E-SAFETY & DIGITAL MEDIA POLICY

Person responsible: College Principals in conjunction with School E-Safety
Co-ordinator & Deputy Head (Pastoral)

Reviewed: April 2018

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E-Safety Policy

The King's School, Canterbury and The King's School International College recognises that ICT and the internet are fantastic tools for learning and communication that can be used in school to enhance the curriculum, challenge pupils, and support creativity and independence. Using ICT to interact socially and share ideas can benefit everyone in the school community, but it is important that the use of the internet and ICT is seen as a responsibility and that pupils, staff and parents use it appropriately and practise good e-safety. It is important that all members of the school community are aware of the dangers of using the internet and how they should conduct themselves online.

E-safety covers the internet but it also covers mobile phones and other electronic communications technologies. We know that some adults and young people will use these technologies to harm children. The harm might range from sending hurtful or abusive texts and emails, to enticing children to engage in sexually harmful conversations or actions online, webcam filming, photography or face-to-face meetings. There is a 'duty of care' for any persons working with children and educating all members of the school community on the risks and responsibilities of e-safety falls under this duty. It is important that there is a balance between controlling access to the internet and technology and allowing freedom to explore and use these tools to their full potential. This policy aims to be an aid in regulating ICT activity in school, and provide a good understanding of appropriate ICT use that members of the school community can use as a reference for their conduct online outside of school hours. E-Safety is a whole-school issue and responsibility.

Cyberbullying by pupils will be treated as seriously as any other type of bullying and will be managed through our anti-bullying procedures which are outlined in our Anti-Bullying Policy.

References to The King's School within this document, refer to the whole School, which includes the International College.

1. **Roles and responsibility**

The International College E-Safety Co-ordinator is Mr Bill Prior, Joint Principal

The King's School E-Safety Co-ordinator is **Mr Al Holland**.

2. **Communicating school policy**

This policy is available on the parent portal and the intranet for parents, staff, and pupils to access when and as they wish. Rules relating to the school code of conduct when online, and e-safety guidelines, are displayed around the school. E-Safety is integrated into the curriculum in any circumstance where the internet or technology are being used, and during Shell and Remove Digital Curriculum and PSHE lessons where personal safety, responsibility, and/or development are being discussed. It is also a part of the sixth form induction process and the International College's Health and Well Being programme.

3. **Making use of ICT and the internet in school**

The internet is used in school to raise educational standards, to promote pupil achievement, to support the professional work of staff and to enhance the school's management functions. Technology is advancing rapidly and is now a huge part of everyday life, education and business. We want to equip our pupils with all the necessary ICT skills that they will need in order to enable them to progress confidently into a professional working environment when they leave school.

4. Learning to evaluate internet content

With so much information available online it is important that pupils learn how to evaluate internet content for accuracy and intent. This is approached by the school as part of digital literacy (supported by the Digital Curriculum lessons) across all subjects in the curriculum. It is also supported by the curriculum's core themes of research, questioning and communication.

The school will also take steps to filter internet content to ensure that it is appropriate to the age and maturity of pupils. If staff or pupils discover unsuitable sites then the URL will be reported to the ICT Dept. Any material found by members of the school community that is believed to be unlawful will be reported to the appropriate agencies. Regular software and broadband checks will take place to ensure that filtering services are working effectively.

5. Managing information systems

The school is responsible for reviewing and managing the security of the computers and internet networks as a whole and takes the protection of school data and personal protection of our school community very seriously. This means protecting the school network, as far as is practicably possible, against viruses, hackers and other external security threats. The security of the school information systems and users will be reviewed regularly by Computing Services Manager and virus protection software will be updated regularly. Some safeguards that the school takes to secure our computer systems are:

- ensuring that all personal data sent over the internet or taken off site is encrypted
- making sure that unapproved software is not downloaded to any school computers. Alerts will be set up to warn users of this
- files held on the school network will be regularly checked for viruses
- the use of user logins and passwords to access the school network will be enforced
- portable media containing school data or programmes must be kept securely at all times.

For more information on data protection in school please refer to our **Data Protection Policy** on the intranet.

