



The
University
Of
Sheffield.



IMPORTANT - PLEASE READ AND RESPOND

The [Play Observatory](#) is a university research project exploring children's play and well-being during all phases of the pandemic. We have created an online survey to gather examples of their play experiences during this unique time in history. We want to preserve these in an archive to inform future generations' understandings of young people's lives during this period.

This letter has been sent to you by a school or organisation your child belongs to because they want to make a contribution to the Play Observatory. Please make sure you understand from the school or organisation how your child is involved. For example, they may be included in a special activity to create a contribution, or want to send in a photo of something your child has produced or done during the pandemic. It is also possible that they would like to send in photos or recordings that feature your child him- or herself.

Then scan the QR code on the Play Observatory flyer or visit our website at <https://www.play-observatory.com> for more information about the project. There is further information overleaf about how the contribution that your child is involved in will be used by the Play Observatory and our partners.

If you give permission for your child to take part in the project through their school/organisation, please complete the consent form attached and return to the school or organisation. They will send a copy to the Play Observatory so we have a record that parents/legal guardians have given their consent.

Thank you!

FURTHER INFORMATION

What will happen to contributions to the Play Observatory?

- We will catalogue the contributions and make them publicly available via our website in a searchable online resource.
- Together with our partners (the British Library, Great Ormond Street Hospital and the V&A Museum of Childhood), the files may also be used by the Play Observatory team in a range of public outputs, such as conference presentations, publications, media articles and on the project's blog and social media channels.
- A selection will be included in an online exhibition, coordinated by the V&A Museum of Childhood.
- In the longer term, they will be deposited in archives at UCL and the University of Sheffield, and the British Library.

Will we be named?

Your personal data will be kept confidential. Your child or children will not be named in any public outputs - including reports, presentations, publications, websites, blogs, exhibitions and social media. We may name their school or organisation if they give us permission to do so in connection with the contribution.

We will deposit contributions, including any media files, and personal data contained in the consent letter below with archives at University College London and the University of Sheffield. A selection of this information will also be deposited at the British Library. They will be available to others to use for non-commercial purposes provided that they agree to preserve the confidentiality of the data.

Data privacy notice

The data controller for this project is University College London (UCL). The UCL Data Protection Officer oversees UCL activities involving the processing of personal data. Your name and email address will be processed for the research project and in the long-term preservation of the data. The legal basis for processing this personal data is 'task carried out in the public interest'. As some of this information data is defined as 'special category' data, the legal basis for processing it is 'for archiving purposes in the public interest, scientific research purposes or statistical purposes'. If you are concerned about how your personal data is being processed, or if you would like to contact us about your rights, please contact UCL at data-protection@ucl.ac.uk.

Who can I contact about this?

The project is led by Professor John Potter (University College London) and Dr Yinka Olusoga (University of Sheffield). To get in touch, please email survey@play-observatory.com

To keep up with the latest news or take part in the survey yourself, visit the [Play Observatory website](https://www.play-observatory.com) ([play-observatory.com](https://www.play-observatory.com)) or follow us on [Twitter](#), [Facebook](#) or [Instagram](#) @PlayObservatory

CONSENT FOR PARENTS/LEGAL GUARDIANS

SCHOOL/ORGANISATION CONTRIBUTIONS

Please tick the appropriate statement below and fill in your details, then return to your school or organisation.

I consent to my child / children contributing to the Play Observatory Survey	
I DO NOT consent to my child / children contributing to the Play Observatory Survey.	

Full name (parent/guardian):.....(typed or capital letters)

Child/children's name(s).....

.....(typed or capital letters)

Name of School or Organisation making the contribution.....

Signature of parent/legal guardian.....