

9 October 2020

Dear Parents/carers,

As you will be aware, your child(ren) is taking part in Unicef UK's OutRight campaign this year. During the campaign they will learn how climate change and its impacts, affect children's rights.

As part of Unicef UK's efforts to promote children's voices we want to make sure that decision makers of all kinds understand:

- why this is an issue children and young people care about
- how climate change and its impacts affect children's rights

Helping people understand this is a big part of our advocacy on climate change – calling for a child rights-based approach in all efforts moving forwards.

One way we plan to do this, is by sharing children's views on this critical children's rights issue, with the COP26 President's office.

Your child(ren)'s Teacher or Youth Worker has decided this is an activity they want to undertake with the group.

How will we do this?

They will either do this using our bespoke ecard [tool](#) or a paper-based postcard template. Both methods allow children to submit a message for the COP26 President's office. The message will explain why they care about climate change and why they think children's rights should be at the heart of the COP26 Climate Summit when it happens in November 2021.

After children and young people have submitted their message, they can download a pdf of their ecard to keep.

Unicef UK will share all the ecards children and young people have created, with the COP26 President's office on 20 November 2020, by email.

We've worked hard to ensure this digital tool respects children's privacy, is in line with data privacy laws and that there is a meaningful way for children and young people to take part. However, we understand that everyone is concerned about their data and how it is used:

- Via either the paper-based format, or the ecard tool, this activity collects the following data from the child taking part: first name, age, name of school or youth organisation and views they share on climate change and children's rights.
- We will share this with the COP26 President's office and request that they dispose of the data once the messages have been reviewed.
- We will also request that the COP26 President's office do not share the data more widely.
- Unicef UK will store this data on our secure server in a restricted access folder, until the campaign has finished, after COP26 in November 2021.

- If children and young people use their own device to create an ecard, their IP address will be collected. Neither this nor the children's data will be used for any other purpose, nor shared with the COP26 Presidents office.

What do you need to do?

Please review the [tool and privacy policy](#) here and check you are happy for your child(ren) to use it:

- Have a go at creating an ecard entering your own information so you can see how the whole thing works.
- If you are not happy for your child(ren) to take part in this activity, please ensure you advise their Teacher/Youth Worker of this by the date they share with you.
- Please note that if your child(ren)'s Teacher/Youth Worker is going to use the postcard pdf we've created; the same considerations apply.
- If you have any questions about the activity, or the campaign more broadly, you can talk to your child(ren)'s Teacher/Youth Worker or you can contact me using the details below.

Kind regards,



Jess Bool

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