



Join the 4th Annual Recycle My Cell Student Challenge

To support Waste Reduction Week in Canada, Williamsburg is doing our part to help make sure all old and out-of-use cell phones, smartphones, wireless PDAs, pagers, as well as their batteries and accessories, are properly recycled. From **Oct. 21 and Nov. 22, 2013**, Williamsburg has signed up to take part in a challenge sponsored by GREENTEC, a Cambridge electronic waste recycling company. In addition to doing a good thing for the environment, students may also win \$500 for their school to use for our green initiatives!

Recycle My Cell Frequently Asked Questions:

- **What happens to the mobile devices collected by your school?**

Mobile devices that are collected by your school are sent to GREENTEC for processing. Shipments arriving at GREENTEC are sorted, evaluated and tested to assess their functionality.

Phones are first tested to assess their ability to power on. Devices which power on then receive a data wipe to remove any confidential information which may have been left on by the consumer.

Components, including the LCD screen, keypad, battery, antenna and casing, are evaluated. Phones deemed to be in good condition are then inspected for water damage and “call tested” to confirm their functionality. Phones that pass as functional are then sold individually through GREENTEC or in bulk to approved wholesale telecommunications distributors. Depending on each device’s condition, the wholesale distributors may refurbish some handsets before reselling.

Phones that do not power on, or do not pass the functionality evaluation, are separated for material recovery by recycling. Devices are broken down to their base components (metals or plastics), and then sent to approved processors.

- **Are all types of batteries accepted in the Recycle My Cell Student Challenge?**

No. Only batteries from cellular devices are accepted in the Recycle My Cell Student Challenge. Every other type of battery not appropriate to this program may be recycled in our regular battery box in the office.

- **Are cordless telephones accepted in the Recycle My Cell Student Challenge?**

No. Cordless telephones are not accepted in the Recycle My Cell Student Challenge.

- **How is the memory erased from the phones we collect?**

We always ask that people delete their personal information before they recycle their phones, but we know that doesn’t always happen. When the phones are received at GREENTEC, those that are approved for refurbishment and reuse get their memories ‘wiped’. This means that the device is brought back to its original factory settings – using a documented process that is specific to each phone model – which results in all other data being permanently deleted. Phones that are destined for recycling are destroyed so no data can be accessed.

Want to ensure your data is deleted? Visit RecycleMyCell.ca to access the information for how to delete information from your device.