



# REBOOT

by NOMINET

# Welcome

The Reboot project is an outcome of 'DevicesDotNow', an emergency appeal in response to COVID-19 which aimed to connect the unconnected.

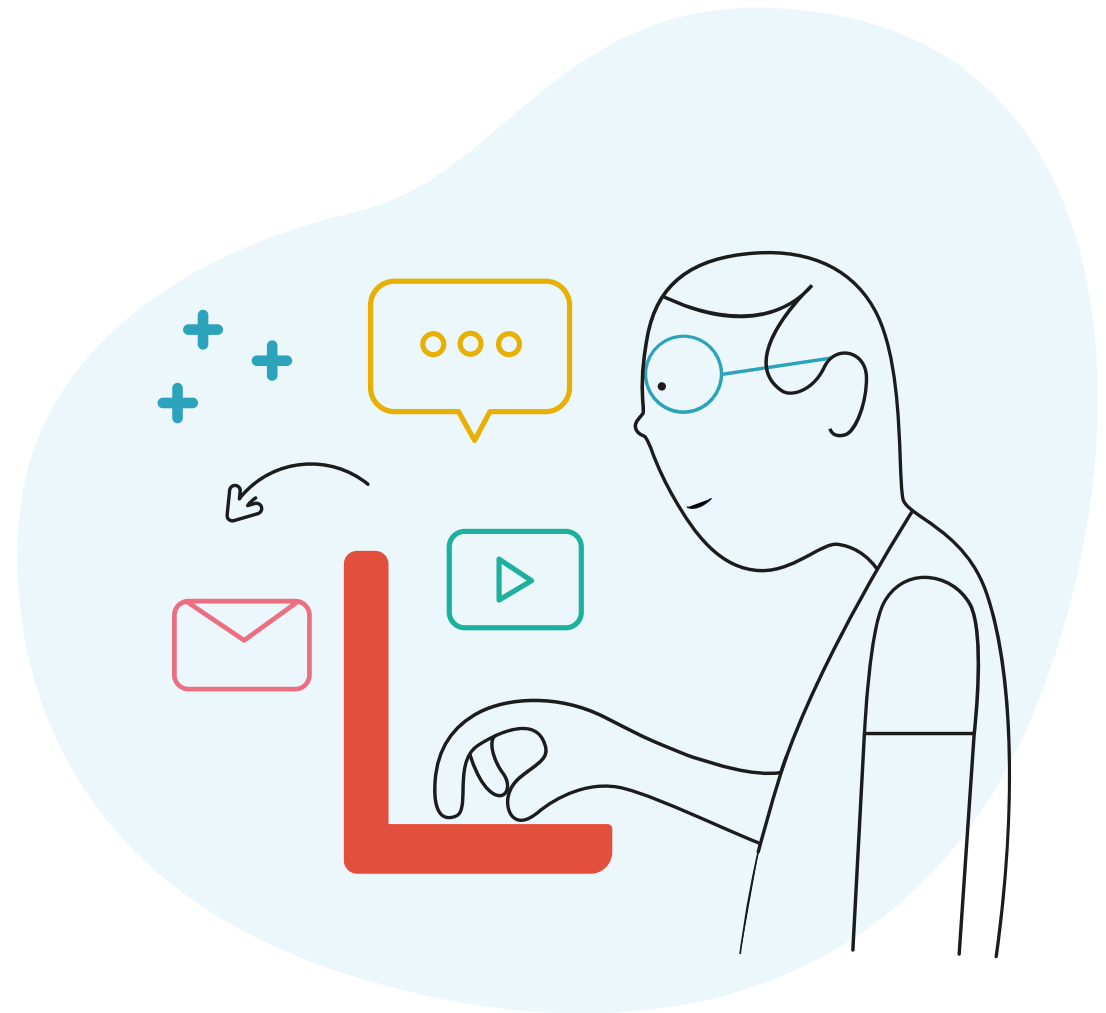
'DevicesDotNow' saw a coalition of forward-thinking organisations working together to provide new devices and connectivity to society's most vulnerable, especially the 250,000 people who were shielding with no access to the internet.

Although the scheme targeted larger organisations, we were inundated with messages from smaller businesses, community groups and individuals. They all wanted to know how they could get involved. It got us thinking...

With millions of potential recipients needing devices, it's impossible to raise enough money to buy new. However, devices don't need to be new to be useful...

Welcome to Reboot, a project which gives rehomed devices a new lease of life.

Chris Ashworth  
**Head of Public Benefit**  
Nominet



**Important notice:** this playbook is intended as a summary guide only and does not constitute legal advice to any organisation considering setting up a donation, restoration and delivery or similar process. Whilst Nominet UK and other contributors have taken reasonable care in the preparation of this guide, no assurances are made in relation to the completeness or accuracy of the content and Nominet UK and other contributors will have no liability for any direct or indirect loss incurred by any person in relation to any process established.

# Contents

- 03 How you can help
- 04 Four stages to success
- 05 Learning from other schemes
  
- 07 **Stage 1:** Getting started
- 17 **Stage 2:** Receiving devices
- 27 **Stage 3:** Readying devices
- 37 **Stage 4:** Going live
  
- 49 Resources
- 54 Notes



# How you can help

We live in a two tier society, separated by a digital divide.

In our communities, there are school children with no means of doing schoolwork or keeping in touch with their peers. Hidden from sight are elderly people with no way of connecting with their loved ones. Held back by circumstance are adults keen to improve their job prospects but unable to access free online training or search the internet for more fulfilling positions.

Unfortunately, these people – the ones who need the technology the most – are those least likely to be able to afford new devices and connections.

It would be impossible to buy the 1.9m new devices needed to get each digitally excluded household in the UK online. However, 11 million unused devices lie unused in homes and offices. By rehoming just 10% of these unused devices, we can narrow the digital divide.

## Can you help us by collecting, restoring and distributing unused devices in your community?

**Important notice:** You will be responsible for ensuring that the device donation, restoration and delivery process complies with all applicable laws in relation to data privacy, safeguarding and regulations on E-waste. This playbook is intended as a summary guide only and if you have questions about the law and how it relates to any specific process or activity, please seek independent legal advice for your organisation.

# 1.9 million

UK households are digitally excluded.

# 11 million

Used devices lie unused in homes and offices around the UK.  
Every device has the potential to change a life.

# £50 billion

Worth of E-waste is thrown away globally every year (according to the UN).

# Four stages to success

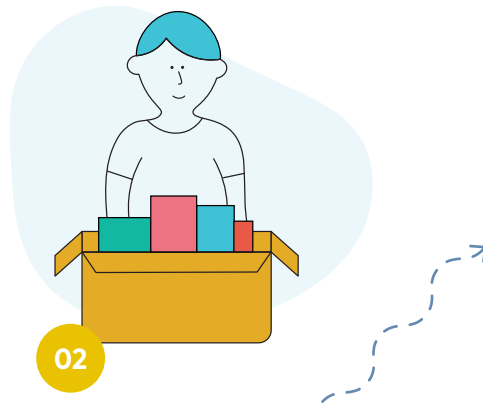
This playbook will help you find the best way to collect, restore and rehome devices. We've split the process into four stages, as shown below. At the end of each stage, you'll find a list of things to think about. Working your way through these will ensure that your Reboot project is successful. Don't forget, you'll also have your fellow Rebooters for support.

01

## Getting started

During this stage, you'll think about who you can help and what kind of devices they need. You'll also learn more about accessories and connectivity.

page 07



02

## Receiving devices

During this stage, you'll find out more about launching your project. You'll explore what information you need to give to potential donors and how you can maximise donations.

page 17

03

## Readying devices

During this stage, you'll discover more about diagnostics, repairs and data wiping.

page 27



04

## Going live

In this stage, you'll decide how to deliver devices and give their new recipients ongoing support. We'll also show you how to dispose of unsuitable devices.

page 37



# Learning from other schemes

Throughout your playbook, you'll find key insights. These have been gathered from pilot schemes, subject matter experts and leaders of charities and businesses.

## Making sure your Reboot project ticks all the boxes

It's important to ensure that you understand your potential recipients' needs. Some recipients, such as students, may need laptops, but others will find that a smartphone or tablet will provide the functionality they need.

You also need to make sure that you find Rebooting enjoyable! We'll help you set up a project which fits within your capabilities.

It's far easier to restore smartphones and tablets than laptops. If you have limited technical expertise, it's best to avoid laptops unless you can outsource diagnostics and repairs to a commercial restoration partner.

## Strength through partnerships

There are lots of organisations which already work with vulnerable or disadvantaged residents, such as libraries and schools.

You can use their relationships, expertise and capacity to help you transform more lives.

## Connectivity is critical

Recipients need reliable internet connectivity.

Telcos and partner organisations can help provide a short-to-medium term solution at a low cost.

## Saving the environment

Many unwanted devices end up in landfill. This is an environmental disaster as devices contain toxic additives and hazardous substances. By diverting unused devices from landfill, your Reboot project will benefit the environment.

You will receive some unusable devices. It's possible to use these to offset some of your restoration costs. Alternatively, you can minimise the numbers of unsuitable donations received by giving donors guidelines to follow.

## Commercial restoration partners can help you operate at scale

Working with a commercial partner can improve the quality of devices provided to recipients. It can also help you handle bulk donations more quickly.

You'll find plenty of inspirational examples in your playbook!



**Look out for the hints and ideas where you see the bulb icon.**

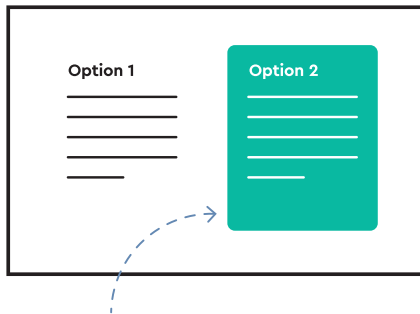
# Your Reboot project

## Transforming local lives

Lack of money isn't a barrier when you have the drive to succeed and the technical expertise to match.

## Our recommendation for you...

We recommend that you consider collecting laptops, smartphones and/or tablets. All three have the functionality to change your recipients' lives.



## Following our recommendations

The coloured boxes highlight options which will help you put your skills to good use.



# Getting started

In this stage, we'll show you how to start planning a successful Reboot programme. By the end of its four short steps, you'll be able to:

- Identify potential recipients
- Identify suitable devices
- Decide how to handle accessories
- Choose the right connectivity





# Identifying recipients and their needs

First, you need to think about who would benefit from access to devices and ensure you understand their needs.

You may decide to help:

- **School children**
- **The unemployed**
- **The elderly**
- **The lonely**

## Asking the community

Asking community organisations who they think would benefit is a good starting point. Schools, libraries and online learning centres can all be of assistance. You can find out more about local community organisations by:

- Contacting your local [Citizens Advice](#) or parish council
- Visiting community-focused websites like [Neighbourly](#), [Localgiving](#), [Charity Choice](#) and [NCVO](#)
- Speaking with colleagues, friends and family
- Posting on social media platforms such as [Twitter](#) and [Facebook](#)

As well as helping you identify recipients, community organisations may have existing capabilities which could be of use. You'll find out more about these in later steps.



