**Credly – Parent/Guardian Information & Consent Letter**

|  |
| --- |
| **Purpose of this letter** |
| Introduce parents/guardians to digital badges, the Credly platform, and gather their consent to issue badges direct to their child’s email address.  As this letter contains web links to further information, it might be best sent as an attachment via email rather than printed out. |
| **Notes** |
| Under GDPR, individuals aged 13 and over are legally able to consent to their own data sharing and provide consent to be issued with badges via Credly. Children aged 11-12 need written consent from a parent/guardian.  We recognise that organisations such as schools may already have parental consent to share young people’s data with approved 3rd party platforms such as Credly. In this case you can just write parents informing them of the introduction of a new platform.  We also recognise that some organisations and schools may not be able to allow children to exercise their rights to share their own data with digital platforms in a school environment.  If you feel you need to notify a parent / guardian that you intend to issue badges to their child and gather their consent, then please feel free to copy and amend the template below.  For more information, please see our support article [Can I issue badges to children under the age of 13?](https://knowledge.realideas.org/can-i-issue-badges-to-children-under-the-age-of-13) |
| **When to send** |
| When a child signs up to your activity / beginning of school year / as early as possible when it is confirmed that digital badging will be a feature of your activity. |
| **How to use this template** |
| Text highlighted yellow denotes information that you may need to edit before sending.  Please feel free to add any additional information that you feel is relevant for parents/guardians to know about your issuing activity. |

Text on page below

-

-

-

Dear Parent/Guardian,

We are writing to let you know about [Credly](https://info.credly.com) – an exciting digital platform that [organisation name] is using to enable your child to build, and keep, a profile of their achievements using digital badges.

As part of [insert name(s) of activity / activities] we will be awarding your child [a digital badge / series of digital badges] to celebrate and recognise the skills they have learnt and developed, so we wanted to provide you with some information about what is involved, and ask for your support to carry this out.

**What is a digital badge?**  
A smart, simple, and visual way of recognising informal learning outside of qualifications. Badges can be included on CVs, shared on social media, and are a great way for people of all ages to show off their skills and achievements.

Remember that ‘certificate of achievement’ you got at school, or the sew-on badges you earned at Brownies? Digital badges carry the same idea, only they are awarded and stored entirely online – you can’t lose them down the sofa or behind the fridge, and the information contained within them can be used in a multitude of ways when seeking future opportunities. [Read more about how digital badges are great for students and jobseekers](https://www.thersa.org/cities-of-learning/articles-blogs-and-reports/badges-for-jobseekers).

**What is Credly?**  
A web platform that enables us to issue digital badges to our [students/participants/learners]. Credly enables users to build a profile to display their skills and achievements.

**What does this cost?**  
Using Credly is free – there are no fees involved for your child to be awarded with digital badges.

**How does it work?**  
When you child has completed the activity and is eligible to be awarded a digital badge, we will input their first name, last name, and [personal email address/school email address] into Credly, which will invite them to create an account and claim the digital badge they have earned.

As part of our activities, we will support your child to create an account on Credly using their [personal email address/school email address] so they can claim their digital badge. When their account has been created, your child can opt in for any further badges that are issued to the email address associated with their account to immediately appear on their profile.

If helpful, you can read more about how Credly handles personal data on [this webpage](https://info.credly.com/privacy-policy).

Please note, Digital badges can only be awarded directly to the email address of the individual undertaking the activity and cannot be issued to a parent/guardian on a child’s behalf.

**What now?**  
We would like you to confirm that you are happy for us to use Credly to award digital badges to your child and support them to create an account on the platform. Please complete and return the information below to provide us with your consent to do this.

We look forward to hearing from you about this exciting opportunity for your child. If you would like to discuss the use of this technology with us before providing your consent, please contact [name and contact details].

Many thanks,

[organisation name]

…………………………………………………………………………………………………………………………………………………………

I consent to [organisation name] using my child’s [personal email address/school email address] to issue digital badges via Credly and am happy for my child to create an account on the platform.

Name of child:

Child’s email address:

Signed by Parent/Guardian:

Date:

……………………………………………………………………………………………………………………………………………………….