

## **Mailchimp policy**

- We only use email address when given permission to do so by parents. This consent is on 'permissions and consents' form in a child's starter pack. Following the GDPR these consent forms will be sent out again in JULY 2018, to gain permission from existing customers.
- The only information we upload is the parents email, parents/child(ren) name and photos on the emails of what the children have been doing at nursery.
- Mailchimp is used on a weekly basis to provide parents with information on what their child(ren) have been doing at nursery and what they will be doing the following week, important updates and information such as consent sheets going out, sun cream reminders etc, and a termly newsletter.
- Only Emily Askey, Lucy Askey and Ben Askey have access to the Mailchimp app to send out emails. All emails composed by other members of staff will be checked by Emily, Lucy or Ben Askey to make sure they contain appropriate content.
- Parents that wish to not be part of Mailchimp, can receive a text message from the nursery phone containing this information as an alternative.
- Other people within the Mailchimp group such as other parents can't see each other's emails, only the members of staff who have access to the Mailchimp app.
- The Mailchimp company is GDPR compliant.