

Use Your Phone to Fight COVID-19

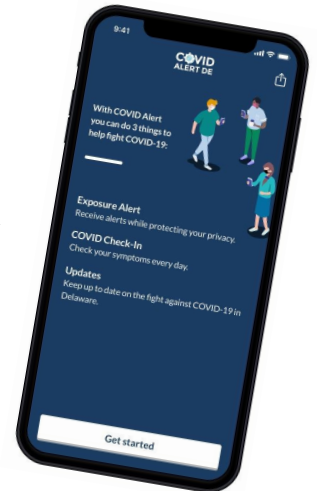
The State of Delaware is pleased to announce COVID Alert DE, Delaware's official COVID-19 exposure notification app, will launch September 15, 2020.



As part of Delaware's response to COVID-19, we appreciate what community partners like you have done to help slow the transmission of the coronavirus, protect lives, and reopen our state.

To help further the fight against COVID-19, the State of Delaware is pleased to announce **COVID Alert DE**, Delaware's official COVID-19 anonymous exposure notification mobile app, will launch in September. Delaware is joining the first handful of states in deploying an exposure notification app using the Apple/Google Bluetooth Low Energy framework.

To maximize the app's effectiveness, we need your help. The Department of Health and Social Services (DHSS) and our Division of Public Health (DPH) are calling on Delaware's higher-education institutions, businesses and other community and non-profit organizations to encourage your students, employees, customers and community members to download and use this free app available in the Google Play Store and the App Store. Although our positive case counts are less than 100 per day, we know that could change. The more Delaware's residents are aware of potential exposure to COVID-19, the more likely we are to keep transmission rates low, keep our friends and family protected and keep our economy moving forward.



The Department of Health and Social Services takes privacy and confidentiality seriously, and we know that **COVID Alert DE** will raise questions about each. The app does not collect any personal information that can identify the user or share any information with others. It does not use GPS navigation to collect or track your movement or geographic location. **COVID Alert DE** uses Bluetooth proximity-enabled exposure notification technology provided by Apple and Google. Most importantly, the users are in control.

Beginning in September, DHSS will have additional materials available at de.gov/covidalert to help educational institutions, businesses and other organizations promote the app to your audiences. We encourage you to promote and endorse **COVID Alert DE** in the following ways:

- Social media channels, including Facebook, Twitter, Instagram, Snapchat, YouTube and LinkedIn.
- Distribution of your organization-specific logo within our marketing campaign; DHSS also will add your logo as a community partner on de.gov/COVIDAlert.
- A personalized email from your leadership encouraging download and use. A template will be available in a digital toolkit.
- Share the download link with your colleagues, friends, family and neighbors.

Questions about partnership opportunities should be directed to DHSS_TownHall@delaware.gov. General questions about COVID Alert DE can be directed to DPHCall@delaware.gov.

Thank you for joining the fight against COVID-19. We are in this together, Delaware.

What is COVID Alert DE?

COVID Alert DE is the official Delaware Exposure Notification System (ENS) app developed by NearForm in partnership with the State of Delaware. This free smartphone app will be available on Google Play and in the App Store to all who live, work or go to college in Delaware. After downloading the app, you will be able to use your phone in the fight against COVID-19 without compromising your privacy or personal information. **COVID Alert DE** uses technology to alert users if they have been in close contact (within 6 feet for 15 minutes or more) with someone who has tested positive for COVID-19. The app also allows users to log their symptoms daily, so they can check back and review at any time. And it keeps users up to date on the fight against COVID-19 in Delaware.

Who should use COVID Alert DE?

Everyone 18 and older who lives, works or goes to college in Delaware, and uses an Android or Apple phone is encouraged to download and use **COVID Alert DE**.

Why is COVID Alert DE important?

COVID Alert DE alerts app users of potential exposure, even before they may experience symptoms. Knowing about a potential exposure allows you to self-quarantine immediately, get tested, and reduce the potential exposure risk to your family, friends, neighbors, co-workers or fellow students.

Is my privacy protected?

Absolutely. The **COVID Alert DE** app protects your privacy and does not collect or share any personal information that can identify you. The app does not use GPS navigation, cannot be used to track you and it doesn't know if you should be self-isolating or quarantining. At all times, you are in control and remain anonymous.

How does COVID Alert DE work?

COVID Alert DE uses random Bluetooth keys that change every 10-20 minutes. Phones with the app share these random keys anonymously if they are in close proximity. Positive COVID-19 results submitted by app users are checked against the list of random keys they encountered in the past few days. If there is a match, **COVID Alert DE** alerts that individual app user, taking into account the date and duration of the exposure.

Is it possible to get an app alert and be contacted by a contact tracer?

Yes. This app supports the work of the Division of Public Health's Contact Tracing teams. If someone who tests positive for COVID-19 identifies you as a close contact when speaking to a member of the Contact Tracing team, another member of the team will contact you. However, if you receive an exposure alert through the app, it will not trigger a contact or call back from the Contact Tracing team.

How do I get more info about COVID Alert DE?

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