### Did you know?

A partner scheme identified a group of local charities, overseen by an umbrella body. The charities helped them understand the needs of a range of potential users. The umbrella scheme's partners also helped them set up a successful device restoration process.

## Understanding your recipients' needs

It's important not to make assumptions. Make sure that you ask recipients what they want to achieve using technology so you can identify the right devices for them. You'll also need to assess their capabilities.

Techniques to help you understand your recipients' needs and capabilities include:

- Running small focus groups with potential recipients
- Sending out surveys within the community using Twitter and Facebook
- Speaking to professionals who support potential recipients on a regular basis



### Did you know?

One of our partner schemes discovered a strong demand for smartphones, even amongst people who had never owned one.

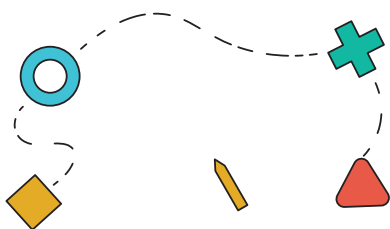
Another scheme asked its potential users to self-identify at their regular support meeting if they didn't have access to a device.

## Introducing community partners

Community partners already work with vulnerable, isolated or disadvantaged people. Here are some examples:

- Schools and colleges: will know of children who can't study remotely
- Hospitals: will know of patients who can't access remote medical appointments
- Jobcentres: will know of candidates who can't take part in online skills training or apply for jobs
- Libraries: will know of people who come in just to use the internet

You can approach community support providers and groups for help, either directly or through social media.



## Option 1. Owing the relationship with recipients

Working independently to identify and understand recipient needs is best done when you have an existing relationship with them.

### Pros:

- If you have an existing relationship with a recipient group, this is a really effective way to get started
- You'll have more control and visibility throughout the process

### Cons:

- It may slow you down if you need to build a relationship or trust with recipients first
- There's a risk that you may incorrectly define user needs

## Option 2. Working with community partners

Identifying and working with community partners (see left) early in the process can enable you to identify groups which they have a relationship with AND utilise their existing capabilities and strengths throughout your Reboot process.

### Pros:

- You can piggyback off existing, trusted relationships
- Partners will already have the skills needed to communicate with your recipients
- Partners will already understand safeguarding requirements
- You may be able to tap into existing schemes with similar aims

### Cons:

- You'll lose some control over who will receive devices and what support is on offer, you can mitigate this by setting expectations with partner/s

# Identifying suitable devices

Next, you need to think about the types of devices your recipients may need.

We'll also explain how you can make the restoration process fit your capabilities by restricting what people can donate.

## Laptops

Laptops are harder to restore than smartphones and tablets.

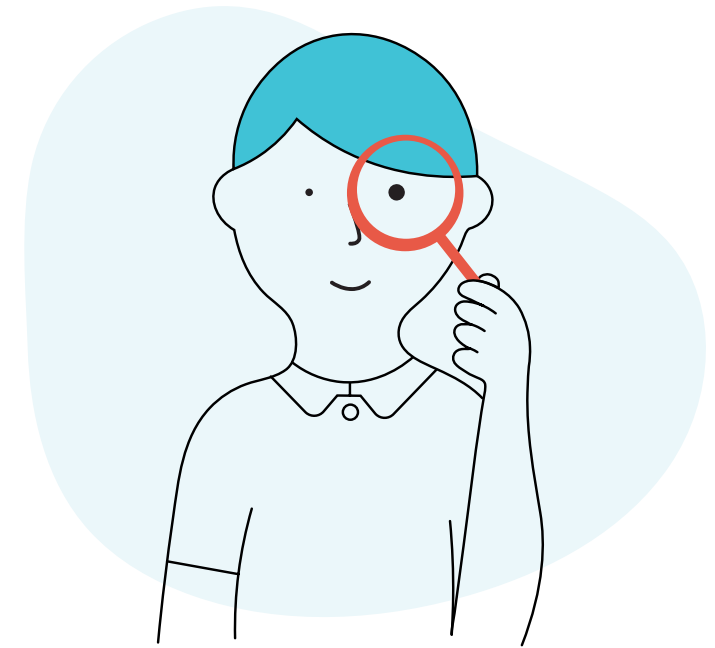
If you have techies or a commercial restoration company to help, you'll be able to accept older laptops which need a little more TLC.

If not, consider restricting the age of laptops accepted or only accepting smartphones and tablets.

## Smartphones and tablets

These are easier to restore as you just need to make sure that donors factory reset their devices before transferring ownership to you.

However, just like laptops, you only want ones that work effectively and have no major defects, such as cracked screens.



### **What to look for in a smartphone or a tablet:**

- A working camera
- Video functionality
- A working touchscreen
- WiFi/3G capabilities



### **Did you know?**

*One of our partner schemes found that devices which were over five years old were hard to update to the latest operating system.*

## Option 1 Setting strict guidelines

### Laptops:

If you have limited technical knowhow, you can ask donors for laptops which are less than five to seven years old, in good working order and with no major defects. It's especially important to ensure that batteries and hard drives operate correctly.

We suggest asking for laptops rather than desktops as many recipients, especially schools, cannot accept desktops.

### Smartphones and tablets:

Limiting donations to smartphones and tablets offers the most manageable solution if you don't have technical expertise on hand. You can make the restoration process even easier by avoiding devices which are over five years old.

You need to make sure that devices consistently turn on, that their software is working and they have been factory reset.

In terms of functionality, we recommend that all smartphones and tablets meet their recipients' needs by having a minimum spec (see 'what to look for' below left). Don't forget to make sure that batteries retain charge so recipients can take their new devices out and about.

### Pros:

- Setting an age limit improves the quality and usability of donated devices
- Setting strict requirements makes it easier to meet demand for specialist devices from potential recipients, e.g. schools who can't accept desktops

### Cons:

- Setting strict requirements can reduce the number of devices donated

## Option 2. Setting more relaxed guidelines

Being less strict about what you can accept will encourage more donations. However, you need to give careful thought to the skills and budget you have available to restore older devices.

### Pros:

- Donors will be able to empty their cupboards and give you more devices

### Cons:

- You may end up being charged to dispose of unsuitable items (see 'items to think about' on page 16)

# Sourcing accessories

Devices are useless without chargers and other accessories. You have three options:

- **Asking donors to donate accessories with their devices**
- **Procuring new accessories at a cost**
- **Taking a mixed approach**

## Accessories

There are several common accessories, but they differ between makes and models. It's vital that you have the right accessories for each device. Common accessories include:

- Chargers
- USB connectors
- Mice (if devices need them)
- Stylus pens (needed for some tablets)
- Network connectivity accessories (e.g. dongles, we'll tell you more about how these can be reused later)

Cases and screen protectors are non-essential items, but they help to prolong the life of each device.



## Option 1. Mandatory donation with the device

Only accepting devices when accompanied by the right accessories will lower your costs but can reduce the number of donations you receive.

### Pros:

- Reduces the cost of supplying accessories
- Saves time as devices and accessories will already be paired

### Cons

- Is likely to reduce the number of donations you receive



#### *Did you know?*

*One of our partner schemes was supported by a telco. It funded the cost of new chargers.*

## Option 2. Procuring from suppliers

Accepting donations without accessories may encourage generosity, but you'll need to purchase any that are needed from a partner organisation. Alternatively, you can ask a telco or an IT firm to support you by providing accessories.

### Pros:

- You are likely to get more donations

### Cons:

- The cost (unless you get a partner on board)

## Option 3 A mixed approach

The best solution is often to encourage donors to include accessories, if they have them, but offer to accept donations without accessories too. This cuts the costs of supplying accessories, but you'll still need some funding as you'll need to replace missing items.

### Pros:

- Reduces costs whilst maximising donation numbers

### Cons:

- Will incur some costs (unless you get a partner on board)



#### *Did you know?*

*One of our partner schemes has had success by taking a mix and match approach.*

# Getting connected

Your recipients will need internet access to get the most out of their new devices! You have four options:

- **Mobile data (PAYG)**
- **Broadband**
- **Mobile/WiFi dongle**
- **Free public networks**



#### *Did you know?*

*One of our contributors partnered with a telco to ensure its users had connectivity.*



#### *Did you know?*

*One of our partner schemes offered free internet and data for six months to new users. At the end of six months, a reminder was sent so users could switch to PAYG.*

*Another of our partner schemes worked with their local council to issue PAYG contracts in the form of supermarket vouchers.*

## Why it's important

Many vulnerable recipients won't have any form of internet access available to them other than free public networks, such as those at libraries. This means that recipients with mobility issues can find it really difficult to get online.

Cost is also a barrier for many potential recipients. Sir Peter Estlin, the chair of FutureDotNow, highlighted the dilemma facing those in hardship in a hard-hitting [DevicesDotNow](#) report, stating, "...We've heard many appalling stories of too many people faced with the choice of buying data or food."

## Telcos

Telcos are able to offer short-term support to people who cannot afford connectivity. Partnering with a telco can be a low-cost way to ensure your recipients have access to data, no matter what their situation is.

## Long-term connectivity

We help you look at ways to get communities online in the short-term. Eventually, your recipients will need a longer-term solution. Various charities and organisations, including [Good Things Foundation](#), are working with the government and telcos to find solutions.

## Option 1. Mobile Data (PAYG)

Providing a SIM card and a data package is an easy way to get mobile phone users online. You can ask a telco to provide a SIM-only package for a set period.

### Pros:

- Easy to set up
- Flexible with the ability to customise tariff based on budget
- No long-term contracts/tie-ins

### Cons

- Limited data allowances (with a cost if exceeded – although you can ask the telco to put a bar on to prevent additional charges)
- Dependent on a telco partnership (if you want to offer a free SIM and free data)

## Option 2. Broadband

Installing a broadband connection provides fast and stable internet access. It allows a device's new owner to share connectivity with other members of their household.

There are low cost/social tariffs for broadband, e.g. BT Basic+ Broadband which costs £10.07/month for recipients on certain benefits. It includes BT Basic line rental, Virus Protect and Parental Control plus access to over five million public wireless hotspots.

### Pros:

- Fast internet speeds (although these can be limited)
- Stable connections
- Ability to customise tariff to suit predicted data needs

### Cons

- Higher cost
- Fixed location
- Often requires a long-term contract and a credit check which could cause problems for some recipients
- Long set-up times and a difficult installation process (so telcos are less willing to offer this)

## Option 3. Mobile / WiFi dongle

A dongle is a small device which plugs into a USB port to give access via a signal (3G, 4G or 5G).

### Pros:

- New owners can connect from anywhere
- They can be PAYG (telcos are willing to offer this)

### Cons:

- Devices must have a spare USB port
- Poor coverage in rural areas
- Expensive

## Option 4. Free public networks

Recipients can connect to free WiFi such as BT Wi-Fi or WiFi networks provided in libraries, cafés and other public spaces.

