



Bite Back in Schools

Digital platform - Information for parents

We are excited to be part of the Bite Back in Schools programme for 2023/24. You can learn more about Bite Back on their website - www.biteback2030.com

Pupils in Key Stage 3 are taking part in sessions this term, and have the opportunity to sign up to the Bite Back digital platform:

- to learn more about Bite Back and their mission,
- take part in online activities,
- to join an exciting story spotter competition.

What is the story spotter competition?

Bite Back wants to know what in young people's worlds makes it easier – or harder – to access healthy and nutritious food. Their 'story spotter' tool encourages young people to upload photos of any food ads or shops they see in their local area.

How does our school earn points and prizes?

For every photo uploaded, pupils earn points. These contribute to a total school score — and we can track how we compare against other participating schools. Pupils can also complete other activities on the Bite Back website, like quizzes to arm themselves with the truth about a broken food system, or raising their voice in support of Bite Back's campaigns. Each of these activities will also earn points.

The top 5 schools at 23.59 on 1 January 2024 will win prizes. These include up to £2000 of vouchers for the [educational suppliers 'gls'](#), which can be spent on anything our school chooses. This includes iPads, art and design materials, sports equipment, and more. There will also be exclusive Bite Back merchandise for pupils at the winning schools.

How will Bite Back use the data?

As part of the sign up process for the digital platform Bite Back ask for the following information:

- Name and email address — as a unique identifier for each account, and to communicate with users via email if they have consented to this. Bite Back never sends email marketing to any user they know to be age 13 or under.
- School — to enable users to see content relevant to their participation in Bite Back in Schools, and earn points for their school as part of the competition.
- Date of Birth — to understand the age of users so they can a) treat their data more sensitively where they are under 13 and b) show them age appropriate content and opportunities.
- Postcode — to show users opportunities, content and campaigns relevant to their local area.

Date of birth and postcode are optional fields; young people do not have to fill them out in order to create an account or participate in the competition.

Bite Back will use the collated photos from the story spotter competition to build a powerful bank of evidence to campaign for child health. No personal information about those who submitted photos will ever be shared. You can read more about Bite Back's terms and conditions for the competition [here](#), which includes details of how they will process any personal data in accordance with the [Terms of Use](#) and [Privacy Policy](#) on their website.