

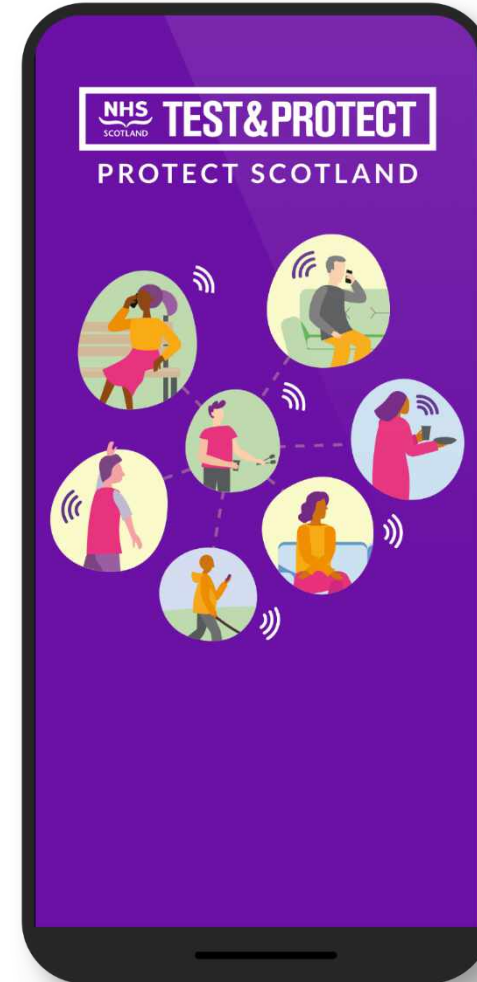


TEST & PROTECT

PROTECT SCOTLAND

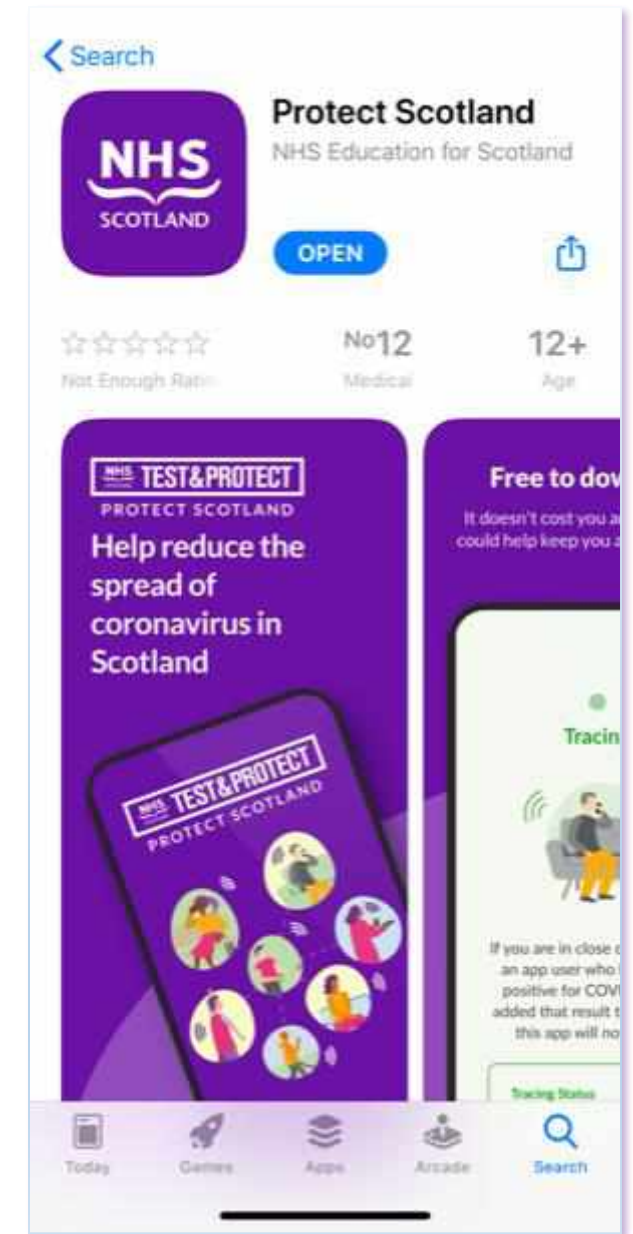
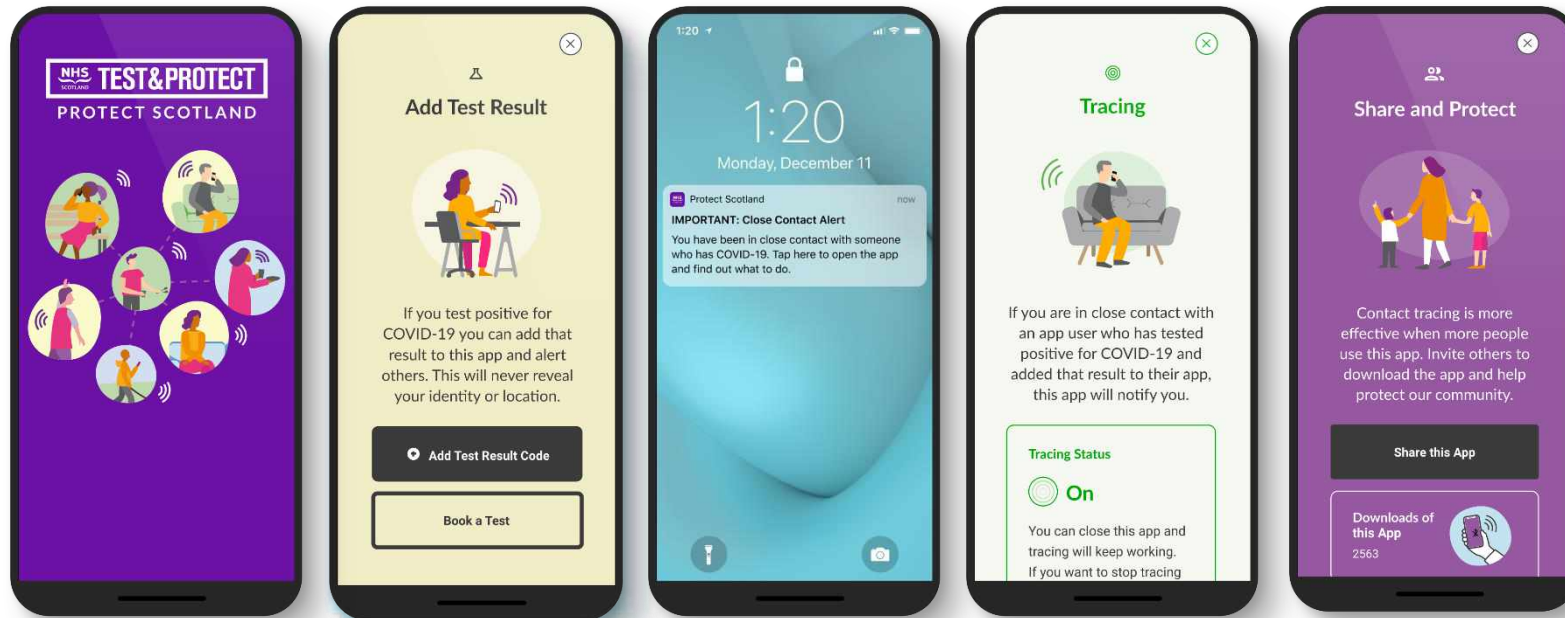
Stakeholder Toolkit

10 SEPTEMBER 2020



Protect Scotland App

- [Download via Google Play](#)
- [Download via App Store](#)
- [Download app screenshots](#)



protect.scot

A dedicated website has been set up to support the app.

www.protect.scot

- Download the Protect Scotland App
- How it works
- Why use the app?
- How we use your data
- Frequently asked questions

://www.protect.scot

The screenshot shows the NHS Test & Protect website for Scotland. At the top left is the NHS logo and the text 'TEST & PROTECT'. To the right are three navigation buttons: 'How it works', 'How we use your data', and 'FAQ'. The main heading is 'Protect Scotland'. Below this is a paragraph: 'The Protect Scotland app from NHS Scotland's Test and Protect is a free, mobile phone app designed to help us protect each other, reduce the spread of coronavirus and avoid further lockdowns.' This is followed by another paragraph: 'The app will alert you if you have been in close contact with another app user who tests positive for coronavirus and can help in determining contacts that you may have otherwise missed. It will do the same for others if you test positive while keeping your information private and anonymous.' A third paragraph states: 'Using the Protect Scotland app, along with sticking to current public health measures, will help us to stay safe when we meet up, socialise, work or travel.' The final paragraph reads: 'As we see the rate of infection start to rise, it is important that we all download and use the Protect Scotland app to help stop the spread of coronavirus.' To the right of the text is a circular graphic with eight icons of people in various settings (park, office, shop, etc.) connected by dashed lines, representing the app's contact tracing capabilities. At the bottom are two buttons: 'Download on the App Store' and 'GET IT ON Google Play'.