During lockdown, BT, in partnership with DfE, opened up millions of BT Wi-Fi hotspots to the most in-need children in England. These provided access to online schooling and learning resources using a voucher-code system.

### Pros:

- Free!
- Widely available in urban areas

### Cons:

- Often only available in public spaces
- Insecure compared to private networks (not suitable for sending banking and other personal data)
- Poor availability in rural areas
- Expensive



# Getting started- things to think about

**Legal Requirements:** It's your responsibility to understand and comply with applicable laws including and in relation to the collection and use of personal data and all safeguarding.

**Security:** Sometimes fraudsters build fake WiFi hotspots that look like public WiFi in order to steal users' credentials. Your users will therefore need guidance on how to keep themselves safe when using public WiFi. You'll find a list of sites which offer free online training in the [resources section of our website](#).

## Identifying potential recipients

Do you want to help one specific group (e.g. a school) or do you want to make a regional or national impact? What groups exist in the local area that would be open to partnerships and have the capability to help you make your project a success?

Are there any similar schemes operating in your chosen area?

Think about how a recipient's needs and other factors, such as age, IT skills, mobility and internet access, can affect the type of device that's needed.

## Accessories

Devices are of limited use without the right accessories. Donors may not know where their accessories are, or they may be using them with their new device. Making accessories mandatory may therefore reduce the number of donations you receive.

Some accessories can be used across multiple models, e.g. iPhone leads, but not with other makes. You should make sure that chargers are licensed products produced by the device's manufacturer. Do not buy accessories from non-reputable sources as these can be dangerous.

Don't forget, it's worth asking other organisations to help you cover the costs of buying any new accessories.

## Green waste

Many devices end up in landfill because owners don't know how to recycle them securely.

A device recycling organisation or charity may be able to recycle any unsuitable devices cost free whilst helping you comply with [legal and regulatory requirements](#). Alternatively, you may be able to avoid disposal costs by recycling unsuitable items via your local council (check if that's possible in [your area](#)) or by donating them to a charity.

## Connectivity

What's the right type of connectivity for your proposed recipients? If they are housebound, then broadband is a great choice. If they're out and about, an alternative may meet their needs more effectively. Don't forget that children are likely to need a larger data allowance if they will be watching videos as part of their online learning.

The device type may dictate the type of connectivity. Most smartphones don't have a USB socket so can't use dongles.

You may be able to access support to keep your costs down. Who could you approach?

# Receiving devices

In this stage, we'll show you how to get your campaign off the ground by targeting donors effectively. By the end of its four short steps, you'll be able to:

- **Decide between quantity and quality**
- **Communicate your needs to donors**
- **Decide how to collect devices**



# Getting your campaign off the ground

You'll need to promote your project to raise awareness and drive donations. You have two options:

- Spreading the net wide
- Taking a more targeted approach

## Making your message heard

Clear messaging can increase donation rates. Once you have identified your potential donors, you can use relevant social media platforms (e.g. [Facebook](#), [Twitter](#) and [LinkedIn](#)) to raise awareness.

## Keeping it simple

Make it easy for donors by reducing the number of steps they have to take to donate.

## Quashing fears

Reassure donors by telling them how you'll manage their personal data. Data privacy is often in the news, so they are likely to have concerns about any data left on their devices.

## Giving guidance

If you have the budget, creating a click-through online process will encourage donors to follow the right procedure. Don't forget, your campaign needs to comply with UK data protection law.



### Did you know?

*A partner scheme's website has a map showing where devices have been donated so that potential donors can see how donations have made an impact.*



### Did you know?

*One of our partner schemes included information in their legal FAQs to reassure potential donors.*

## Option 1. Taking a broad reach approach (quantity over quality)

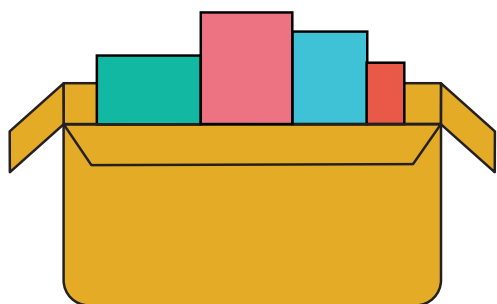
Advertising to a broad group of individuals and businesses will encourage the maximum number of donations, especially if you don't have restrictions as to the devices that you will accept.

### Pros:

- Gives you access to the largest potential pool of devices
- Allows you to help more recipients

### Cons:

- One set of messaging may not appeal to everyone, you may have to spend time tweaking your message for each donor group
- Without restrictions, donations may be poor in quality and need to be responsibly recycled as E-waste



## Option 2. Narrowing your search (quality over quantity)

Targeting smaller groups made up of individuals or businesses who are most likely to have suitable devices will allow you to create compelling messaging. Imposing stricter restrictions will reduce the effort needed to restore devices.

For example, a school Reboot project could be targeted at parents, individuals and businesses who are already linked to the school in some way.

### Pros:

- You can tailor your message, so it really resonates
- Devices will be of a better quality which makes the Reboot process easier and reduces E-waste

### Cons:

- You'll risk a low donation rate if you don't get the message right or your target group doesn't engage

# Helping donors help you

Making a donation isn't quite as simple as dropping a smartphone into a box. You'll need donors to follow a few simple steps so their devices can be restored.

Our handy checklists will make this easy for you!

## Providing reassurance

Very often, we store unwanted devices rather than passing them on because we're concerned that the data on them could fall into the wrong hands.

You can alleviate donors' worries by reassuring them that you understand their concerns and outlining the actions you'll take to keep their data safe. Outlining the steps that will be taken to protect their data privacy can also help to put their minds at ease. Please see the Terms of Engagement for more information.

## Resetting

You must ask donors of mobiles, tablets and Macbooks to factory reset them before donation. Even seasoned IT professionals will be unable to access devices which haven't been factory reset.

## Screening

Asking donors to run further basic checks will reduce the number of faulty devices received. However, it may also put some potential donors off.

Some commercial partners may be able to effectively dispose of or sell devices which are not up to the required specifications.



## Factory resets

There are online guides to help [Apple](#) and [Android](#) users reset their smartphones and tablets. We strongly recommend that donors also [factory reset](#) Windows laptops before donating them. Macbook donors must also factory reset their laptops otherwise they cannot be reused.

## Laptops

You should ask your donors to perform the following checks before donating a laptop:

- The laptop has no major physical damage (e.g. water damage or a cracked screen)
- It's no older than seven years old
- It boots up and is in working order
- It has a functioning battery that can retain charge
- It has had a factory reset (mandatory for Macbooks and preferred for other devices, although you will also use professional software to wipe data from donated laptops)
- They've logged out of cloud-based storage or tracking software, such as Find My Device

You may also choose to ask for accessories.

Note: if you're working with a commercial restorer, they may be able to monetise unsuitable devices. You may like to adjust your donor checklist accordingly.

### Pros:

- Using a checklist will help reduce the number of unsuitable donations

### Cons:

- It adds complexity for donors, you can minimise donor dropout by explaining why it's important that donors run checks

## Smartphones and tablets

You should ask your donors to perform the following checks before donating a smartphone or tablet:

- It has had a factory reset (mandatory – without this, the device will be inaccessible and made useless)
- It has no major physical damage (e.g. water damage or cracked screens)
- It is no older than five years old
- It turns on and is in working order
- It has a functioning battery that can retain charge
- They've logged out of any cloud-based storage or tracking software, such as Find My Device

You may also choose to ask for accessories.

Note: if you're working with a commercial restorer, they may be able to monetise unsuitable devices. You may like to adjust your donor checklist accordingly.

### Pros:

- Using a checklist will help ensure that each donor completes a factory reset – if they don't, you won't be able to use the device!

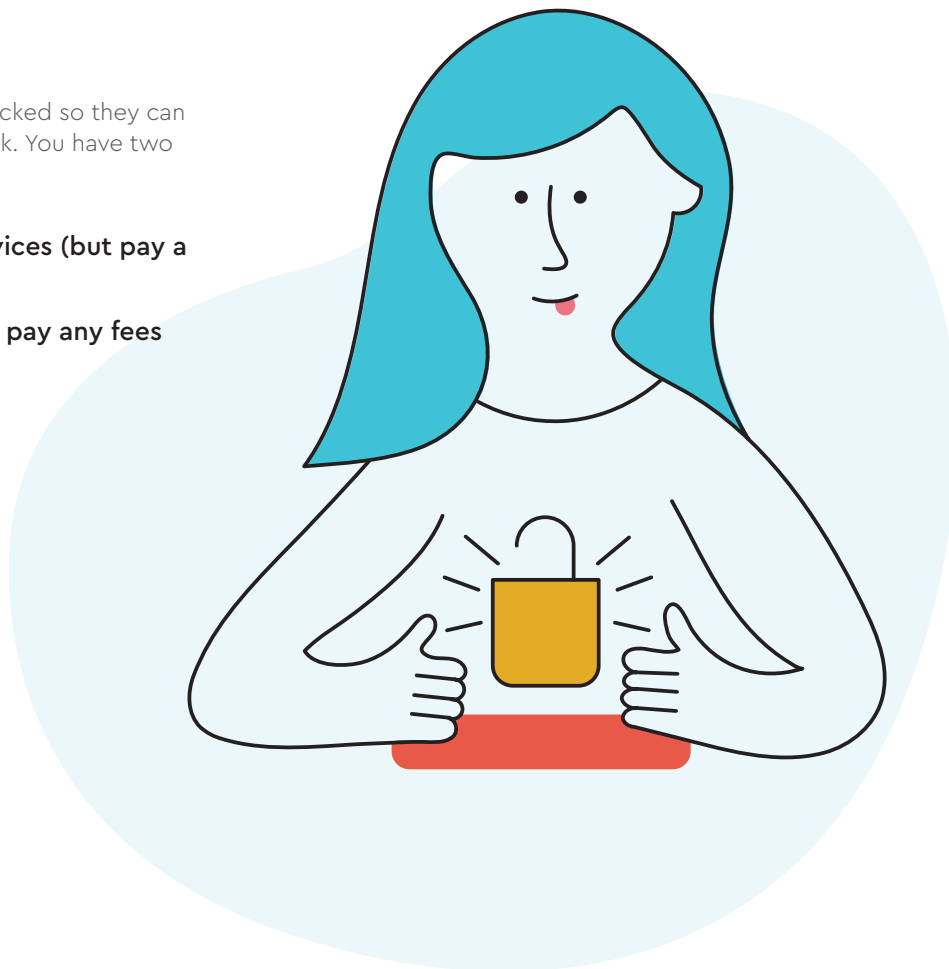
### Cons:

- Think twice before making accessory donation mandatory as it put donors off (a partner may be able to provide low cost accessories instead)

# Unlocking devices

You'll need to get devices unlocked so they can work on more than one network. You have two options:

- Donors unlock their devices (but pay a fee per device)
- You unlock devices and pay any fees



## The cost of unlocking

Mobiles are often locked to a particular network. You can ask donors to unlock them before donating so their device can connect to your chosen network, but this comes at a cost.

