

## TMT Middle East | COVID-19 Response

### COVID-19 | Unlocking the lockdowns

Stay calm and prepared with digital and telecoms



*How to track and contain the spread of COVID-19?*

Telecoms & Digital service providers can evolve their role in creating data driven insights by collating:



Location



Proximity



Identity and behavioral patterns



Health status



*Who are the leading contributors to the use cases?*



Telecoms service providers, device manufacturers & regulators



Digital payments providers



Healthcare policy makers and service providers



Transport policy makers and service providers



*What are the three main categories of use cases?*



Enforce quarantine



Trace COVID-19 contact



Map safe zones



*What critical GDPR factors are challenges of track & trace use cases?*



Anonymity of data



Consent of data owner



Retention period of data



Resulting in necessary regulatory interventions in the interest of public safety



*How citizen personas drive use case applicability?*



Young and tech-savvy



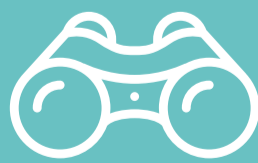
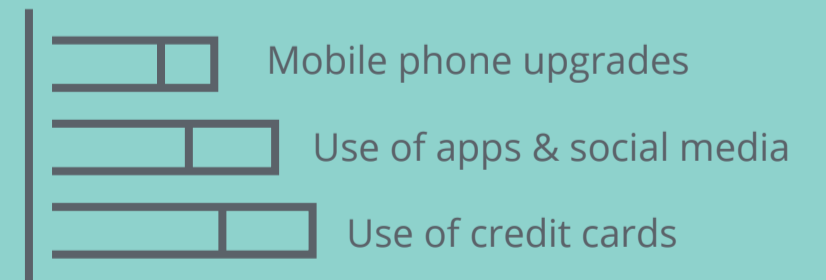
Older and tech-familiar



Blue collar



Senior citizen



*What does the future demand?*

From the learnings of the use-cases and identifying synergies across the digital ecosystem, we outline four short and long term steps that help us navigate the now and win the future.



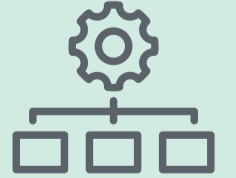
Digital orchestration and national digital programs by the governments



Enhanced track and trace capabilities driven by data points gathered across the telecoms and digital platforms



Proactive and forward looking policy initiatives by the regulators



Cross sectoral citizen journeys by health and transport sectors