

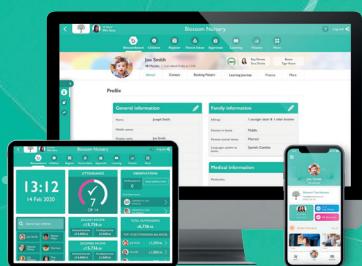


Parent Guide

A central photograph of a woman with blonde hair hugging a young girl with blonde hair. The woman is smiling. Dashed lines connect this central image to various circular icons: a pink speech bubble with three dots, a pink telephone receiver with a question mark, a pink book, a blue person icon inside a circle, a blue calendar icon with a checkmark, a teal circle with a green baby and child icon, a teal bar chart icon, a blue document icon with a pound sign, and a blue icon of a stack of books. The background is a teal gradient with a subtle geometric pattern.

**Trusted by thousands
of parents & nurseries
across the UK**

www.blossomeducational.com



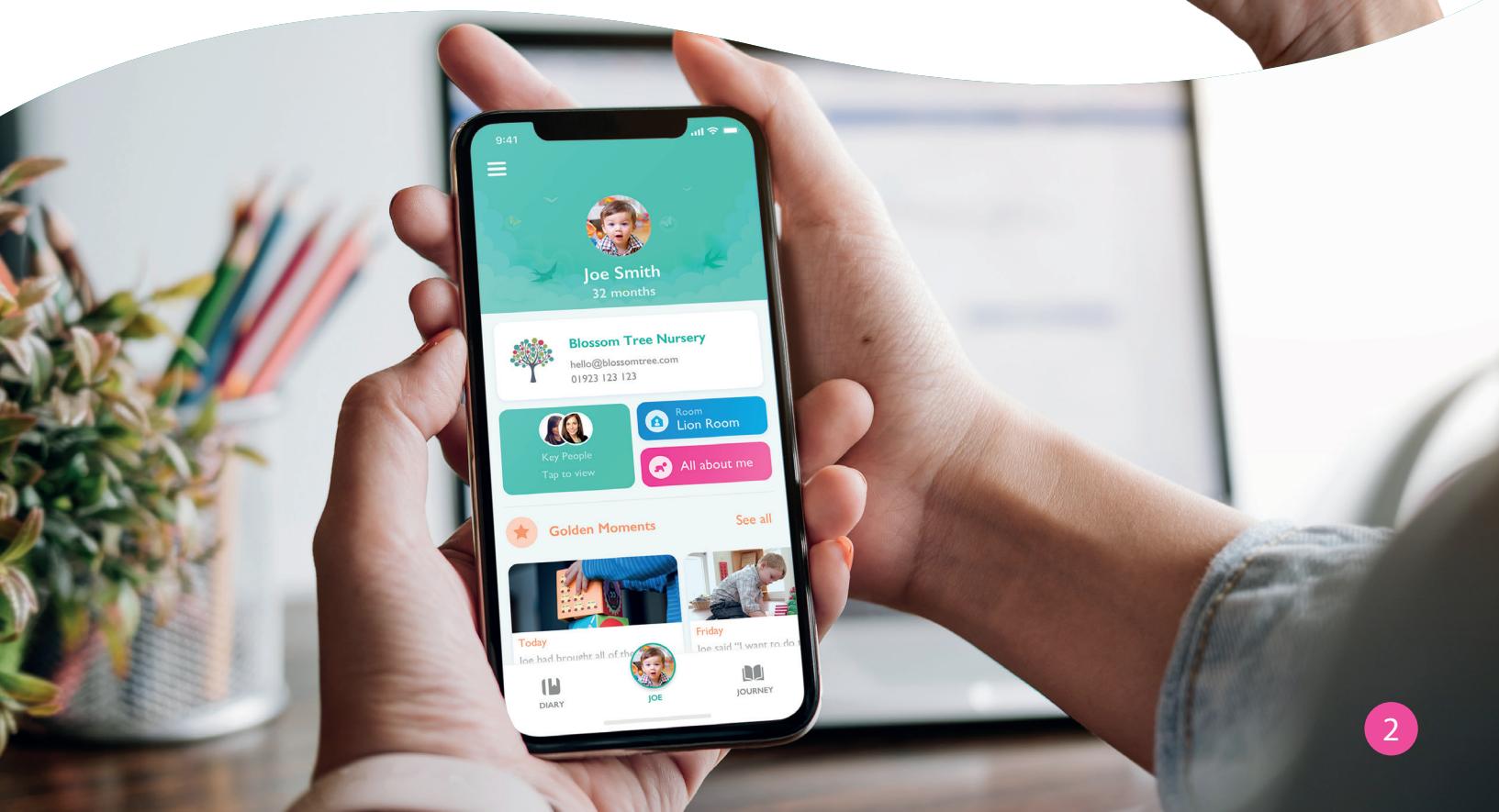
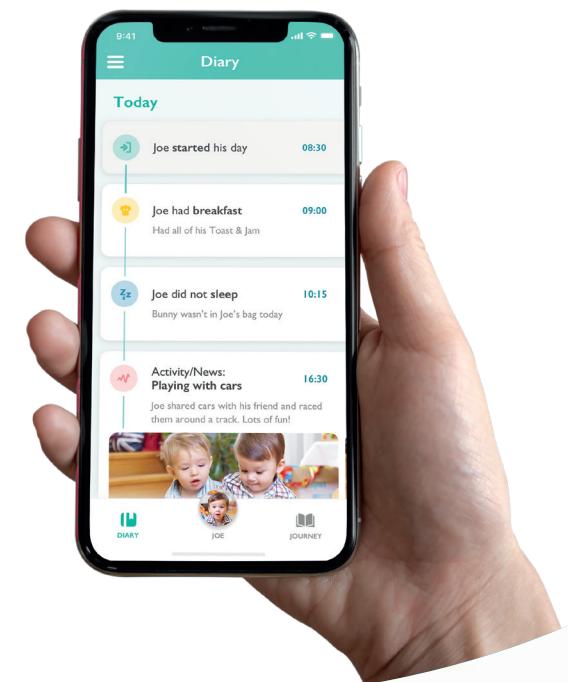
Blossom story

