[UNIVERSITY OR ORGANIZATION LETTERHEAD]

[DATE]

Dear [xxx],

To help keep our campus safe — and open — I am pleased to inform you of the launch of the GuideSafe™ Exposure Notification App, created by a team of experts at The University of Alabama at Birmingham (UAB), Alabama Department of Public Health, Apple and Google. GuideSafe™ marks an important and necessary step towards a safe and healthy return to normal in Alabama.

The app is easy to use, protects your privacy, and protects the health of those you love most. Using encrypted, anonymous codes via Bluetooth, GuideSafe™ can alert you if you’ve been in close contact with someone who reports a positive COVID-19 test — which is verified by ADPH. No location data or personal information is ever collected, and the app uses minimal battery.

I encourage everyone to [download](http://guidesafe.org/) and use GuideSafe™. It’s available from the App Store and Google Play Store.

Please visit [GuideSafe.org](http://guidesafe.org/) to learn more about Alabama’s exposure notification app and how it protects your privacy. The web site provides [promotional materials](https://www.guidesafe.org/promotional-hub/) to help share information about the app as well as [FAQs](https://www.guidesafe.org/exposure-notification-app/).

Please join us in the fight against COVID-19 and help keep our campus safe. Let’s spread the app, not the virus.

Sincerely,

xx