

Dated: 14 September 2020

PRESS RELEASE : Immediate



NHS Covid-19 app. set to cause confusion at Pubs

The new NHS Covid-19 app does not meet existing visitor data collection requirements for venues in the Hospitality Sector.

On Friday, 18th September, collecting visitor data becomes mandatory in the Hospitality sector.

Just six days later, the same venues will be asked to encourage the same visitors to register their arrival by using the new NHS Covid QR code. But visitors' use of the NHS QR code will not fulfil the venue's legal visitor registration requirement.

"The problem is blindingly obvious", says Andrew Holford, M.D. of communications specialists CommerceCall. "Visitors will arrive, click on the NHS QR code at the door and understandably believe they have registered. The staff will then need to explain that to be served they must register again, this time using the venue's own customer registration system".

Holford adds, *" To avoid confusion and in order to promote use of the NHS app, venues are also being advised not to use a QR-based registration system, which many have already purchased"*

People want to support the NHS, so improving Track and Trace by placing the NHS QR code at busy venues is a great idea. But it's now left to venues to find and fund non-confusing alternatives for their own registration systems. Holford told us *"The Government first suggested a manual system yet now suggests any system with digital storage. To maximise take-up, and avoid the need for a pencil sharpener, text is the obvious answer. All mobiles can text, so access becomes much better than by Smart Phones and costs are very low"*.

TrackSafely is a text solution being offered by CommerceCall. Holford explains: *"A text already contains much of the legally required information so it's very user friendly. We've also taken over all the GDPR requirements"*. Full details are at www.tracksafely.co.uk

Notes to Editors:

Track Safely is a service only available from CommerceCall Ltd. www.tracksafely.co.uk

CommerceCall Ltd commenced business in 1986 and is based in Bournemouth

Contact: Andrew Holford, Managing Director. aholford@commercecall.co.uk ☎ 01202 367 292

Venues also receive guest instructional templates suitable for Door Posters and Beer Mats