Strengthening the relationship between our nursery & parents

Whilst you're apart from your child, you want to know that your child is safe, happy and receiving a solid foundation for their education. We use a secure online platform called Blossom to record the development of your child. Through Blossom we track and understand your child's learning more effectively and build strong, trusting parent partnerships by sharing their development, as well as invoices and billing information with you through the Parent App.

Blossom are on a mission to transform parental engagement in the Early Years Sector! As a group of Early Years experts, and owners of settings themselves, they know the day to day challenges nurseries face when building strong nursery and home relationships.

Not only do Blossom support us as nurseries through the implementation they are also aware of the transition parents may go through, hence they have created an in-depth parent pack to answer all of your questions!



What does this mean for me

Learning journeys and golden moments

Our staff here love using Blossom as it reduces paper work so they can spend more time with children. By creating higher quality observations and linking them to the EYFS framework we track and monitor children's progress enabling a greater understanding of your child's learning and development.

Sharing timelines and updates with you

We share diary timelines of your child's activities here at nursery so that you can cherish those golden moments.

As parents, you can update your own profiles and your child's information, including details such as their likes and dislikes, so we can be kept updated on how your child is doing at home.

View your invoices and payment receipts

To make it easier to keep track of your finances, the account section of the app holds all the details of your invoices, receipts and account balance.

Today

	Joe finished his day	18:00
	Joe slept for 35 minutes	17:25
	Activity/News: Playing with cars	16:30

Joe shared cars with his friend and raced them around a track. Lots of fun!



Today

Joe had brought all of the tower cubes to the mat, he said "This ...



Total Outstanding

£1,200.00

Be more involved with your child's development

A strong partnership with parents is crucial to give your child a solid foundation for development in their early years. As a parent, you can contribute by sending in your own observations and photos from home so that we can build on this learning at nursery. You can see formative reports of your child for a detailed view of their overall development.

Security

As dedicated to your data's privacy as you are

Security is of key concern to us and Blossom takes its security measures very seriously. To ensure complete safeguarding, we work together with Blossom who are compliant with OFSTED regulations and registered with the Data Protection Act.

Our servers are hosted by Amazon Web Services (AWS), which are in the EEA. AWS includes broad security certification and accreditation, data encryption at rest and in-transit, hardware security modules and strong physical security. AWS is used by many of the largest conglomerates in the world including banks.

Your data is stored and backed up frequently on cloud-based secured servers so it can never be lost. Only you, and those you authorise, will have access to your Blossom Educational accounts. You can restrict the people you authorise to only be able to view specific data. All passwords are encrypted so only you as parents and us as your child's nursery have access to it.

We value your privacy and have thought of the new challenges and are ready to enable you to have more control over the data on our platform, with the new rights in line with GDPR. As the data controller, you will need to respond to data requests and we, as the data processor, will help you.

In the case of your child leaving your setting, we can move them into an 'archived' area. Data can be permanently deleted on your request. If you explicitly ask us to then Blossom will delete your data immediately. In some cases, some data may remain in backups until those backups are rotated. What is also important, all backups are fully encrypted and it is not possible to read them anywhere apart from the AWS RDS server (RDS – database service on AWS).

How do I start Blossoming?

Once your nursery has activated access to your Parent App, follow these simple steps:

STEP 1

Connect to the internet

Blossom uses real time data which requires an internet connection.



STEP 2

Find us in the
App store

Get it on
Google Play

iPhone or Android?

Simply visit the App Store on iPhone or Google Play Store on Android and search '**Blossom Parent App**' & click download!

STEP 3

Set up Login

Once confirmed you can either create your own password, or sign in using our magic link option.

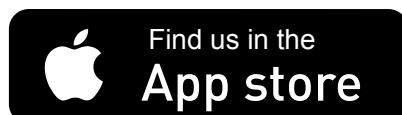


Don't have access to a smart phone?

Do not fear, Blossom facilitates updates to be sent via email.

You're ready!





Find us in the
App store



Get it on
Google Play

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A socially responsible company

At Blossom Educational, corporate social responsibility (CSR) is powered by a simple belief – every child has the right to an education. We've helped provide educational resources and access to healthcare to less privileged children around the world.

www.blossomeducational.com/charity