## Help with funding

It could be worth approaching local businesses, phone shops or charities to see if any will help fund the cost of unlocking devices. Alternatively, a telco may be able to do this for you at a reduced cost.

## Helping donors unlock their phones

Each handset has a unique IMEI number. Donors can retrieve theirs by opening the phone app and typing \*#06#. Once they have that number, they can call their network provider and ask for their phone to be unlocked. You can find out more about unlocking phones in a [handy online guide](#) from Uswitch.

## Option 1. Donor unlocking

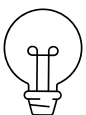
Asking donors to pay a fee (currently £10) to unlock their devices will save you money, but will the cost and effort put them off?

### Pros:

- It takes a step out of the process for you

### Cons:

- Adding a cost to the donation will reduce the donation rate
- Adding a step to the donation process will put some people off



### Did you know?

One of our community partners required donors to tick 'yes' on a Google form to ensure they had unlocked and factory reset their device. If they ticked 'no', they couldn't proceed.

## Option 2. Managing the process yourself or with a partner

If you can find the budget, you can take responsibility for unlocking devices (or partner with a telco/partner who is happy to do so).

### Pros:

- You are likely to get more donations

### Cons:

- There may be a cost to your telco/partner – make sure they understand this in advance



# Receiving donations

Donors lead busy lives. You can encourage them to donate by making the process as painless as possible.

You can make it easier for them by offering:

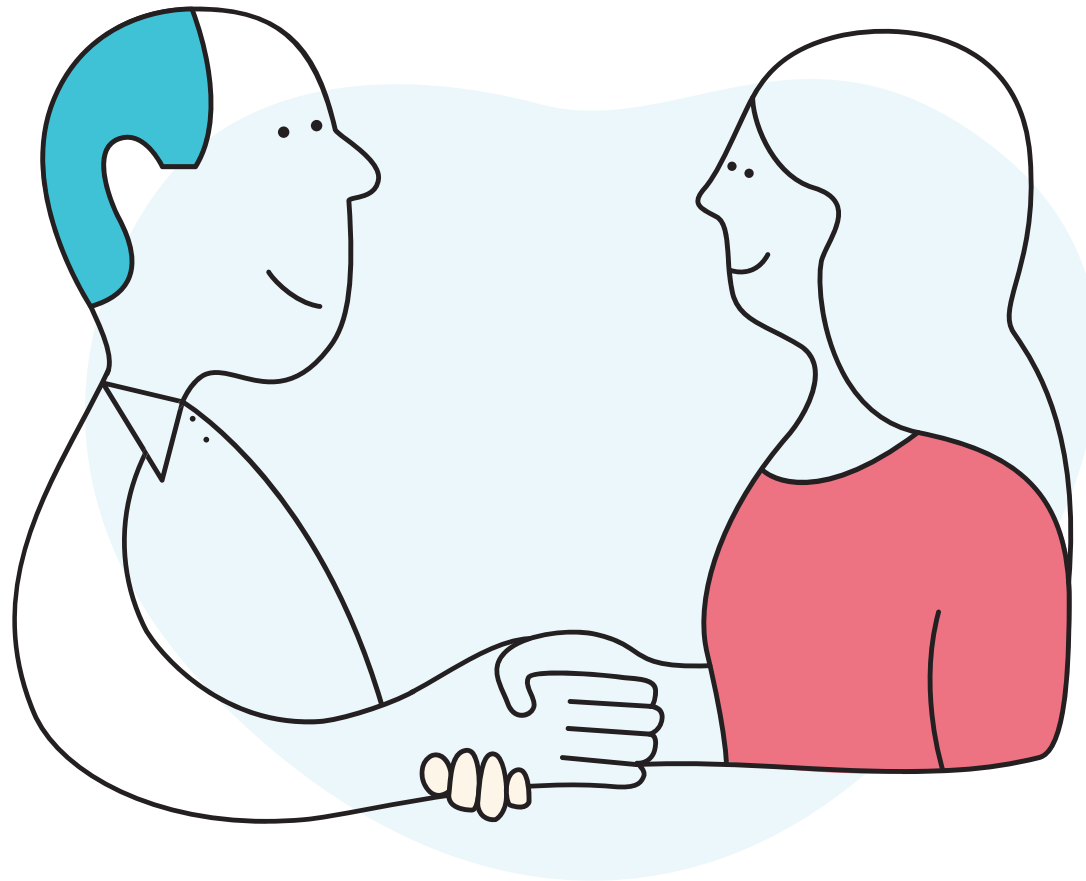
- Pre-paid postage
- Drop-off points
- A collection service

## Being considerate

Think about your donors' needs – how easy is it for them to access your planned drop-off points or go to the Post Office? If mobility is an issue, you may need to offer a collection service.

## Giving your donors a choice

Displaying a choice of options on an online portal will encourage participation.



## Option 1. Providing pre-paid postage

Asking donors to print off a pre-paid postage label is a simple, donor-friendly solution.

### Pros:

- It's a simple process
- It works in urban and rural areas

### Cons

- It's expensive (for you)
- It requires donors to have access to a printer (unless you are able to send them labels)

## Option 2. Setting up drop-off points

Arranging for drop-off points to be set up reduces costs. You can ask local businesses, shops and cafés to get involved.

### Pros:

- Works well in urban areas
- Cost free, assuming businesses are keen to support you
- Businesses may promote your Reboot project

### Cons:

- Requires partner/s to safely and securely receive donations
- May not be accessible to all donors, e.g. in rural areas

## Option 3. Arranging collections

Collecting devices from donors' homes is more time-consuming but allows more people to donate.

### Pros:

- This is the simplest process for donors
- May be cost-effective in city centres or if you have a partner with existing capability

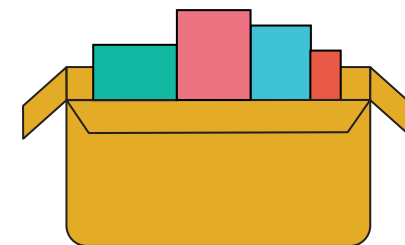
### Cons:

- Could be very expensive without a partner
- Will be more challenging/time-consuming in rural areas
- You need to make sure vulnerable donors feel safe

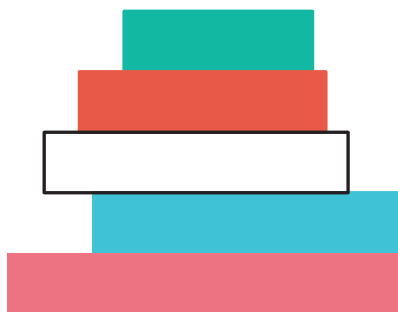


### Did you know?

One of our community partners asked donors to fill out a form on their website and sent them a free postage label in return.



# Receiving devices – things to think about



## Setting targets

Think about how many devices you will need to collect to help your pool of potential recipients. Then, think about which unlocking process will work best for you. Do you want to receive the highest number of donations possible or minimise the time needed to restore each device? Offering donors the ability to donate with or without accessories may increase your costs but will ensure that you receive as many donations as possible.

## Sharing your story

How will donations make a difference to your recipients? How can you share their stories without breaking any safeguarding or data privacy rules?

Spreading the word through well connected local individuals, such as headteachers, businesspeople and volunteers, will drive a sense of common purpose and community. People are more likely to give if they feel a close connection to improving lives in their area.

Encouraging donors to post about their donations is a great way to drive interest. This 'social sharing' is popular on social media websites including [Facebook](#) and [Twitter](#). Don't forget to share your donors' posts to increase their reach. You can use a unique hashtag to drive awareness of your project.

Local papers and local radio can also help your appeal feel relevant and compelling.

## Helping donors get it right

Using a checkbox approach in the donation process is a gentle way to remind donors to complete essential steps, e.g. factory resetting smartphones and tablets.

## Keeping personal data secure

It is a legal requirement to ensure that laws in relation to the collection and use of personal data are followed. We suggest you take legal advice if you have any questions or concerns in relation to the legal requirements. You'll find some sample Terms of Engagement in the resources section of this playbook.

Recipients may be unable to access the Terms of Engagement online. Providing them with a physical copy before they agree to participate is advisable, as this will allow you to secure their agreement before transferring ownership of any devices.

# Readying devices

In this stage, we'll explore how to carry out diagnostics and repairs. By the end of its four short steps, you'll be able to:

- Decide if you need some help
- Understand the importance of donors unlocking smartphones and tablets
- Understand why wiping data is so important
- Reassure your donors

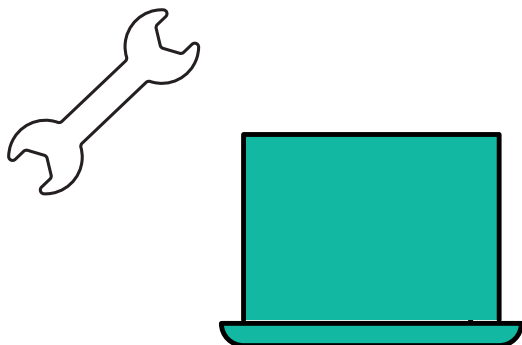


# Diagnostics and repairs – laptops

You need to make sure donated laptops function effectively. After all, their new owners will have limited technical capabilities.

You have two options:

- **Run tests and conduct repairs yourself**
- **Ask a commercial restoration partner to help**



## Common issues

When laptops slow down, it's normally software that's causing the problem. Wiping the device and reinstalling the operating system (OS) can be a simple fix. We'll look at how to do this later. Hardware issues are infrequent in new devices.

## IT skills

If issues arise during the diagnostic stage, you'll need some IT expertise to put them right. Working with IT specialists, such as IT savvy volunteers or a local computer company, will help you resolve problems more quickly. Alternatively, you can opt to outsource the entire restoration process to a third party.

## Commercial partners

Commercial restorers can provide an end-to-end service. They can receive donations, run checks, perform repairs (to an agreed level), wipe data, install new operating systems and software and deliver restored items to recipients.

They can also securely dispose of unsuitable items (E-waste). Whilst doing so, they may be able to generate revenue which you can use to offset their costs. You'll find out more about commercial partners later.

## How to run tests yourself

Remember, Macbook donors must perform a factory reset before donating their devices.

Firstly, run these physical checks:

- Check for physical damage
- Check the device turns on and off correctly
- Check the WiFi works
- Check the camera works

Then, run these diagnostic tests:

- HDD/SSD
- CPU
- CD/DVD drives
- RAM
- Power supply unit
- Networks

You can find out how to do these tests on a laptop or a Macbook. Here are some useful websites:

- Apple's [guide](#) to running diagnostics on Macs
- A [guide](#) to running diagnostics on laptops

However, if you don't feel confident in running diagnostics, it may be better to ask a commercial restoration partner or a local IT firm to take responsibility for this step.

## Option 1. Managing the process yourself

You'll need to run various tests (see the 'how to run tests yourself' box) to identify any issues with a device. Once you've identified an issue, you can use your own expertise to fix it, outsource repairs to a local IT company or recruit a few volunteers with IT experience to help you.