Video assets

- [View the TV Ad here](#)
- [View the Explainer Video here](#)
- [Download Explainer Video here - no subs](#)
- [Download Explainer Video here – with subs](#)
- Translated Explainer Videos – will be available on 15th September on [Stakeholder Resource Page](#)



Social media assets

- [Download social assets and copy here](#)
- [Download 15 sec social video](#)



Posters and editorial

- [Download poster assets here](#)
- [Download editorial copy and media release here](#)

Get the app. Stop the spread.

To help stop coronavirus spreading, it is vital that we all download the free **Protect Scotland** app. The app works by:

- Quickly alerting you if you have been in close contact with an app user who tests positive
- Anonymously alerting people who have been in close contact with you, if you test positive
- Utilising Bluetooth technology, so it does not know your location or identity
- Using minimal data

By downloading the app **today**, we can all help protect ourselves, our families and Scotland against coronavirus.

To find out more about the app visit protect.scot



Download the free
Protect Scotland app today

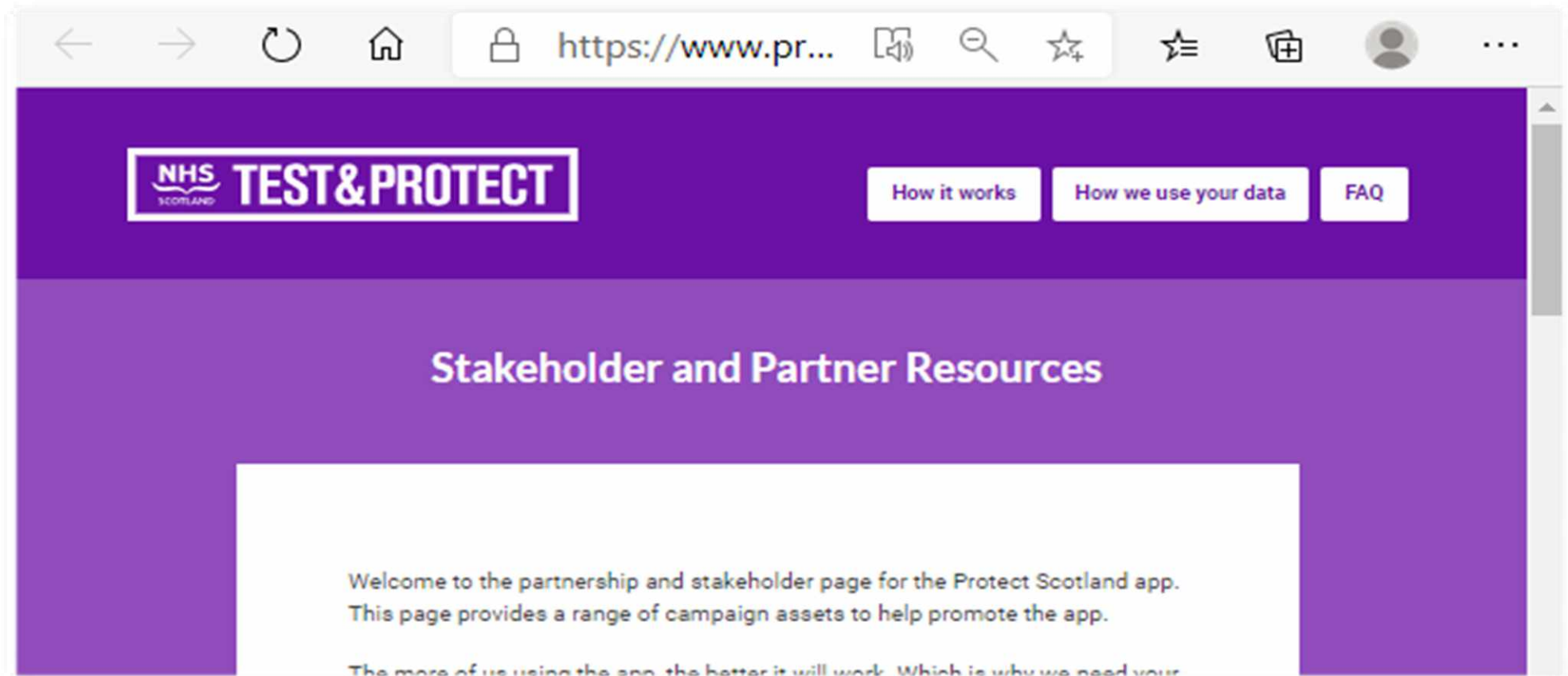


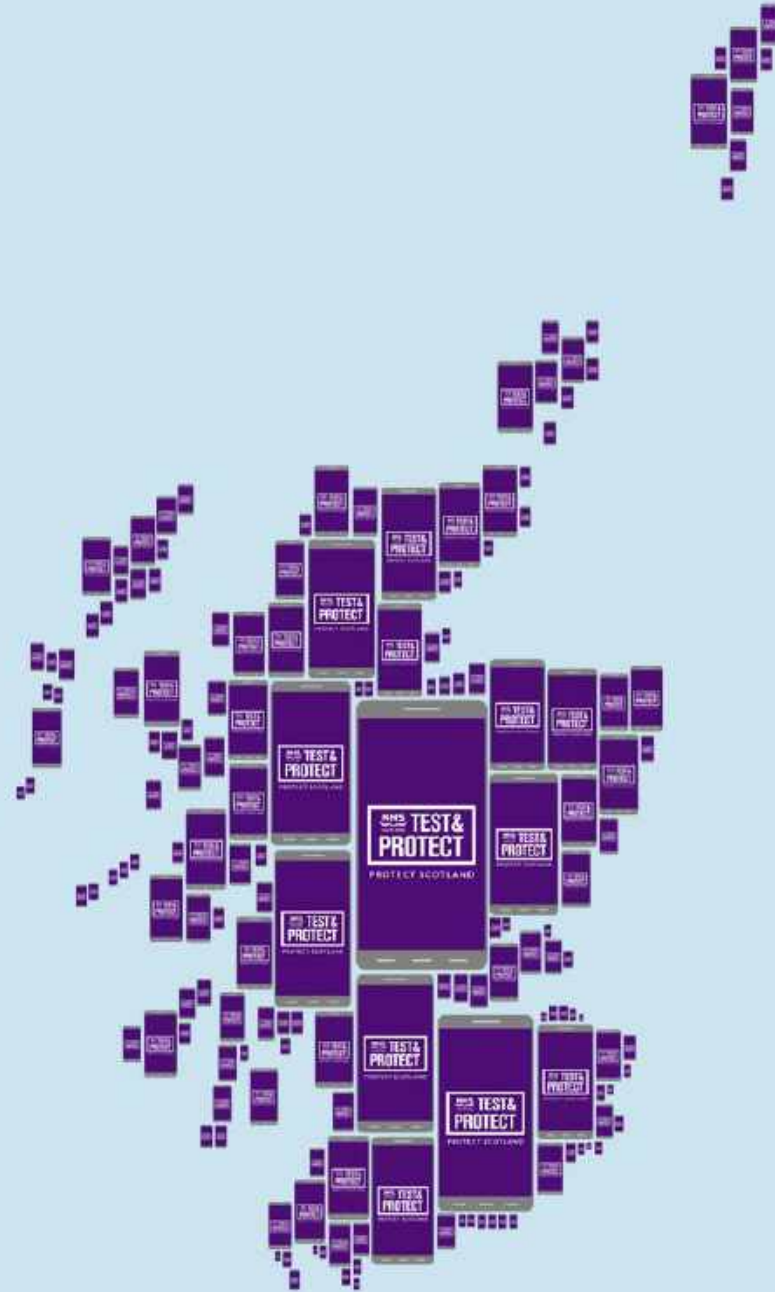
#WeAreScotland

Stakeholder resource page

www.protect.scot/stakeholder-and-partners

- All assets ready for download from the Stakeholder resource page on Friday, 11th September





Help stop the virus.
Download the app
today.

- For more information please contact the Scottish Government Marketing and Insight Unit:
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