

COVID TRACKER



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**COVID Tracker app
Partner Pack**
7 July 2020

Download the COVID Tracker app at covidtracker.ie

Stay Safe. Protect each other.

Thanks to the care taken by everyone, the number of people with COVID-19 has reduced in Ireland. But as we continue to reopen services and communities, we need to ensure we have the tools to support us.

Washing our hands, keeping social distance and covering our coughs and sneezes, as well as wearing face coverings where it's difficult to keep our distance, help us to stay safe and protect each other.

The COVID Tracker phone app is another important tool we can use to reduce the spread of the virus. It supports the HSE's Contact Tracing team by keeping an anonymous record of people you are in close contact with.

The app makes contact tracing quicker. It helps to find close contacts you might have forgotten or who are unknown to you, like when you are shopping or on public transport. It does this while protecting your privacy.

Identifying a close contact of someone who tests positive for coronavirus can help them take action quicker, protecting others.

The more people who use the app, the more people we can protect.

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The COVID Tracker app:

- Helps to reduce the spread of coronavirus in Ireland
- Supports the HSE with contact tracing if someone tests positive for the virus
- Protects your privacy while keeping a secure, anonymous record of anyone you're in close contact with
- Alerts you if you've been in close contact with another app user who tests positive and provides you with advice on what steps to take
- Provides links to HSE advice if you have symptoms of coronavirus
- Keeps you up-to-date about coronavirus in Ireland

The app:

- Collects data anonymously and stores it on your phone
- Does not publicly identify anyone with coronavirus or identify you to other app users
- Will not make personal data available to the HSE without your direct consent



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How it works

The COVID Tracker phone app uses Bluetooth to make a secure, anonymous record any time you are close to other app users. The record is stored locally on your phone in an encrypted form and can't be read by you or the other person.

Helping with Contact Tracing

If an app user tests positive for coronavirus, the HSE can ask them for their app records. You're in control of sharing your records but the information will help to alert other people who might be affected. This can reduce the spread of coronavirus.

COVID Check-In

The app will ask you how you're feeling and if you're not well, you will be brought through the coronavirus symptom checker. You will be provided with expert HSE advice where needed.

Privacy and data

The app will ask for your phone number, sex, age range and county/ town, but these are optional. While you don't need to input your phone number, doing so will support the HSE's Contact Tracing efforts.

Any personal data provided will be processed in line with GDPR and data protection law. The data will only be used in relation to the COVID-19 pandemic. You can choose to leave and uninstall the app at any time.

Find out more at covidtracker.ie.




Advertising campaign

The HSE is launching the COVID Tracker advertising campaign on Tuesday 7th July on TV, radio, search ads, social media and digital display. We will also run press ads in local papers with guidance on downloading the app.

You can [watch the TV ad here](#) and [listen to the radio ad here](#).

Social media posts

The COVID Tracker app is now available to download. It will help in the fight against coronavirus. Stay safe. Protect each other. Download the COVID Tracker app now.

We'll protect your privacy, and you'll help us protect everyone. 

<https://bit.ly/2Azl4Zn> 

#CovidTracker #COVID19 #StaySafe



The COVID Tracker app will help the fight against coronavirus. Play your part in slowing the spread. We'll protect your privacy, and you'll help us protect everyone. Stay Safe. Protect each other. Download the App today:

<https://bit.ly/2Azl4Zn> 

#CovidTracker #COVID19 #StaySafe



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How you can help

Everyone can join Ireland's fight against coronavirus by downloading the HSE's COVID Tracker app.

The more people who use the app, the more people we can protect.

We welcome your support in encouraging as many people as possible to download the COVID Tracker app.

Individual Actions

1. **Download the app** and let people know you have it through your social media channels
2. **Share the app** with your friends, family and colleagues



Organisation or Group Actions

1. **Use social media** to share the COVID Tracker messages
2. **Encourage staff/ volunteers/ network** to download the app to help protect themselves and others. Include details of the app in a return to work/ play policy.

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Protect each other.



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For more information

See covidtracker.ie for full details about the COVID Tracker app.

Contact HSE Communications

Twitter: [@HSElive](https://twitter.com/HSElive)

Facebook : facebook.com/HSElive

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