6. Emails

The school uses email internally for staff and pupils, and externally for contacting parents, and is an essential part of school communication. It is also used to enhance the curriculum by:

- providing contact with pupils regarding upcoming dates/events/notices.
- providing immediate feedback on work, and requests for support where it is needed.

Staff and pupils should be aware that school email accounts should only be used for school-related matters, ie for staff to contact parents, pupils, other members of staff and other professionals for work purposes. This is important for confidentiality. The school has the right to monitor emails and their contents but will only do so if it feels there is just reason to.

Staff, parents and pupils should only communicate on school email addresses and should not exchange personal email addresses.

7. Published content and the school website

The school and College websites are viewed as a useful tool for communicating King's ethos and practice to the wider community. It is also a valuable resource for parents, pupils, and staff for keeping up-to-date with school news and events, celebrating whole-school achievements and personal achievements, and promoting school projects.

The website is in the public domain, and can be viewed by anybody online. Any information published on the website will be carefully considered in terms of safety for the school community, copyrights and privacy policies. No personal information on staff or pupils will be published; only school email addresses and telephone numbers are published.

7.2 Policy and guidance of safe use of children's photographs and work

Colour photographs and pupils' work bring our school to life, showcase our pupils' talents, and add interest to publications both online and in print that represent the school. However, the school acknowledges the importance of having safety precautions in place to prevent the misuse of such material. Under the Data Protection Act 1998 images of pupils and staff will not be displayed in public, either in print or online, without consent. On admission to the School, parents/carers will be asked to sign a photography consent form. The school does this so as to prevent repeatedly asking parents for consent over the school year, which is time-consuming for both parents and the school. The terms of use of photographs never change, and so consenting to the use of photographs of your child over a period of time rather than a one-off incident does not affect what you are consenting to. This consent form will outline the school's policy on the use of photographs of children, including:

- how and when the photographs will be used
- how long parents are consenting the use of the images for school policy on the storage and deletion of photographs.

7.3 Using photographs of individual children

The vast majority of people who take or view photographs or videos of children do so for entirely innocent, understandable and acceptable reasons. Sadly, some people abuse children through taking or using images, so we must ensure that we have some safeguards in place.
It is important that published images do not identify pupils or put them at risk of being identified. Only images created by or for the school will be used in public and children may not be approached or photographed while in school or doing school activities without the school's permission. The school follows general rules on the use of photographs of individual children:

- Parental consent must be obtained. Consent will cover the use of images in:
    - all school publications
    - on the school website
    - in newspapers as allowed by the school
    - in videos made by the school or in class for school projects

- Electronic and paper images will be stored securely.
- Names of stored photographic files will not identify the child.

- Images will be carefully chosen to ensure that they do not pose a risk of misuse. This includes ensuring that pupils are appropriately dressed. Photographs of activities which may pose a greater risk of potential misuse (for example, swimming activities), will focus more on the sport than the pupils (ie a pupil in a swimming pool, rather than standing by the side in a swimsuit).
- For public documents, including in newspapers, full names will not be published alongside images of individual children without specific parental consent. Team and other group photographs may be published with lists of names but not in such a way as to identify individuals.
- Events recorded by family members of the pupils such as school plays or sports days must be for personal use only.
- Pupils are encouraged to tell a member staff if they are concerned or uncomfortable with any photographs that are taken of them or in which they are being asked to participate.
- Any photographers that are commissioned by the school will be fully briefed on appropriateness in terms of content and behaviour, will wear identification at all times, and will not have unsupervised access to the pupils.

7.4 Complaints of misuse of photographs or video

Parents should follow the standard school complaints procedure if they have a concern or complaint regarding the misuse of school photographs. Please refer to our **Complaints Policy** for more information on the steps to take when making a complaint. Any issues or sanctions will be dealt with in line with the school's **Child Protection and Safeguarding Policy.**

7.5 Social networking, social media and personal publishing (including printed material)

Personal publishing tools include blogs, microblogs (*Twitter*), wikis, social networking sites (*Facebook, MySpace*), bulletin boards, chat rooms and instant messaging programmes, content sharing sites (*Flickr, YouTube*) and any such printed material. These online forums are the more obvious sources of inappropriate and harmful behaviour and where pupils are most vulnerable to being contacted by a dangerous person. It is important that we educate pupils so that they can make their own informed decisions and take responsibility for their conduct online. There are various restrictions on the use of these sites in school that apply to both pupils and staff.

