available as part of the embedded application **162**. Each of these functions is available to the user via the mobile device **16** configured with the embedded application **162** as well as the data center **12** through the web user interface **120**.

[0042] For example, the SET REMINDER function of the present invention is usable through both means described above. This particular function allows a user to set an alarm or other time-dependent notification that automatically directs a message to the mobile device **16**. For example, the user may set an alarm or reminder function for informing him or her that the emergency data should be checked and updated. Alternatively, the SET REMINDER function can embody an active alarm. If, given the passage of a predetermined amount of time, the user does not respond to the incoming reminder message, the system **10** of the present invention assumes that the user is in an emergency situation and it automatically contacts the user's emergency contact via SMS/MMS message (through the HTTP transfer described above) or voice mail. The message or voicemail to the emergency contact will inform the emergency contact that the user is non-responsive to his or her mobile device, at which time the emergency contact may take the appropriate initiatives.

[0043] Automated means for responding to the SET REMINDER notification are also provided by the present invention. For example, the mobile device **16** is communicable with at least the service provider network, which is capable of determining whether the mobile device **16** is stationary or in motion based upon any transitions between service terminals. Provided that the user is in motion, the embedded application **162** will note the transition between service terminals and relay a response message back to the data center **12** via SMS/MMS. In another embodiment, the mobile device **16** can include a Global Positioning System (GPS) or other tracking device (not shown) that provides information related to the user's position. Provided that the user is in motion, the embedded application **162** will receive the necessary data from the GPS and relay a response message via SMS/MMS back to the data center **12**.

[0044] The present invention also includes means, such as translation software, that is adapted for updating or altering a user's emergency data according to a local language. As the mobile device **16** may be configured for determining a user's position, as described above, it is a feature of the present invention that the mobile device **16** is adapted for determining whether a user has moved between countries. For example, an American user may travel to another continent, such as Europe or Asia, in which English is not the primary language understood by first responders. In such a case, the embedded application **162** is adapted for changing the language of the fields and selected subfields based upon the local language of the place in which the user is located. This determination is made in response to positioning data that can be determined by the mobile device **16** through a GPS unit or through its interaction with a service provider terminal.

[0045] In another embodiment, a user's emergency data stored on the data center **12** is adapted for communication and synchronization with a third-party data recipient, through conventional software means such as JAVA™ Applet includable on an HTML page. In such a manner, a user's emergency data can be remotely retrieved from the data center **12** without utilizing the mobile device **16**, which in some emergency events may be lost or destroyed. In summary, the present invention includes a novel system and method for the storage, organization, transmission and receipt of emergency data for any number of potential users. While the description above focused on the present invention as applied to a single set of transactions between a mobile device and a data center, it should be understood that in operation the present invention might encompass many networked data centers in communication with any number of mobile devices. More importantly, although the present invention is described in detail with reference to its preferred embodiments, it should be understood that trivial variations from those embodiments can be readily devised by those skilled in the art without departing from the scope thereof as defined in the following claims.

We claim:

1. A method for communicating emergency data comprising:

accessing a database of information, the database of information including emergency data for an individual, the database of information available to the individual through a network;

routing the emergency data through communications means, the communications means adapted for receiving the emergency data related to the individual from the database according to a first protocol; and

accessing the emergency data related to the individual, the emergency data being transmitted from the communications means to a mobile device, the emergency data transmittable from the communications means according to a second protocol.