As you'll need IT skills to repair hardware issues, it's best to only manage the process yourself if you are confident that you have access to the right technical knowhow. However, you can make the restoration process as a whole much simpler by using free open source software to wipe laptops and installing software which turns older laptops into Chromebooks. This is much easier and faster than installing new Windows operating systems. You'll find out more about this in later steps.

Some issues may be fixed by erasing any data from the device using Eraser or Dban. We will show you how to do so in a later step.

### Pros:

- This is a cost-effective solution if you already have prior IT knowledge or access to IT skills

### Cons:

- It requires technical skills and confidence
- Hardware issues especially can be tricky to repair – you may still need to pay for help
- Laptops could be written off when a problem is actually easy to fix (unless you know what you're doing)
- You'll need to partner with an E-waste disposal organisation to ensure that any unsuitable laptops are safely and securely disposed of

## Option 2. Working with a commercial partner

Asking a commercial partner to be responsible for diagnostics and repairs ensures you can handle bulk donations. Costs can be offset by monetising laptops which cannot be economically repaired. If you are using Windows products, you should choose a Microsoft Registered Refurbisher.

### Pros:

- They'll have the skills and capacity needed to handle bulk repairs
- They can easily monetise unsuitable devices
- You can be less strict about your device requirements

### Cons:

- There will be a cost per laptop (see 'things to think about' on page 36), so you may need funding support

# Diagnostics and repairs – smartphones and tablets

Smartphones and tablets need to work consistently to be useful. You have two options:

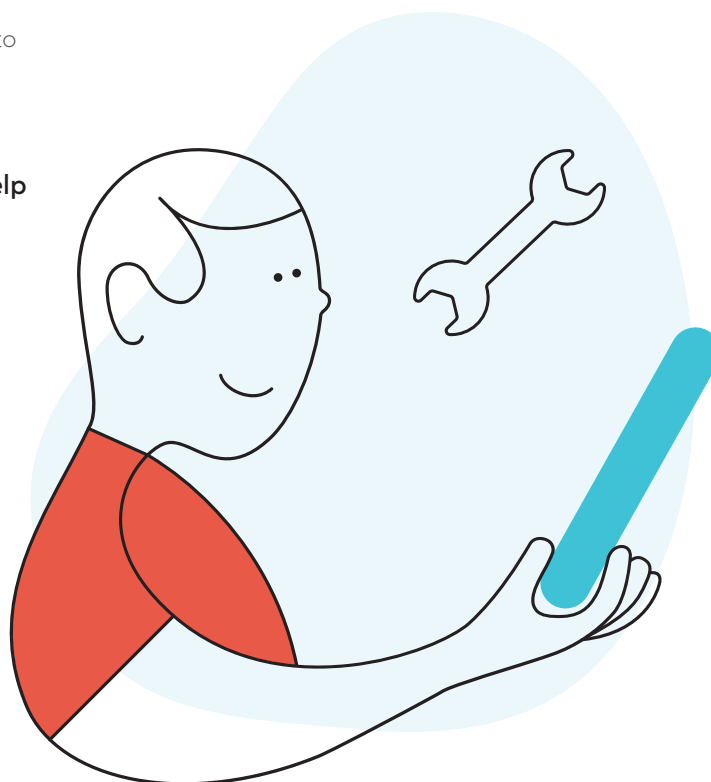
- **Diagnose and fix issues yourself**
- **Ask a commercial restoration partner to help**

Don't forget, these devices must be factory reset by their donors!

## Troubleshooting

It's easier to run checks on smartphones and tablets than on laptops. If you have limited technical skills, we'd recommend only accepting these smaller devices.

Hardware issues for smartphones and tablets can often be identified by using a device's internal diagnostic programmes. However, although the checks themselves are simpler, any issues can be just as difficult to fix!



## Commercial partners

Commercial partners who restore laptops will also be able to restore smartphones and tablets, e.g. Reconome or Restore. We recommend you use the same provider for all devices.

## Diagnostics tools

**Android:** you can use the inbuilt hardware diagnostic tools found on many devices (each manufacturer's website has guidelines).

**Apple:** Apple recommend that only IT professionals perform hardware diagnostics however you can download third party apps to help diagnose issues (this [article](#) gives more information).

Third party apps: both Android and Apple app stores offer a range of diagnostic software apps which you can use.

## Option 1. Managing the process yourself

You can use your own technical skills to diagnose any issues using one of the means listed below.

### Pros:

- It's a cost-effective solution if you already have prior IT knowledge or access to IT skills

### Cons:

- Fixing issues requires technical skills and confidence
- Devices which require minor fixes could be mistakenly deemed unsuitable if you don't know exactly what you're doing
- You'll need to partner with an E-waste disposal organisation to ensure that any unsuitable devices are safely and securely disposed of

## Option 2. Working with a commercial partner

Asking a commercial partner to perform diagnostics and repairs will enable you to restore devices more quickly. They can also monetise faulty devices, so you won't have to find an alternative means of safe disposal.

### Pros:

- They'll have the skills and capacity needed to handle bulk repairs
- They can easily monetise unsuitable devices
- You can be less strict about your device requirements – but they must be factory reset!

### Cons:

- There will be a cost, so you may need funding support



# Erasing any existing data – laptops

Laptops are awash with personal data. You need to ensure they are wiped clean before being rehomed. You have two options:

- **Manage the process yourself**
- **Ask a commercial partner to help**

## Personal filing cabinets

Our laptops contain vast amounts of personal data, including banking details, logins and photos of our loved ones. Wiping any legacy data from them is essential to safeguarding your donors' data privacy and protecting your reputation! We provide more information about this in the Terms of Engagement.

## Managing it yourself

You may choose to manage the process yourself. We recommend that laptop owners also log out of their accounts for their own peace of mind although you should always wipe donated laptops just in case.

Wiping data from laptops requires some technical expertise. We've outlined the process (right).

## Commercial partners

Commercial restoration partners will wipe data as part of the restoration process but Macbooks must be factory reset first.



### Did you know?

One of our charitable partners used Reconome who ensured GDPR compliance. Another partner raised funds through JustGiving to cover the costs of their commercial partner.

## Option 1. Managing the process yourself

Even if donors have factory reset donated laptops, we recommend you complete a data wiping process, just in case! You can use free open source software, such as [Eraser](#) and [DBAN](#), to do this effectively. You will need IT expertise within your organisation or some techie volunteers to help with this step.

### Pros:

- Free
- Effective – can get the same outcome as a commercial provider

### Cons:

- It requires individuals with high levels of IT skills to operate the software and ensure its effectiveness. If you do not have these, we would advise working with an IT professional
- Owners of Macbooks must factory reset their devices prior to donation and log out of their Apple accounts

## Option 2. Working with a commercial partner

If you're using a commercial partner to restore devices, they'll include data wiping as part of their service.

### Pros:

- Often included within a restoration package
- Allows you to meet data privacy considerations with minimal hassle

### Cons:

- Expensive per device cost
- Owners of Macbooks must factory reset their devices prior to donation and log out of their Apple accounts

# Erasing any existing data – smartphones and tablets

Mobile devices are full of personal data. You need to ensure they are wiped clean before being rehomed.

It's vital that donors factory reset devices. If they don't, you won't be able to restore them.

## Our devices know a lot about us

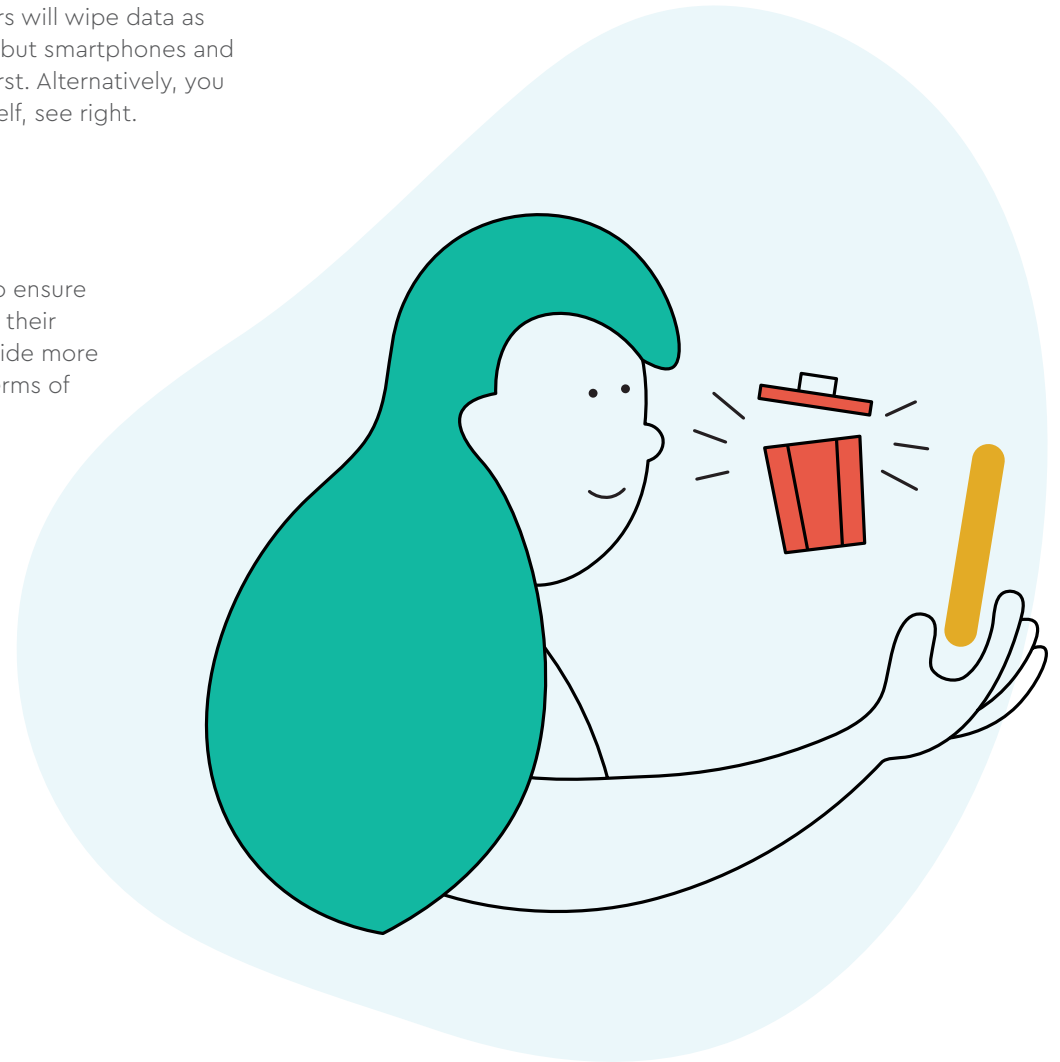
Millions of us use health apps to record sensitive personal data and banking apps to manage our money. It's vital that we protect our donors by effectively wiping their devices as both medical and financial records are highly sought after by cyber criminals who resell them on the Dark Web.

