

**Guidance Document for the Summer Reading Challenge Digital Data Share 2025**

The Ready Agency will be collecting and sharing the number of people taking part in the digital model of the Summer Reading Challenge 2025 and contact information for parents and carers with library coordinators on an ongoing basis throughout the summer holidays.

Coordinators can use this data to understand more about the number of digital participants in your area and encourage participants and their families to come into the library to talk about their reading with staff, take part in Summer Reading Challenge activities and collect physical rewards.

Contact information is sensitive, so please read the following before accessing your data:

**Permissions**

The data is only disclosed to you on the basis that you will take all reasonable steps to keep the data secure, that you will notify us immediately of any data breach and that you will process it only for the purposes of the services in question and at all times in accordance with the GDPR or equivalent data protection regulations.

**Data processing includes only the following purposes:**

* Contacting participants about click and collect books for the Summer Reading Challenge
* Contacting participants regarding Summer Reading Challenge events run in part or whole by the library authority (events can be digital or in-person)
* Contacting participants regarding Summer Reading Challenge awards ceremonies or completion celebrations
* Contacting participations about other activity necessary to conducting the Summer Reading Challenge in your authority

**Data processing does not include:**

* Analysis of participant personal data
* Comparisons of personal data with existing Challenge or other library participation or activity

Contacting participants regarding activities or events unrelated to the Summer Reading Challenge (including other similar children’s reading activities, events or programmes, if not directly related to the Summer Reading Challenge)

**Digital participation figures**

The Reading Agency will upload and share information on digital participation in the Summer Reading Challenge with library coordinators on *18 July, 1 August, 15 August, 29 August, 12 September and finally, after the Challenge ends, on 2 October*.

The updates provide an overview of digital participation broken down by local library authority. This includes:

* Number of digital starters
* Age range of digital starters (children and adults)
* Gender of digital starters under the age of 16
* Number of digital completers
* Number of books read by starters

***How to access this information?***

1. [Login](https://api.readingagency.org.uk/oauth/authorize?response_type=code&client_id=e1c78916912df5b4e396f6d4009a0e68f852eb5a34ab8a11468960e97ea2cf1b&redirect_uri=https%3A%2F%2Freadingagency.org.uk%2Flogin) to our website using your *Summer Reading Challenge library coordinator username* and *password*
2. Go to this page on the Resources section of our website: [Story Garden Digital participation updates | Reading Agency](https://readingagency.org.uk/resources/14987/)
3. Download and access your information

**Contact information for parent and carers**

The Reading Agency will collect the information of parents/carers and other family members who have consented to be contacted by their local library authority on the Summer Reading Challenge activities and incentives. This data is shared via a secure link.

The contact information provided to each library authority includes:

* Contact details of starters who consented to contact (Email)
* Contact details of completers who consented to contact (Email)
* Postcodes (These will be anonymised and belong to all participants who have selected your library authority when joining the website

***How to access this information?***

***Please note: Information on how to access shared personal data will be updated when the secure links are sent out.***

*If you have any questions about accessing the data, or the data itself, please contact the Research and Evaluation team at srcevaluation@readingagency.org.uk*