MassNotify Quick Reference Guide

MassNotify is the official COVID-19 Exposure Notification tool for Massachusetts. Powered by technology developed by Apple and Google, MassNotify is a Bluetooth-based, voluntary smartphone service that can notify users of possible exposures to COVID-19 by alerting them if they have recently been in close proximity with another user who anonymously reported a positive test result.

MassNotify is a powerful tool for everyone in Massachusetts, even those that are fully vaccinated. Using the service is 100% voluntary, users can opt out at any time, and the process is privacy-focused. No GPS or location information from users’ phone is ever collected or used by MassNotify.

General Questions about MassNotify

| See mass.gov/massnotify for more information. |
| Answers to FAQs are located at mass.gov/massnotify/faq |

How to turn on MassNotify

Instructions for enabling MassNotify can be found at mass.gov/massnotify. It can be turned on in the settings of smartphones.

- **iPhone users:** Go to Settings>Exposure Notifications>Turn on Exposure Notifications & follow the prompts to select US-Massachusetts
- **Android users:** Go to Settings>Google>Exposure Notifications>Turn on Exposure Notifications & follow the prompts to select US-Massachusetts

Help with Technical Issues

Anyone having technical trouble with MassNotify can email the help desk at massnotifyhelp@mass.gov.

For new COVID-positive cases

| SMS example: |
| Individuals reported with Massachusetts home addresses on recent positive COVID-19 tests will receive an SMS with a MassNotify verification link sent to the phone number they provided on their test (see example) |
| - If the individual is already MassNotify user: you can encourage them to share their COVID-19 diagnosis by clicking the verification link in the SMS. This helps anonymously inform others they have been near that they might have been exposed. |
|   - If they are a MassNotify user that tested positive recently but didn’t get an SMS: Direct them to the MassNotify helpdesk at massnotifyhelp@mass.gov |
| - If they are not an existing MassNotify user. They will not be able to anonymously inform contacts about possible recent exposure to their current diagnosis through MassNotify. They can choose to use the link in the SMS to launch the MassNotify onboarding process to enable it on their phone for future use, or they can simply disregard the SMS message. |
| MassNotify users who choose to anonymously share their diagnosis in order to alert their contacts are provided a link to |

MassNotify is another tool in our fight against COVID-19. It does not replace contact tracing or any other COVID-19 interventions.
For those that receive a MassNotify Exposure Notification

iPhone user example:

![iPhone screen with MassNotify exposure notification]

Android user example:

![Android screen with MassNotify exposure notification]

Due to the anonymous nature of EN technology, we don’t know who received an EN unless they choose to self-report, and we don’t know by whom they were exposed. There is also no way to know where they were exposed (indoor vs. outdoor).

- Those that receive an exposure notification alert are given the following information:
  - Informed that they were likely exposed
  - Instructed that the best course of action is to get tested for COVID-19 (and information about getting tested is provided)
    - If unvaccinated: They should get tested after their exposure, and again if they develop symptoms within 14 days.
    - If fully vaccinated: They don’t need to get tested unless they have symptoms. If they develop symptoms at any point in the 14 days after their exposure, they should get tested.
  - Exposed individuals receive a link to an additional mass.gov webpage with targeted information.

- If they call their local public health authority or Higher Ed health services about the MassNotify exposure notification alert:
  - You can encourage them to call the MassNotify inbound line included in their exposure notification alert if they need support.
  - Alternatively, you can choose to provide information you normally would for someone with a potential exposure to COVID-19, including the best way to get tested (if applicable).
    - There is no expectation for local health or higher ed MAVEN users to create MAVEN records for those that receive a MassNotify exposure notification. If a MAVEN user still wishes to track the exposed individual as a contact event in MAVEN, be sure to search for an existing record first, or contact MDPH to assist in creating a standalone contact event.

Promotional Materials for MassNotify

The MassNotify Partner toolkit with creative materials for public communications is available for download here: https://www.dropbox.com/s/vxxsic7xutpt9bm/MassNotify_Toolkit_v7.pdf?dl=0