## Commercial partners

Commercial restoration partners will wipe data as part of the restoration process but smartphones and tablets must be factory reset first. Alternatively, you can manage the process yourself, see right.

## Protecting donors

To protect donors, you need to ensure that their data is erased before their devices are rehomed. We provide more information about this in the Terms of Engagement.



01 Getting started



02 Receiving devices



03 Readyng devices



04 Going live



## Method 1. Donor factory resets

Donors must factory reset their smartphones and tablets and log out of any tracking software (such as Find my Device) prior to donation and double-check that the process worked. If they fail to do so, their device will become inaccessible.

### Pros:

- Smartphones and tablets can only be wiped by donors, performing a factory reset erases all data

### Cons:

- If the donor fails to factory reset their device, a third party cannot wipe or reuse it

## Method 2. Working with a commercial partner

Even commercial partners need donors to factory reset devices before donation.

### Pros:

- If a commercial partner is restoring laptops for you, they'll be able to restore smartphones and tablets at the same time (but only if the donors have factory reset them)

### Cons:

- If the donor fails to factory reset their device, even specialists cannot wipe it! Smartphones and tablets must be factory reset by donors else the devices will be inaccessible, even to commercial restorers

# Readying devices – things to think about

## Repairing laptops

It's really important that you have someone who knows what they are doing – like IT savvy volunteers or computer specialists – as otherwise they may miss a problem that could be easily fixed. You also need to be confident about deciding if the cost of repairs is uneconomical.

Different laptops need different diagnostic tools. Macbooks vary considerably from Windows PCs in terms of steps to take.

Wiping laptops needs a good level of IT knowledge. If you don't have technical knowhow, it's best to ask the experts.

Outsourcing to a commercial partner comes at a cost, but this can be offset by monetising unsuitable machines. If budget's an issue, free open source software can be used to wipe laptops, but check you have the right IT skills first.

## Factory resetting smartphones, tablets and Macbooks

To maximise the number of devices which can be rehomed, you need to make sure that donors of Macbooks, smartphones and tablets reset their devices before donating them! If they don't, they will be unusable!

## Data privacy

It is strongly recommended that you tell potential donors how you are going to wipe devices and ensure that you have measures in place to ensure compliance. Don't forget to refer to the example Terms of Engagement.

## Commercial restoration partners

Commercial restoration partners will typically charge at least £40 per device. The costs can soon add up if more services are added and if repairs are needed. Services offered include:

- Pre-paid postage
- Diagnostics
- Simple repairs
- Wiping data
- Handling E-waste
- Installing an OS (excluding the licence fee)
- Delivering the device to you or to a recipient

## Monetising unsuitable devices

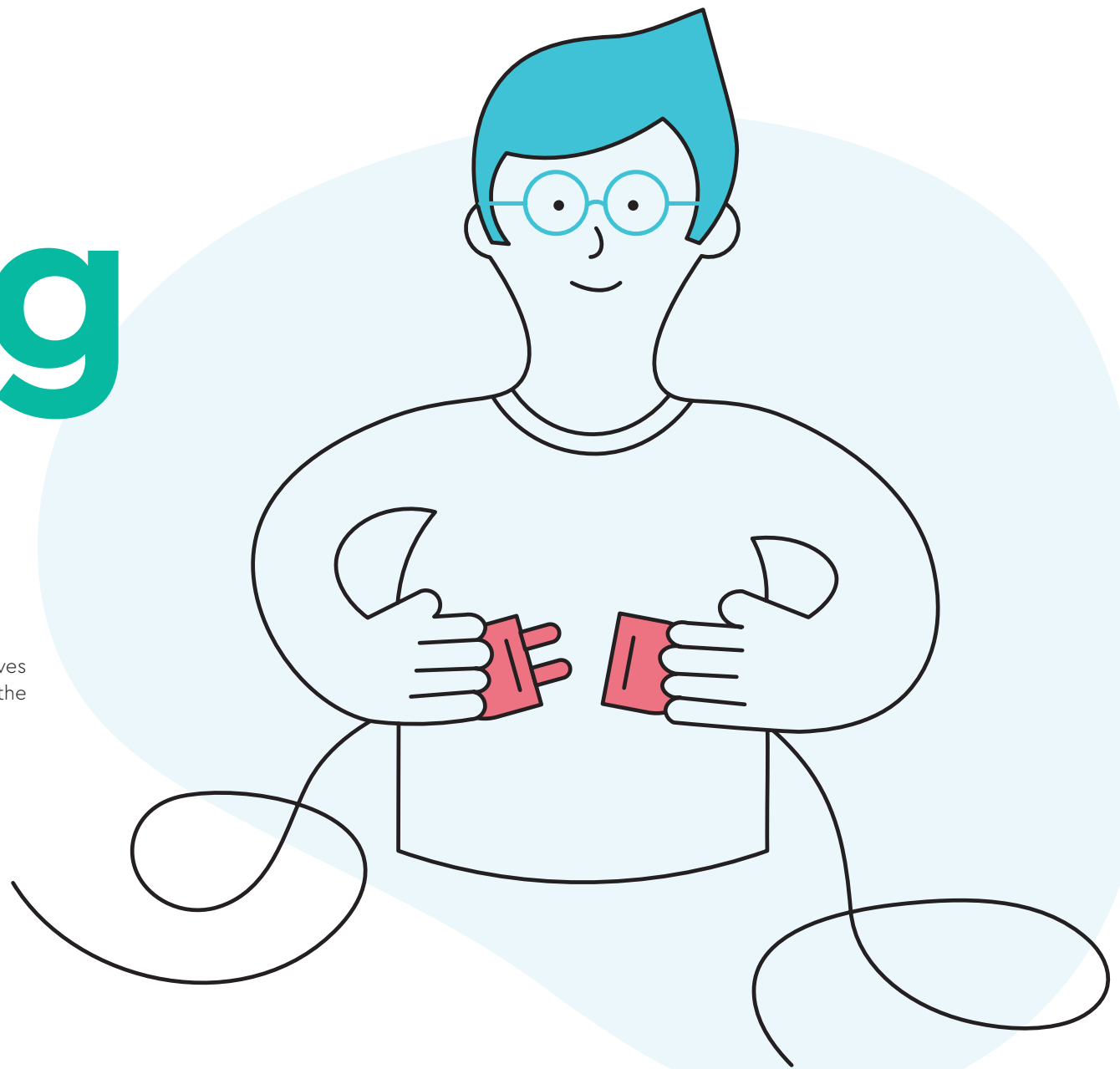
Commercial partners are able to sell devices which aren't suitable (e.g. due to damage or hardware errors), either as whole units or as parts. The profits they receive can be used to offset restoration costs. As well as lowering your spend, you'll be able to promise donors that unsuitable devices will be securely recycled rather than sent to landfill.

If you have the skills, infrastructure and time, you can sell unsuitable devices/parts on websites such as eBay. You'll need to make sure that the devices are wiped clear of data.

# Going live

In this stage, you'll experience the joys of transforming lives as you deliver restored devices to their new owners. By the end of this stage, you'll be able to:

- Load devices with apps and software
- Decide how you want to deliver devices
- Think about how best to support new users
- Confidently handle any E-waste



# Installing an operating system – laptops only

After being wiped, laptops often require a new operating system (OS). You have three options, each with distinct pros and cons:

- **Chrome OS through CloudReady OS**
- **Windows OS**
- **Mac OS**

## Operating systems

An operating system is software which controls a device's hardware and enables other software to run. The three most common OS for laptops are Windows, iOS and Chrome OS.

## Smartphones/tablets

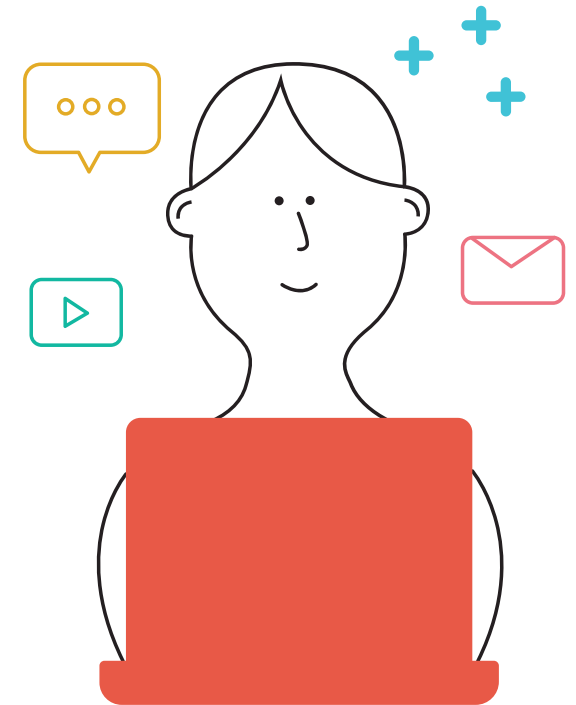
These come with an operating system (OS) that's hard installed. Providing the device has been factory reset before donation, no further action is required during this step.

## Free or paid for

Microsoft Windows is an advanced OS, but you'll need to install a new paid for licence. CloudReady is a free OS from Neverware which turns laptops into Chromebooks.

Mac OS is also an advanced operating system. It is automatically installed on Macbooks so no new licences are needed.

The more advanced operating systems are difficult to support if there are installation issues, so we recommend only using these if you have access to specialist IT skills. Unless your recipients have a specific need for Windows, or will receive a Macbook, we recommend you install CloudReady.



### Did you know?

One of our partner schemes opted to use CloudReady software as its volunteers only needed basic IT skills to install it.

## Option 1. Turning laptops into chromebooks

Many schools use Google Classroom. This runs on the Chrome OS. Rather than buy Google's own laptops – called Chromebooks – you can give a laptop the same functionality by installing CloudReady, a free OS which turns any laptop into a Chromebook. It's available for nearly all laptops up to seven years old.

### Pros:

- It's free!
- It's easily set up using a memory stick. All you need is a Gmail account and forty minutes set-up time per laptop

### Cons:

- Chromebooks have less features than Windows but that can be an advantage for less IT literate recipients

## Option 2. Using other operating systems

More advanced operating systems, such as Microsoft Windows, can be more difficult and time-consuming to set up, particularly on older devices. If you want to use Windows OS, we recommend working with a specialist computer company, unless you have the necessary IT expertise.

Microsoft Windows costs between £12-£15 for a charity licence, per device. Mac laptops do not require an additional OS licence after refurbishment.

### Pros:

- Microsoft Windows is widely used so many potential recipients will be familiar with it
- Advanced operating systems have more features, this can be important if the recipient is using the laptop for education or skills building

### Cons:

- More expensive
- The installation process can be longer and more difficult



# Getting devices 'recipient ready'

You'll need to set up apps and accounts and make sure each device has the right accessories.