Social media sites have many benefits for both personal use and professional learning; however, both staff and pupils should be aware of how they present themselves online. Pupils are taught through the Digital Curriculum, PSHE and Health and Well Being Programme about the risks and responsibility of uploading personal information and the difficulty of taking it down completely once it is out in such a public place. The school follows general rules on the use of social media and social networking sites in school. These rules also apply to any printed material, such as departmental magazines/publications:

- Pupils are educated on the dangers of social networking sites and how to use them in safe and productive ways. They are all made fully aware of the school's code of conduct regarding the use of ICT and technologies and behaviour online.
- Any sites that are to be used in class will be risk-assessed by the teacher in charge prior to the lesson to ensure that the site is age-appropriate and safe for use.
- Official school blogs created by staff or pupils/year groups/school clubs as part of the school curriculum will be password-protected and run from the school website with the approval of a member of staff and will be moderated by a member of staff.

- Pupils and staff are encouraged not to publish specific and detailed private thoughts, especially those that might be considered hurtful, harmful or defamatory. The school expects all staff and pupils to remember that they are representing the school at all times and must act appropriately.
- Safe and professional behaviour of staff online will be discussed at staff induction.

8. Mobile phones and personal devices

While mobile phones and personal communication devices are commonplace in today's society, their use and the responsibility for using them should not be taken lightly. Some issues surrounding the possession of these devices are:

- they can make pupils and staff more vulnerable to cyberbullying
- they can be used to access inappropriate internet material
- they can be a distraction in the classroom
- they are valuable items that could be stolen, damaged, or lost
- they can have integrated cameras, which can lead to child protection, bullying and data protection issues

The school takes certain measures to ensure that mobile phones are used responsibly in school. Some of these are outlined below.

- The school will not tolerate cyberbullying against either pupils or staff. Sending inappropriate, suggestive or abusive messages is forbidden and anyone who is found to have sent a message of such content will be disciplined.
- Mobile phones can be confiscated by a member of staff, and the device can be searched by a member of the senior management team if there is reason to believe that there may be evidence of harmful or inappropriate use on the device.
- Mobile phones must be switched off/silenced during school lessons or any other formal school activities.
- Any pupil who brings a mobile phone or personal device into school is agreeing that they are responsible for its safety. The school will not take responsibility for personal devices that have been lost, stolen, or damaged.
- Images or files should not be sent between mobile phones in school.

9. Cyberbullying

Cyberbullying, as with any other form of bullying, is taken very seriously by the school. Information about specific strategies or programmes in place to prevent and tackle bullying are set out in the Anti-Bullying Policy. The anonymity that can come with using the internet can sometimes make people feel safe to say and do hurtful things that they otherwise would not do in person. It is made very clear to members of the school community what is expected of them in terms of respecting their peers, members of the public and staff, and any intentional breach of this will result in disciplinary action.
If an allegation of bullying does come up, the school will:

- take it seriously

- act as quickly as possible to establish the facts. It may be necessary to examine school systems and logs or contact the service provider in order to identify the bully
- record and report the incident
- provide support and reassurance to the victim
- make it clear to the 'bully' that this behaviour will not be tolerated. If there is a group of people involved, they will be spoken to individually and as a whole group. It is important that children who have harmed another, either physically or emotionally, redress their actions and the school will make sure that they understand what they have done and the impact of their actions.

If a sanction is used, it will correlate to the seriousness of the incident and the 'bully' will be told why it is being used. They will be asked to remove any harmful or inappropriate content that has been published, and the service provide may be contacted to do this if they refuse or are unable to remove it. They may have their internet access suspended in school.
Repeated bullying may result in a fixed-term exclusion.

10. Managing emerging technologies

Technology is progressing rapidly and new technologies are emerging all the time. The school will risk-assess any new technologies before they are allowed in school, and will consider any educational benefits that they might have. The school keeps up-to-date with new technologies and is prepared to quickly develop appropriate strategies for dealing with new technological developments.

