



Dear Parents and Guardians,

We hope this letter finds you well. We are writing to inform you about an exciting new enhancement to your school dining service SwiftKitchen that will be introduced over the coming weeks - the new Avatar System!

What is the Avatar System?

The Avatar System is a new feature within your existing school catering platform that allows students to create a simple, personalised digital character to represent themselves during lunch service. Think of it as a friendly digital helper that makes the lunch experience more engaging and efficient for your child.



How Does It Work?

When your child approaches the lunch queue, their avatar will:

- Greet them by appearing and animating when they have been selected.
- Display their lunch selection clearly to catering staff and your child
- Continue to show any dietary requirements to staff (allergies, vegetarian, etc.) to ensure safe meal preparation
- Confirm their order before collection to prevent mix-ups



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Benefits for Your Child

- **Personalised Experience:** Your child will enjoy a more engaging and personalised lunch experience, making school dining more enjoyable.
- **Improved Safety:** Clear display of dietary requirements helps our catering team provide appropriate meals safely, particularly important for children with allergies or special dietary needs.
- **Reduced Anxiety:** By engaging food-shy children more with their lunch, it should help reduce anxiety around lunch time.
- **Faster Service:** Streamlined ordering means your child spends less time queuing and more time enjoying their meal and socialising with friends.
- **Learning Opportunity:** Students engage with age-appropriate technology in a supervised, educational environment.



Your Privacy Rights and Our Commitments

As parents, we understand your concerns about your child's privacy and data security:

- **No Additional Data Collection:** The avatar system uses only information already stored in our secure catering database.
- **GDPR Fully Compliant:** All data handling meets strict UK data protection standards.
- **Parent Controlled:** Avatar creation occurs entirely at home utilising your existing login - giving you full supervision.
- **No External Sharing:** Avatar information is never shared with third parties or used for commercial purposes.
- **Child-Friendly Design:** Avatars are simple, appropriate digital representations with no inappropriate content possible.
- **Full Parental Control:** You can view, modify, or remove your child's avatar at any time through your existing SwiftKitchen login.



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Your Choices as a Parent

- **Participation is Optional:** Your child is not required to create an avatar. They can continue using the dining system exactly as before.
- **Easy Opt-Out:** If you prefer your child not to participate, simply don't use it - no explanation needed.
- **Modify Anytime:** You or your child can change or remove their avatar at any time using your login.



Frequently Asked Questions

★ **Q: What personal information does the avatar contain?**

- A: No new data is required for the creation of your child's Avatars. No photographs, addresses, or other personal details are used.

★ **Q: Can other students see my child's avatar?**

- A: Avatars will be visible in the lunch queue for other nearby children to see if your school is utilising our queue management system. Otherwise, it will be entirely within the account linked with your child's SwiftKitchen Key.



★ **Q: What if my child wants to change their avatar?**

- A: Children can update their avatar design at any time through the app or website using your login and supervision.

★ **Q: Will this change how much lunch costs?**

- A: No, there are no additional costs. This is an enhancement to our existing service.

★ **Q: What if my child has special dietary needs?**

- A: The system actually improves safety for children with allergies or special diets by clearly displaying requirements to catering staff.

★ **Q: Can I see what my child's avatar looks like?**

- A: Absolutely. Login to your account in our app or website to view your child's avatar at any time.



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Contact Information



For any questions or concerns regarding the Avatar System, please contact:

SwiftKitchen Support Team

Email: swiftkitchen@support-services.com

Phone: **0330 236 6833**

You and your Child's Choice

We want to emphasise that you and your child have complete control over participation. If you choose not to create an avatar, or later decide they no longer want to use it, this is absolutely fine and will not affect their lunch service in any way.



Final Thoughts

We believe this enhancement will make lunch time more enjoyable for many of our students whilst maintaining the high standards of food safety and service quality you expect from your school.

If you have any concerns or questions - no matter how small - please don't hesitate to contact us.

We're here to ensure every child has a positive and safe dining experience.

Thank you for your continued support and trust in our school.

Yours sincerely,

The SwiftKitchen Team