You can do this yourself or ask other organisations which already set up devices on a small scale to help. Whoever has the strongest relationship with your potential recipients should manage this step. That may be you or:

- **Schools, colleges and universities**
- **Libraries**
- **Community groups**

## Sites/apps

You need to understand which sites and apps recipients will need. Setting them up in advance will improve the user experience and reduce the demand for support. We've included a list of key sites and apps in the [resources section of our website](#) including those with educational, health and cyber safety content.

## Community partners

A partner may be better placed to help if the recipient requires multiple features/functions on their device, for example, a school's IT department may have access to software which only they can install.

## Accessories

If the donor didn't provide accessories, you'll need to ensure that you've sourced ones which are compatible.

## User set-up

We recommend that new recipients set up any accounts which require email addresses and passwords, such as the Gmail account needed to install the CloudReady OS. If that's not possible, consider using a temporary account password. This must be reset by the recipient when they receive their device. Some smartphones and tablets can require user identity for set-up, e.g. facial recognition or thumbprints. COVID-19 will make this more challenging! Don't forget that all data should be stored in compliance with UK data regulations. You'll find more information about this in the Terms of Engagement.



### Did you know?

*One of our community partners incentivised its volunteers with the promise that devices would be prioritised for volunteers' home areas.*

*Another used template accounts to set up devices before distribution by a partner.*

*A third community partner was able to tap into a telco's expertise so they could restore smartphones in bulk.*

## Option 1. Asking the community for help partners

Using skills within the local community will help you set up devices more quickly. Now's the time to ask your existing community partners – the ones who helped you identify your potential recipients – to help you with the exciting final steps.

Don't forget, if recipients aren't able to set up their own accounts, partners may need to set ones up with temporary passwords. You'll need to hold this data securely (see the Terms of Engagement). A new Gmail account will be needed for each installation of CloudReady on laptops.

### Pros:

- They'll already understand your recipients and their needs
- They may already have access to specialist software and experience of installing it
- They'll be able to set up devices more quickly

### Cons:

- You'll lose some control over what's installed

## Option 2. Managing the process yourself

Doing it yourself will give you more control over what's on each device, but you need to make sure you understand what software and apps your recipients need and can access the skills needed to install them. Don't forget, you may need to set up accounts on a new recipient's behalf and talk them through resetting passwords. Again, make sure that you're familiar with the Terms of Engagement.

### Pros:

- You'll have more control over what's installed

### Cons:

- You may lack relationships with recipients and an understanding of their needs
- You may not have the skills needed to set up the right software

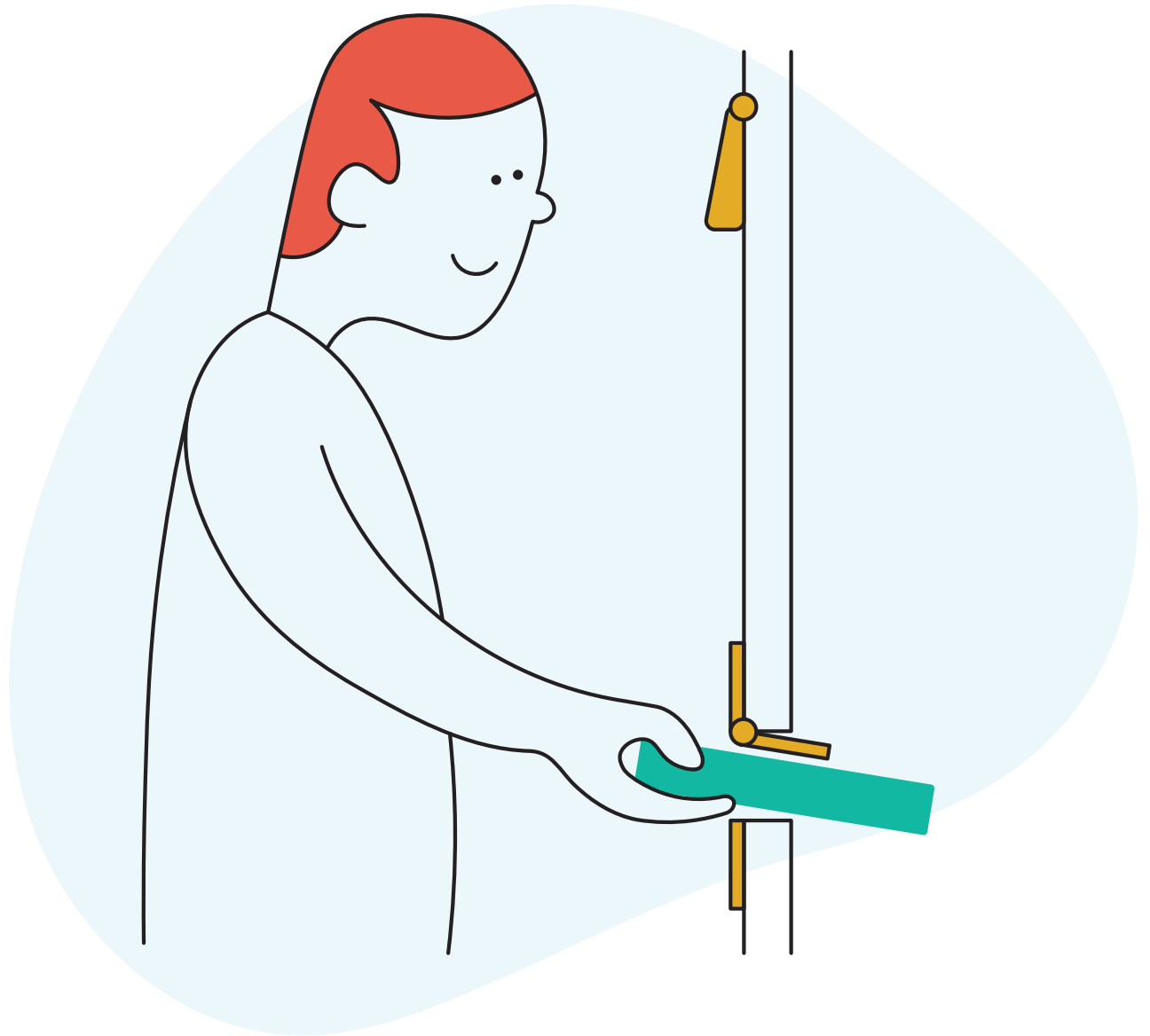
# Delivering devices

Delivering restored devices to recipients will be a moment to remember but it can be time-consuming. You have two options:

- Ask the community for help
- Manage the process yourself

## Changing passwords

Any pre-set passwords should be reset by the recipient when they take ownership of their device. You must dispose of all previous password records in compliance with UK data regulations (see the Terms of Engagement for more details).



01 Getting started



02 Receiving devices



03 Readyng devices



04 Going live



## Option 1.

# Asking the community for help (partners)

Schools, libraries and community groups may be able to use their existing capacity to help you deliver devices.

### Pros:

- You'll be able to deliver devices more quickly
- They may already have existing relationships which they can leverage for support

### Cons:

- You'll need to be clear about what you expect from them



### Did you know?

*By joining forces, a charity and a commercial partner were able to use their existing distribution partners to deliver devices to users.*

## Option 2.

# Managing the process yourself

You may prefer to manage deliveries yourself. This will allow you to meet recipients in person and demonstrate how their new devices work. However, COVID-19 may make this difficult.

### Pros:

- You'll have more control over the delivery process
- You'll be on hand to answer any initial questions

### Cons:

- You'll need to ensure that vulnerable recipients feel safe
- It can be time-consuming

# Providing ongoing support

Inexperienced recipients will need support to get the most out of their new devices.

You have two options:

- Provide support yourself
- Ask your community partner for help



## Did you know?

One of our community partners provided ongoing support for users to encourage repeated use of new devices.

## Doing it yourself

New users are likely to need significant support. You need to decide if your existing relationships with recipients are strong enough for you to manage the support process yourself.

## Community partners

Many local organisations are already experienced in helping new users to get to grips with technology. They may already have 'how to' guides and other training resources. Other organisations may have limited or no IT skills but strong relationships with recipients which enable them to understand their needs. These organisations can learn how to support new users.

## Ongoing support

Even when things quieten down, it's worth checking in periodically to make sure recipients are still able to connect.



01 Getting started



02 Receiving devices



03 Readyng devices



04 Going live



## Option 1. Asking the community for help (partners)

Schools, libraries and community groups may be able to use their existing relationships and/or IT training skills to support recipients. If you are not sure where to start, The Good Things Foundation Online Centres Network provides people with the skills and confidence needed to access digital technology.

### Pros:

- They'll already understand your recipients and their needs
- They may already have existing relationships which they can leverage for support

### Cons:

- You'll need to be clear about what you expect from them



### Did you know?

Some existing schemes (schools) provide technical support for families and ask their IT departments to fix any issues.

## Option 2. Managing the process yourself

New users can need hand-holding until they've gained some experience. If you're skilled in providing this type of support, and already have an existing relationship with your recipients, you may like to manage the support process yourself. If not, ask your partners for help.

### Pros:

- You'll have more control over the support process

### Cons:

- You need experience in supporting new users
- You may lack understanding of recipients' needs
- You may not have existing relationships with recipients



### Did you know?

One of our community partners provided a 'how to' guide for users, including how to send a text and use key apps.

# Managing unsuitable donations (E-waste)

Some devices won't be repairable and you'll need to dispose of these safely and securely.

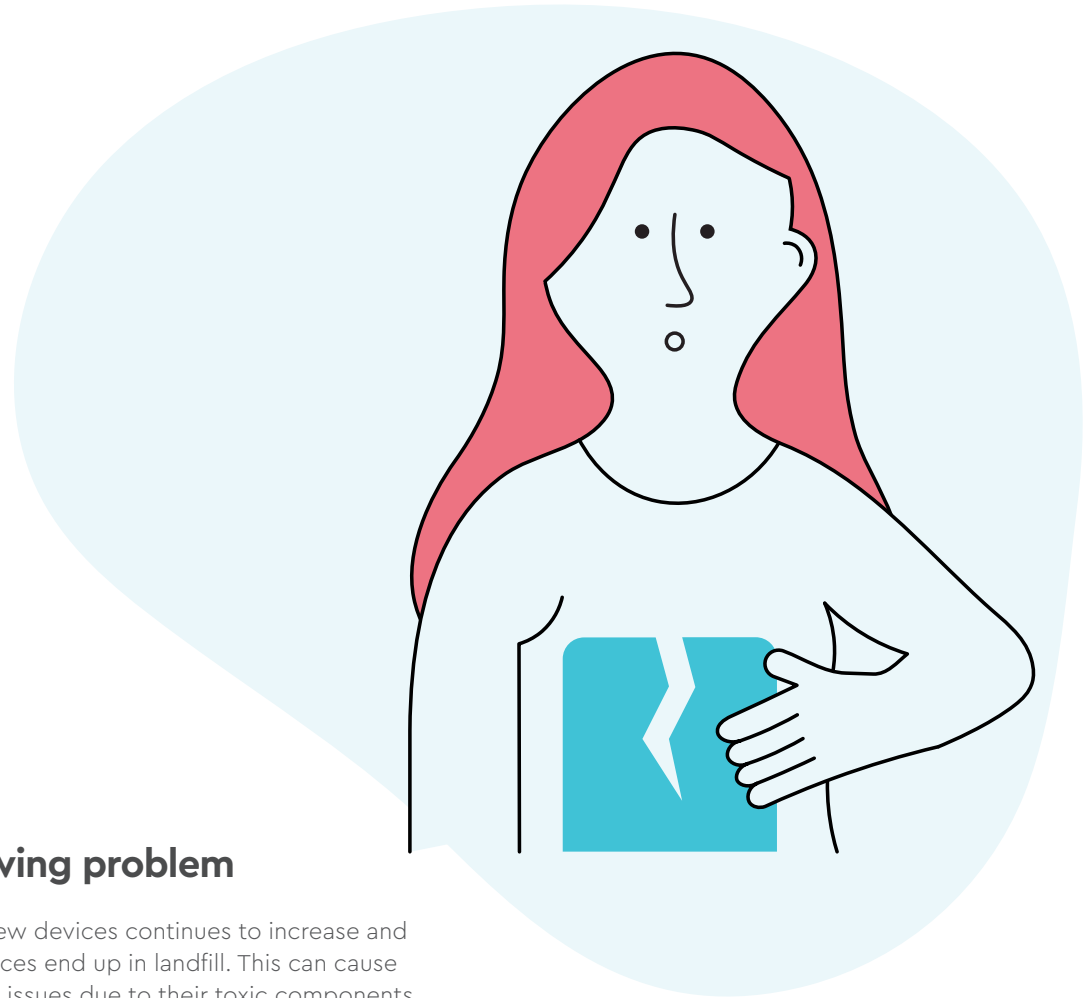
You have three options:

- Asking your commercial restorer to handle waste
- Using a professional recycling partner
- Managing the process yourself



## *Did you know?*

*You can expect that half your donated devices will be unsuitable. One of our community partners stripped unusable devices for parts and sold what they could on eBay.*



## The growing problem

Demand for new devices continues to increase and many old devices end up in landfill. This can cause environmental issues due to their toxic components. Disposing of E-waste properly is a time-consuming and highly skilled process. By collecting and recycling unsuitable devices, you'll help to save the environment!

01 Getting started ● ● ● ●

02 Receiving devices ● ● ● ●

03 Readying devices ● ● ● ●

04 Going live ● ● ● ● ●

## Option 1. Working with a commercial partner

Commercial partners who perform diagnostics and carry out repairs will often recycle unsuitable devices. They may even be able to monetise them.

### Pros:

- Encouraging commercial restoration partners to sell devices or parts will allow you to offset costs
- They'll already have solutions in place
- They'll be familiar with compliance requirements

### Cons

- If you haven't chosen to work with a commercial partner in the restoration stages of the process, then this is not a recommended option

## Option 2. Working with a recycling partner

Finding a recycling partner to securely and safely manage your E-waste will ensure that unsuitable devices are disposed of in an environmentally friendly manner.

### Pros:

- They are often open to partnering
- They'll be familiar with compliance requirements
- It's a cost-effective solution using existing infrastructure and skills

### Cons:

- There may not be one in your area (however, if you're using a commercial restoration partner, they may be able to do this)

## Option 3. Managing the process yourself

If you have existing skills and infrastructure, you can always save money by handling the recycling yourself.

### Pros:

- It's a cost-effective option, if you have the skills and capacity

### Cons:

- Requires an understanding of data security and data privacy
- Requires compliance with legislation
- Requires recycling skills and infrastructure



# Going live things to think about

## Operating systems

Different operating systems offer different benefits. Windows offers more functionality, but the installation process is longer and you may need the help of an IT professional. You'll also need budget as the costs will soon add up if you don't have financial support.

Installing CloudReady turns a laptop into a Chromebook in minutes. It's a more basic system which is easy to use and will suit many inexperienced recipients.

Mac OS can only be used on Macbooks. Don't forget that standardising your OS can make it easier to provide ongoing support.

## Pre-loading sites/apps

Some of your users may have never used a device. Can you preload sites or apps to make their first tentative steps easier?

## Support

It takes time for new skills to bed in. Checking in on recipients will give them an opportunity to refresh their knowledge or ask about adding new apps.

## Delivery

Delivering devices may be difficult if there's a lockdown. Vulnerable recipients will appreciate you taking extra care.

## E-waste

Commercial recyclers work with device recycling organisations and charities. Some councils collect E-waste for recycling as do some charities. You can find a list of these organisations in the [resources section of our website](#).

## Data Privacy

Each step in the process to transfer the device to the end user must comply with UK data protection law. The process of setting up accounts, such as emails, should also comply with security best practice. Please ensure that anyone setting up accounts has agreed to your Terms of Engagement.

Recipients may be unable to access the Terms of Engagement online. Providing them with a physical copy before they agree to participate is advisable, as this will allow you to secure their agreement before transferring ownership of any devices.

If your organisation has any questions in relation to this, you are advised to seek legal advice.

## COVID-19

You may need to set-up devices remotely and provide all support from a distance. This could be challenging if your recipients are very inexperienced.

As a precaution against COVID-19, devices should be wiped down and left for 72 hours before being delivered. Don't forget that some cleaning materials can damage screens, so check before using them.

# Resources

We want you to enjoy being part of the Reboot digital revolution. To help you, we've put together a number of resources. They include:

- A Facebook community
- A glossary
- A list of useful sites and apps
- Terms of Engagement



# Online resources

You'll find lots of useful links to websites and apps on our resources page.

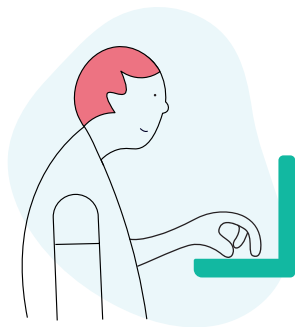
## Community



### Join the team

Join our [Facebook community](#) to learn from other Rebooters and share your new-found expertise!

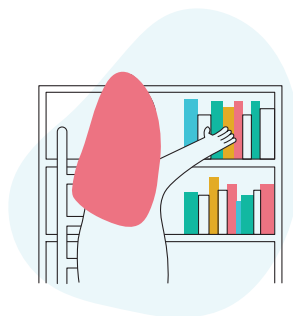
## Directory



### Tap into support

Our [directory](#) will let you ask for help or volunteer to support other Rebooters.

## Glossary



### Learn the lingo

Our website contains a [glossary of terms](#) used within this playbook.

## Blog



### Stay in the loop

Hear [news](#) from around the country and get top tips from other Rebooters!

## Resources



### Find answers online

You'll find lots of useful links to websites and apps on our [resources page](#).

# Promoting your project

Social media is key to reaching potential donors. Here are five tips to help you!



## Twitter

### Get tweeting

Find out if there are local hashtags for your community and use them. There may be a Twitter Hour for your area, e.g. #WorcestershireHour. If so, join in!



## Facebook

### Find relevant groups

There are thousands of groups on Facebook. Many of them are at a community level. Try searching for your local town or city name. Don't forget to join our community group too!

## LinkedIn

### Get networking

Reach out to local business leaders for support. Ask them to promote your project as well as donate!



## Ask for help

### Don't be shy

Some marketers do 'pro bono' work, i.e. they will support community ventures for free. It's worth asking around to see if anyone will help you!



## Get visual

### Look professional

You can use [Canva](#) to produce professional-looking graphics for free. These will help draw attention to your posts.



# Terms of engagement

Please find below a list of the considerations and requirements with each of the relevant actors throughout the process.

We would advise that these terms are used to form an agreement between you and other parties that can be agreed upon and signed.

## The donor

### Requirements on the donor's side (donor must agree to the following):

- To abide by the specified device requirements (technical and damage reqs)
- That they own the device and have proof of purchase, if required
- That upon donation they no longer have right of ownership
- That the device poses no safety or ongoing legal issues
- To perform a factory reset on the device (mandatory for smartphones/tablets)
- To cancel any ongoing contracts and remove the SIM from the phone
- They have full responsibility for the content on the device and backing up any data (i.e. if the data is lost, it is not the organisation's responsibility)

### Requirements on the organisation/receiver's side (donor must agree to the following):

- Will attempt to ensure that data security and privacy is maintained throughout the donation process
- Has no responsibility for data (and data loss) on the device once donated
- Will attempt to wipe devices in accordance with UK law Infosec Standard 5
- Has indemnity for all claims against the device, data wiping to take place
- No returns are possible once the device has been donated
- Is under no obligation to provide updates as to what happens to the device

## The recipient

### Requirements on the recipient's side (recipient must agree to the following):

- Upon receiving the device you become the legal owner of the device. With that comes a responsibility to use it properly, repair it if it needs to be repaired, and if you would like to, insure it in case it gets lost, stolen or broken
- Upon receiving the device you have full responsibility for the content and data stored/used upon the device
- If the device will be used by anyone under the age of 18, we ask that a responsible adult keep an eye on how that person is using the device because you will be responsible for that young person's use
- You have responsibility for long-term data connectivity (post-completion of any initial data offerings)
- If something does go wrong, we do not exclude or limit in any way our liability to you where it would be unlawful to do so. This includes liability for death or personal injury caused by our negligence; for fraud or fraudulent misrepresentation; for breach of your legal rights in relation to the devices; and for defective devices under the Consumer Protection Act 1987. We will only be responsible if our negligence causes death or injury, or it would otherwise be unfair for us to not be held responsible

### Requirements on the organisation's side (recipient must agree to the following):

- We are not liable for any loss or damage that you might suffer when using the device to the extent: (a) we have complied with these terms and such losses arise solely as a result of you not following our guidance in these terms, or (b) that loss or damage could not reasonably have been foreseen. Loss or damage is foreseeable if either it is obvious that it will happen or if, at the time the contract was made, both we and you knew it might happen
- We are not liable for business losses. We only supply the devices for domestic and private use.

## Commercial restoration partners

### Requirements on the commercial partner's side:

- Once in their possession, the commercial partner has full responsibility for the device
- Any losses or issues which arise will be dealt with in line with commercial agreements
- They will refurbish devices to the agreed standard (including data wiping)
- They will install the desired Operating System on the device
- They will recycle devices that do not meet the agreed standard
- Recycling of devices will comply with UK E-waste regulation
- Any profit for recycled devices will belong to the lead charity/organisation OR will be used to offset refurbishment costs

## Partners providing/supporting device provision

### Requirements on the partner's side:

- Has responsibility for delivering the device, returning it if not used, and supporting the user setting up the device
- Has responsibility as a data controller for determining if personal data is required to be collected and processed in the capacity of delivering services associated with this initiative and will take steps to understand and comply with the associated obligations under Data Privacy Law
- Has responsibility to ensure the appropriate security of data in its possession as part of this initiative

# Notes

# Notes



# Thank you for your interest in Reboot

Don't forget the Reboot website has lots of useful resources and ways to connect with fellow Rebooters.



## Directory

Ask for help or offer your support



## Community

Join our online community



## Resources

Access helpful online resources

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