11. Protecting personal data

King's believes that protecting the privacy of our staff and pupils and regulating their safety through data management, control and evaluation is vital to whole-school and individual progress. The school collects personal data from pupils, parents, and staff and processes it in order to support teaching and learning, monitor and report on pupil and teacher progress, and strengthen our pastoral provision.

We take responsibility for ensuring that any data that we collect and process is used correctly and only as is necessary, and the school will keep parents fully informed of the how data is collected, what is collected, and how it is used. National curriculum results, attendance and registration records, special educational needs data, and any relevant medical information are examples of the type of data that the school needs. Through effective data management we can monitor a range of school provisions and evaluate the wellbeing and academic progression of our school body to ensure that we are doing all we can to support both staff and pupils.

In line with the Data Protection Act 1998, and following principles of good practice when processing data, the school will:

- ensure that data is fairly and lawfully processed
- process data only for limited purposes
- ensure that all data processed is adequate, relevant and not excessive
- ensure that data processed is accurate
- not keep data longer than is necessary
- process the data in accordance with the data subject's rights
- ensure that data is secure

- ensure that data is not transferred to other countries without adequate protection

There may be circumstances where the school is required either by law or in the best interests of our pupils or staff to pass information on to external authorities; for example, our local authority, ISI, or the Department of Health. These authorities are up-to-date with data protection law and have their own policies relating to the protection of any data that they receive or collect.

For more information on the school's safeguards relating to data protection **read the school's Data Protection Policy.**

Notes for staff:

Benefits of ICT and internet in schools

- Professional development through access to national developments, educational materials and examples of effective curriculum practice and classroom strategies.
- Immediate professional and personal support through networks and associations.
- Improved access to technical support.
- Ability to provide immediate feedback to pupils and parents.
- Class management, attendance records, schedule, and assignment tracking.

Appropriate email use in school

Staff should be aware of the following when using email in school:

- Staff should only use official school-provided email accounts to communicate with pupils, parents or carers.
- Emails sent from school accounts should be professionally and carefully written. Staff are representing the school at all times and should take this into account when entering into any email communications.
- Staff must tell their manager or a member of the senior management team if they receive any offensive, threatening or unsuitable emails either from within the school or from an external account. They should not attempt to deal with this themselves.
- The forwarding of chain messages is not permitted in school.

Mobile phone or personal device misuse

- Under no circumstances should staff use their own personal devices to contact pupils or parents either in or out of school time.
- Staff are not permitted to take photos or videos of pupils. If photos or videos are being taken as part of the school curriculum or for a professional capacity, the school equipment will be used for this.
- The school expects staff to lead by example. Personal mobile phones should be switched off or on 'silent' during school hours.
- Any breach of school policy may result in disciplinary action against that member of staff. More information on this can be found in the Staff Handbook.

Official school social media accounts, websites and publications

- Prior to creating a social media account, or website, or publication careful consideration must be given to the purposes for using such medium and whether the overall investment is likely to be worthwhile for achieving the proposed pedagogical outcome.
- The proposed audience and level of interactive engagement with the site, (eg whether pupils will be able to contribute content to the site) must be considered.
- Staff members must consider how much time and effort they are willing to commit to the proposed site. They should be aware that maintaining a social media account or website is not a one-off task, but involves a considerable time commitment, particularly in terms of updating and checking the validity of friends/followers.
- It is important that enough staff members are trained and are able to maintain and moderate an account/website in case of staff absences or turnover.
- There must be a careful exit strategy and a clear plan from the outset about how long the account/website will last. It must not be neglected, creating a potential risk to the school's brand and image.
- Consideration must also be given to how the success of the account/website will be evaluated to assess whether it has achieved the proposed objectives.

Approval for the creation of social media accounts, websites and publications

- Staff must complete the Social Media/Website/Publication Creation Approval Form **(Appendix B)** and forward it to the International College Administrator and Marketing Manager before creation.
- The King's School, Canterbury and International College social media accounts/websites can be created only by or on behalf of the school.
- The International College Administrator and Marketing Manager must be consulted about the purpose of the proposed account/website and its content.
- The International College Administrator and Marketing Manager approval must be obtained for the use of the school logo and brand.
- The International College Administrator and Marketing Manager reserves the right to monitor the quality and content of school social media accounts, websites and publications.
- A social media site may attract media attention. All media enquiries should be directed to the College Joint Principals and Marketing Co-ordinator immediately. Staff members should not communicate with the media without advice and approval.
- Final approval regarding the creation of a social media account, website, or publication remains with Joint Principals.

