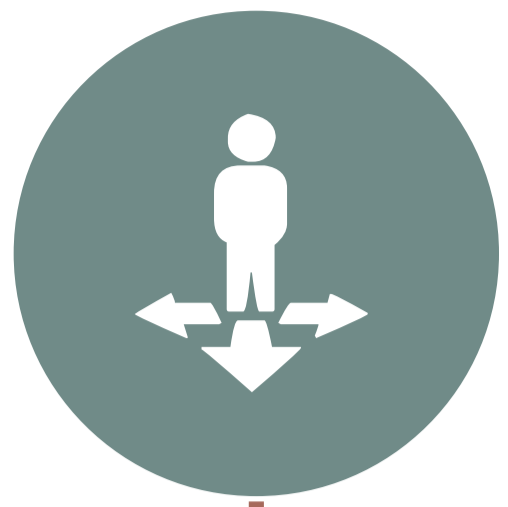


10 THINGS YOU NEED TO KNOW IF COLLECTING INFORMATION FOR CONTACT TRACING

As the pandemic continues, tracing infecting individuals is effective for limiting community infection, but gathering contact tracing information comes with its own challenges.



10. THE INFORMATION YOU COLLECT FOR CONTACT TRACING IS ONLY FOR CONTACT TRACING.

Never add contact tracing contact details to marketing databases, CRM systems or research lists.



9. ARE THERE PRIVACY LAWS THAT APPLY?

A number of countries worldwide have privacy laws that stipulate what you can do with personal information, and how it should be treated.



8. ASK FOR THE MINIMUM AMOUNT OF INFORMATION NEEDED.

Getting the name of the individual and how to get in touch if an exposure has occurred is plenty.



7. VERIFY THE INFORMATION IS ACCURATE.

A number of countries worldwide have privacy laws that stipulate what you can do with personal information, and how it should be treated.



6. NEVER GIVE OUT CONTACT INFORMATION

With exceptions including request of the original data subject or court orders, if someone asks to see the information, the answer is no. Individuals are giving their information to you and only you.



5. KEEP CONTACT TRACING INFORMATION IN A SECURE LOCATION.

Take reasonable precautions that PI isn't lost, stolen or seen by the wrong persons.



4. FIND OUT HOW LONG INFORMATION SHOULD BE RETAINED, AND THEN GET RID OF IT.

Consider shredding or deleting information one month after collection.



3. BE OPEN ON WHAT YOU WILL DO WITH THE INFORMATION

Individuals have a right to know what you intend to do with the information you collect.



2. YOU ARE ACCOUNTABLE FOR THE PERSONAL INFORMATION YOU COLLECT.

Take charge: establish the rules for what you're doing, how and why.



1. WITHOUT TRUST, THE ENTIRE EXERCISE IS MOOT POINT.

If your business or event is going to go through the trouble to collect contact information, give individuals a reason to trust you.