

26th April 2024



Dear Parent/ Carer,

Would your child like a Blue Peter Badge?

We would like for each pupil to gain a Blue Peter Badge to showcase the amazing work that they produce every day. Each pupil will be able to decide on a piece of their work to send off to earn their own Blue Peter Badge. A Blue Peter Badge can gain your child free entry into 200+ attractions (which are listed on the Blue Peter website) with local attractions such as Twycross Zoo, The King Richard III Centre and The Butterfly Farm in Stratford.

Badges can take up to 12 weeks to be returned, so we will be looking to get the pupils work posted as soon as possible. Submissions will be posted on **Friday 3rd May** so your permission will need to be given before this date.

In order to send the applications off, we need your permission to share your child's personal data. This will include their name, date of birth, telephone number and address for the BBC to process your child's admission and to receive their badge. If your child is successful and is awarded a badge, their name might be disclosed to the public. Furthermore, their first name, age and their work may appear on the show or website.

The BBC will share the personal data with a third party (Print.UK.com) to process the Blue Peter badge card which is needed (together with the badge) to gain free entry into Blue Peter Badge Attractions.

Print.UK.com will store the data in accordance with the BBC's instructions and will delete it once the Badge Card has been produced.

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Deputy Headteacher: Mr S Beardsmore BSc (Hons)



All of your child's personal information will be used as per their privacy notice which is at the end of this letter. Any further information regarding this can be found on the BBC Blue Peter webpage.

If you would like your child to take part, please log this on the School Gateway app and give your permission for their work to be submitted and their data shared.

Yours sincerely

H Elverstone

Class Teacher

BBC Privacy Notice

Your trust is very important to us. We are committed to protecting the privacy and security of your personal information.

It is important that you read this notice so that you are aware of how and why we are using such information. This privacy notice describes how we collect and use personal information about you during and after your relationship with us, in accordance with data protection law.

Additional information can be found in the [BBC's Privacy Policy](#). Where there is inconsistency between those documents and this notice, this notice shall prevail. You can find out more about your information and privacy here.

What will we collect and how will we use it?

The BBC will collect and process the personal information that you have provided to us about yourself and your child by submitting your application including your child's name, age, date of birth, address and a contact telephone number.

We rely on your consent to process your personal information. You may withdraw your consent at any time by contacting bluepeter@bbc.co.uk or by writing to: **BLUE PETER, MEDIACITYUK, SALFORD, M50 2BH.**

Retaining your personal information

The BBC will retain you and your child's personal information until they are 16 and a half years old.

Sharing your information

If your child is successful and is awarded a badge, their name might be disclosed to the public. Their first name, age and their work may appear on the show or website.

The BBC process your (and your child's) personal data such as name, date of birth, telephone number and address for the purposes of administering the badge awarding process. The BBC will share the personal data with a third party (Print.UK.com) to process the Blue Peter badge card which is needed (together with the badge) to gain free entry into Blue Peter Badge Attractions. Print.UK.com will store the data in accordance with the BBC's instructions and will delete it once the Badge Card has been produced.

Your rights and more information

If you have any questions about how the BBC handles your personal information, or you wish to find out about your rights, please visit the BBC's Privacy and Cookies Policy. You will also be able to find out more information about how the BBC processes your information and how you can contact the BBC's Data Protection Officer.

If you raise a complaint with the BBC about the way it has handled your personal information and you are dissatisfied with the BBC's response, you are entitled to lodge a complaint with a supervisory authority. In the UK, the supervisory authority is the Information Commissioner's Office (ICO), which can be contacted at: <https://ico.org.uk/concerns>