



Google Subsidiary Verily

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Why in News

The company **Verily** has gone live with its **Project Baseline website for COVID-19 testing**.

The website helps in determining whether a coronavirus screening test is required for a person living in the United States.

Key Points

- Verily is the **life sciences and healthcare subsidiary owned by Google's parent company Alphabet**.
- **Launched in 2015**, Verily claims its mission is to “make the world's health data useful so that people enjoy healthier lives”.
- **Project Baseline was launched by Verily in 2017** with the goal of bridging the gap between research and care. A clear agenda is to create a detailed baseline of what a healthy human being should be using anonymised data from hundreds of users.
- **Verily also owns Calico** — acronym for “California Life Company” — researching into aging and related diseases.

Steps Taken by Technology Giants to Deal With COVID-19

- **Google**
 - An **“SOS Alert”** on coronavirus searches across the world, giving prominence to posts from mainstream news publications and health authorities.
SOS Alerts aim to make emergency information more accessible during a natural or human-caused crisis.
 - It has also **banned ads for face masks as well as monetisation on YouTube videos** related to COVID-19. This seeks to disincentivise creation of fake videos promoting alternative treatments for the virus.

- **Microsoft**

Microsoft Bing team has launched a **web portal for tracking COVID-19 infections worldwide.**

Source: TH