

Our Ref: 102/18

September 2018

Dear Parent/Carer

This year we are taking part in a student and parent/carer support project in collaboration with Liverpool City Council. The project is called 'Promptable'.

What is Promptable?

'Promptable' sends students and their parents/guardians weekly text messages about school during the school year. The aim is to keep you more informed about what your child is studying and to suggest tips to help him succeed. 'Promptable' builds on three years of research which shows that it improves student motivation, attendance and GCSE results. For more information visit: <http://promptable.com/evidence>.

What happens next?

Promptable is operated by Behavioural Insights Ventures Ltd, part of Behavioural Insights Ltd's group of companies. Please visit this website for more information: <https://www.behaviouralinsights.co.uk/>. They use insights from behavioural sciences to design and build products and services such as Promptable that have social impact.

We will share your contact information (and information about your son's classes, attendance and attainment) with Behavioural Insights Ventures Ltd. This data will be shared solely for the purposes of running the Promptable text messaging system and carrying out research on Promptable's impact on attendance and attainment. We will also be asking your son for his consent to share his mobile number.

There isn't anything for you to do in advance. The trial will start in the next few weeks and run until June 2019. You will receive the first text messages soon.

Participation is not mandatory. If you would rather that you and your child do not take part, please go to <http://promptable.com/nothanks> or email promptable@bi.team. If you elect not to take part, both you and your child will not be involved in Promptable or any associated research. You can also contact our school's Director of Finance, Mark D'Arcy (mdarcy@stmargaretsacademy.com) for further queries about the use of your data and your child's data in connection with Promptable.

For more information about how we protect and process your personal data and your child's personal data, please review our Pupil Privacy Notice (which can be found by clicking on the *Important Information* tab on the school website and then selecting *Policies*) and the Promptable privacy policy here: <https://promptable.com/liverpoolprivacy>.

We are very excited about Promptable and would love for you and your child to take part!

Yours sincerely



Dr D Silverstone
Assistant Principal: Director of Pastoral Care