



Anonymous. Effective. Accessible to all.

FOR IMMEDIATE DISSEMINATION TO GOVERNMENT AND COMMUNITY OFFICIALS

Zerobase is a free, privacy-first contact tracing platform that empowers individuals and local officials to stop the spread of COVID-19. Email info@zerobase.io to get set up in seconds.

Tracing Saves Lives

Contact tracing is the identification of likely disease-spreading interaction between individuals. It is a crucial part of modern pandemic response. If an individual is exposed to COVID-19, tracing allows us to identify any number of others who were in the same place, such as a grocery store, pharmacy, place of worship, or doctor's office, at the same time as the infected person. Public health officials can then notify those people to stay home temporarily and/or get tested themselves, thus slowing the spread of the virus.

To contain COVID-19, communities must engage in *both* effective testing and tracing. While tests are scarce, we can respond by using contact tracing *as soon as possible*. Zerobase maximizes the value of each test by leveraging that test not only to treat an individual, but to identify the hundreds of untested members of a community who are at risk of infection based on their proximity to an exposed individual.

How Does Zerobase Work?

Zerobase is a simple and effective tracing solution that can be used anywhere. Here's how it works:

1. Paper printouts with unique Zerobase QR codes are posted at the entrances and touchpoints of public locations like grocery store cash registers, restaurant entrances, pharmacies, and banks.
2. People entering a participating location scan the code – this is as simple as pointing a phone's camera at the sign; it takes just a few seconds, and no app download is required. Here is an example code that you can scan right now:



Individuals may choose to share their phone number in order to be notified by public health authorities (or automatically by Zerobase, if so desired) if they have been exposed. By default, no personal information is collected..

3. If an individual receives a COVID-19 test, they are given a sheet of paper with a Zerobase QR code on it to scan as part of the intake process. Each code sheet is unique and anonymous. Batches of code sheets can be printed at testing centers or distributed to drive-through sites.
4. Zerobase anonymously analyzes community networks of interaction to identify people who visited the same places at roughly the same times. It then links an individual who has been tested to the individuals that they were near to construct a list of individuals that may have been exposed.
5. Public health officials can identify the community touchpoints through which the virus seems to be spreading most rapidly. They can also notify the individuals who may have been exposed and advise them to self-quarantine, even before they exhibit symptoms.

The best time to deploy Zerobase in your community was last week. The second best time is now.

Bottom line: Why should governments and communities use Zerobase?

Q & A about Zerobase for Local Governments and Community Officials

- **Because it's your community's first line of defense.** Zerobase deploys contact tracing across a community in a way that is anonymous, fast, and easy to use. You can allocate your time and resources more efficiently, elevating your community's ability to contain the virus. We provide you with a powerful way to instantaneously track interactions with exposed individuals without invading their privacy. Zerobase empowers you to take action with conviction, such as recommending that an exposed individual self-quarantine or be registered for a COVID-19 test. Zerobase is also an early warning system to alert you when an outbreak begins so that you can avoid a blanket lockdown while quickly and effectively deploying strategic public health resources to the places that need them the most. The sooner you partner with Zerobase, the stronger your check-in data repository becomes, allowing you to make each test administered within your community exponentially more powerful, especially in places with critical public health resource limitations.
- **Because contact tracing contains outbreaks:** Research demonstrates that real-time contact tracing is enough to control an outbreak of COVID-19 in a matter of weeks. If an individual is exposed to COVID-19, contact tracing allows us to pinpoint any number of others who were in the same place – such as a community center – as the exposed individual. Community healthcare providers, with the help of Zerobase, can then provide personalized recommendations to potentially-affected people in order to stop the spread with precision.
- **Because it reduces resurgence:** Zerobase helps contain the spread of infection and resurgence through automated notifications of an individual's interactions when they are likely infected. Epidemiologists have found that minimizing the time between symptom onset and isolation is the most critical part of controlling an outbreak. Zerobase detects possible exposure to the virus days before symptoms begin, and can recommend proactive isolation that will prevent a resurgence without resorting to a full lockdown.

