



VIRGINIA BUSINESSES:

Use Your Phone to Fight COVID-19

Virginia continues to work diligently to mitigate the effects of COVID-19 within the Commonwealth. We appreciate the efforts you have employed to help stop this pandemic.

To help lead the way in the fight against COVID-19, the Virginia Department of Health (VDH) is pleased to announce that COVIDWISE, Virginia's official COVID-19 exposure notification mobile app, will launch on August 5, 2020. Virginia will be the first state in the United States to deploy an exposure notification app using the Apple/Google Bluetooth Low Energy framework.

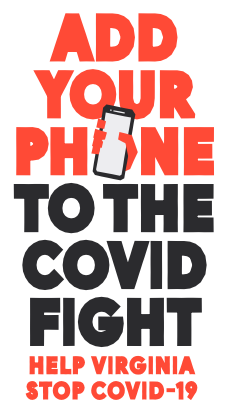
All Virginia businesses should encourage their employees and customers to download and use this free app available via the App Store and Google Play Store. As you know, the more the Commonwealth's workforce and citizens are aware of potential exposures to COVID-19, the more likely we are to minimize transmission risk and maintain normal business operations.

VDH is also aware of the importance and perceptions related to privacy and confidentiality, and the role these issues will play regarding the app's success. These concerns weighed heavily on our decision to use the Apple/Google framework. We are also 100 percent committed to transparency and are pleased to acknowledge that no personally identifiable information or location data will be collected, stored, or tracked through **COVIDWISE**. Use of the app is voluntary, and it can be deleted from any device at any time.

The launch campaign is "**ADD YOUR PHONE TO THE COVID FIGHT**". Our marketing firm, Madison+Main, can work with your business to help you craft this message to "**OUR PHONES ARE IN THE FIGHT**" as a collaboration with you as a business partner.

On August 5, VDH will have additional materials available at [COVIDWISE.org](https://www.covidwise.org) to help businesses promote the app to employees and customers. We encourage you to promote and endorse **COVIDWISE** in the following ways:

- Social media channels, including Facebook, Twitter, Instagram, Snapchat, YouTube, and LinkedIn;
- Distribution of your business-specific logo within the "**OUR PHONES ARE IN THE FIGHT**" campaign; VDH will also add your logo as a business partner on [COVIDWISE.org](https://www.covidwise.org).
- A personalized letter from your leadership encouraging download and use. A template will be available at [COVIDWISE.ORG](https://www.covidwise.org).
- Alert friends, family, neighbors, and colleagues about **COVIDWISE** and share the download link.



Questions about **COVIDWISE** use and operations should be directed to covidwise@vdh.virginia.gov. Questions about partnership opportunities should be directed to covidwise@madisonmain.com.

Thank you for joining the fight against COVID-19. Together, we will move Virginia forward.

What is COVIDWISE?



Who should use COVIDWISE?

Why is COVIDWISE important?

Is my privacy protected?

How does COVIDWISE work?

How do I download COVIDWISE?

Where do I find more information about COVIDWISE?

COVIDWISE is the official Virginia Exposure Notification System (ENS) app created by the Virginia Department of Health in partnership with Google and Apple. This free smartphone app will be available to all Virginians on Google Play and in the App Store on Aug. 5. 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. **COVIDWISE** uses Bluetooth Low Energy (BLE) technology to quickly notify users who have likely been exposed so you can reduce the risk for your friends and family and help Virginia stop the spread.

Everyone with an Android or Apple phone is strongly encouraged to download and use **COVIDWISE**. By working together and using every tool at our disposal, we can protect ourselves and our communities. Minors should request permission to download and use **COVIDWISE** from a parent or guardian.

COVIDWISE will notify you if you've likely been exposed to another app user that shared a positive COVID-19 test result. Knowing your exposure history allows you to self-quarantine effectively, seek timely medical attention, and reduce potential exposure risk to your family, friends, neighbors, and colleagues. The more Virginians who use **COVIDWISE**, the greater the likelihood that you will receive timely exposure notifications that lead to effective disease prevention.

YES! VDH takes privacy very seriously. Every user decides whether or not to opt-in to receive Exposure Notifications, and if a person is diagnosed with COVID-19, it is up to them whether or not they share their result through **COVIDWISE**. No location data or personal information is ever collected, stored, or transmitted to VDH. You can delete the app or turn off Exposure Notifications at any time.

COVIDWISE works by using random Bluetooth keys that change every 10-20 minutes. Phones with the app installed will anonymously share these random keys if they are within close proximity. Positive COVID-19 results submitted by other app users are checked against the list of random keys it has encountered in the last 14 days. If there is a match, **COVIDWISE** may notify the individual, taking into account the date and duration of exposure, and the Bluetooth signal strength which is used to estimate proximity.

The FREE app is available for download via the App Store and Google Play Store.



Additional information is available at [COVIDWISE.org](https://www.covidwise.org)