

Consent – Norli Junior reading contest

The school class will participate in Norli Junior reading contest – a national contest for grade levels 1-7 in Norway. The contest is organized by the bookstore Norli in cooperation with the publishers Aschehoug, Cappelen Damm, Egmont, Fontini, Gyldendal, Kagge, Samlaget, Strawberry and Vigmostad Bjørke. It has been organized every autumn since 2016.

The pupils register everything they read; fiction and non-fiction, comic books, audio books as well as reading aloud (parents may read to them) on the webpage norlijunior.no. They compete with 2-3000 other classes spread all around the country. The platform is developed by the company Snuti, who has also made sommerles.no (the summer reading program from the libraries of Norway).

Experience shows that competition is a great motivation to reading. There is a concern in the Norwegian society that boys in particular spend most of their leisure time on datagames and rarely – or never - read books. From previous years we have seen that the contest inspires both girls and boys to read; on average the participants register 2.500 pages during the contest period of 3 months.

Everybody cannot be on top on the board. Therefore, the contest is structured so that all classes may find a relevant board to compare with, or set their own goals to pursue. They may focus on the national board, the county board, the grade level board or the school board (only teachers have access to the latter). They may also set their own weekly goals for the class and stretch to reach them.

If the teacher allows, the class will have access to the class results on the webpage, so that the pupils within class may compete with each other.

As the classes registers more pages, they gain digital trophies and class diplomas, and they can follow their results on the boards in realtime.

There will be (physical) trophies for the winners of each league. The class that reads most on each grade level in Norway receives 4000 kroner.

Every week a Norwegian author will show up on the Norli blog. The author will talk about their books, organize competitions and help increase motivation to read. Dag Otto Lauritzen, known from the popular TV-series *Kompani Lauritzen*, and his co-writer Frode Eie Larsen will start the show, motivating children to find their inner bookworms.

Information about the contest may also be found in the information for parents-letter on norlijunior.no.

When the child creates a user account and register reading, personal data is stored. According to the European GDRPR rules, this demands consent from parents.

Which information is stored, and how is it applied?

Personal data is stored to identify participants, measure results, organize prizes, produce league boards and administrate the website.

Personal information that is stored

Username, e-mail, mobile number (of parent or teacher), name, year of birth, gender, school/class. Which books the person has read, number of pages, "star rating", book reviews written by the person and time-stamps (when account has been created, when the account was last logged into).

The children may write reviews or comments on the books that they read. The reviews are exposed on the Norli Junior boktipser on the site, a service where children may get inspiration on what to read from others who like the same kind of books as they do. The reviews are posted with username, not the real name. If parents do not want the reviews to be exposed, the child should not add such comments when he/she register books.

The league tables on the webpage show how much the school class has read, measured in pages per child on average.

There is a class table that may be made visible to the pupils in the class when logged in, if the teacher allows. The table makes it possible to have contests/rewards within the class. If a pupil does not want his or her reading to be visible on the class board, it is possible to hide this by putting a mark on the personal profile page.

The complete user agreement is accessible on the bottom of norlijunior.no (only in Norwegian).

User accounts and personal data is deleted automatically if an account has been inactive for three years. If you want to delete the user account sooner, this may be done by sending an e-mail to norlijunior@norli.no after the medals and awards are distributed in February 2022.

Consent:

- I give my consent to the storage of personal information about my child as described above on the norlijunior webpage.
- I do NOT give my consent to the storage of personal information about my child, and want the user profile to be deleted, if created. I am aware that my child will not be able to participate in the reading contest.

Date

Name of child

Parent signature