Your government can immediately implement Zerobase contact tracing in your community by encouraging local partners like businesses and healthcare providers to enroll. The Zerobase team will work closely with you to ensure a smooth rollout and to help you administer the contact tracing system.

What is Zerobase?

Zerobase is a tool used by state and local health officials to pinpoint individuals who are the most likely to next contract COVID-19. Zerobase uses anonymized predictive technology to help protect communities before, during, and after an outbreak occurs, enabling officials to best allocate their resources, eliminating guesswork, and reducing illness and fear.

How much does it cost?

Zerobase is offered free of charge. It has been organized as a nonprofit effort and labor has been donated.

Who is building Zerobase?

Zerobase was created by an international team of volunteer technologists, medical professionals, and activists concerned about the spread of coronavirus in their fellow communities.

How does it work?

Local governments partnering with Zerobase request that businesses, places of worship, and other gathering spaces in their communities post a special QR code at the entrance or another prominent, highly-trafficked spot. Individuals visiting those locations scan the QR code on their way in and their visit to the location is anonymously analyzed to predict likely patterns of spread in that community.

The data creates invisible networks of interaction among people. If someone tests positive, Zerobase can identify the next likely people to contract and spread the illness. If one of these people chooses to

Q & A about Zerobase for Local Governments and Community Officials

voluntarily and securely share their phone number, Zerobase or a public health officer can inform them if they have been exposed and recommend that they take appropriate measures. Otherwise, they remain completely anonymous. Over time, communities deploying Zerobase can help sister communities to be even better prepared to respond to viral spread.

What are the main advantages of using Zerobase in a community?

1. **Privacy First.** We provide an effective tracing solution for local governments and communities without compromising individual privacy or reducing trust.
2. **Easy to Use.** Anyone with a smartphone can use Zerobase by simply opening their camera. New users are enrolled immediately without any signup process.
3. **Wide Coverage.** Zerobase's coverage is worldwide, supporting Edge (low speed cellular), 3G, 4G, or Wifi. We also offer limited no-internet solutions as well. Anyone in the world can immediately use it, no matter where they are.
4. **Free.** Our infrastructure is free to use. From New York City to Nairobi, anyone can use Zerobase to begin keeping themselves and their community safe.

What information is collected by Zerobase?

An individual's identity is never deduced by the system, and any personal information shared voluntarily is stored securely. Zerobase has ensured it has sufficient security and privacy and abides by relevant local, state, and federal laws.

How is Zerobase unique? Can't large companies do this at scale with their location history?

Other approaches can indeed geo-tag your movements at all times. But there are significant tradeoffs:

1. Location data is extremely imprecise, sometimes off by over 300 feet, especially indoors. Zerobase not only pinpoints the exact locations of community touchpoints, it is designed to focus on the specific high-traffic areas where the virus is most likely to spread - for example, inside buildings.
2. While they have location history for their enrolled users, they are missing data for individuals who are not users of their platform. Zerobase is unique in that 100% of users are immediately enrolled via an instant check-in at all participating locations.
3. GPS solutions log locations for the 99.99% of the day that an infected individual spends not transmitting the virus. Zerobase hones in on the critical moments in public spaces that the infection may spread, making more accurate and focused determinations.

Fundamentally, location tracking is both ineffective and unnecessary. Putting privacy first is critical to establishing trust and community buy-in. In many communities, there has been significant resistance to adopting more socially intrusive automated tracking methods.

Community adoption and trustworthiness have been key design criteria since Zerobase's inception. We believe in "Big Data without Big Brother."

What resources does Zerobase require of businesses, organizations, and healthcare providers?

A computer and a printer are all that is required for businesses, public locations, and healthcare providers to activate Zerobase. Individual community members only need a cell phone.

How to contact Zerobase:

You can always contact us at info@zerobase.io.