Content

- Information provided must be worthwhile and accurate; remember what is published will reflect on the School's image and reputation.
- Content must stay within the law and be aware that child protection, privacy, data protection, libel, defamation, harassment and copyright law may apply to the content of social media.
  For further information regarding image copyright and potential sources of imagery please see Appendix C.
- Permission must be sought from the relevant people before citing or referencing their work or referencing service providers, partners or other agencies.

- Social media sites must respect their audience and be sensitive in the tone of language used and when discussing topics that others may find controversial or objectionable.
- The King's School, Canterbury hosted sites must always include the school or College logo or brand to ensure transparency and confidence in the site.

Notes for pupils

Benefits of ICT and internet in schools

- Unlimited access to worldwide educational resources and institutions such as art galleries, museums and libraries.
- Contact with schools in other countries resulting in cultural exchanges between pupils all over the world.
- Access to subject experts, role models, inspirational people and organisations. The internet can provide a great opportunity for pupils to interact with people that they otherwise would never be able to meet.
- An enhanced curriculum; interactive learning tools; collaboration, locally, nationally, and globally; self-evaluation; feedback and assessment; updates on current affairs as they happen.
- Access to learning whenever and wherever convenient.
- Freedom to be creative.
- Freedom to explore the world and its cultures from within a classroom.
- Social inclusion, in class and online.
- Access to case studies, videos and interactive media to enhance understanding.
- Individualised access to learning.

Evaluating internet content

Pupils will be taught:

- to be critically aware of materials they read, and shown how to validate information before accepting it as accurate
- to use age-appropriate tools to search for information online
- to acknowledge the source of information used and to respect copyright. Plagiarism is against the law and the school will take any intentional acts of plagiary very seriously. Pupils who are found to have plagiarised will be disciplined. If they have plagiarised in an exam or a piece of coursework, they may be prohibited from completing that exam.

Appropriate email use in school

Pupils should be aware of the following when using email in school, and will be taught to follow these guidelines through the Digital Curriculum and in any instance where email is being used within the curriculum or in class:

- in school, pupils should only use school-approved email accounts to communicate with staff
- Pupils should tell a member of staff if they receive any offensive, threatening or unsuitable emails either from within the school or from an external account. They should not attempt to deal with this themselves.

- Pupils must be careful not to reveal any personal information over email, or arrange to meet up with anyone who they have met online without specific permission from an adult in charge.

Pupils will be educated through the Digital Curriculum lessons to identify spam, phishing and virus emails and attachments that could cause harm to the school network or their personal account or wellbeing.

Mobile phone or personal device misuse

- Pupils who breach school policy relating to the use of personal devices will be disciplined and their mobile phone may be confiscated.
- Pupils are under no circumstances allowed to bring mobile phones or personal devices into examination rooms with them. If a pupil is found with a mobile phone in their possession it will be confiscated. The breach of rules will be reported to the appropriate examining body and may result in the pupil being prohibited from taking that exam.

Appendix A

Consent form for photographs and pupil work

Name of child: ………………………………………………………………………………

Date of birth: …………………………………………………………………………………

Name of parent (1): …………………………………………………………………………

Name of parent (2): …………………………………………………………………………

The King's School, Canterbury believes that celebrating the achievement of children in school is an important part of their learning experience and personal development. Taking photographs and videos of pupils for internal display and displaying pupil work enables us to celebrate individual and group successes as a school community. We would also like to use photographs and videos of the school and its pupils to promote the good educational practice of the school. Children's full names will never be published externally with their photographs, but may be published internally (for example, on display with their work). By signing this form you are consenting to the use of images of your child being used in the following outlets under the terms outlined in section 7 of our E-Safety Policy:

- all school publications
- on the school website
- in newspapers as allowed by the school
- in videos made by the school or in class for school projects

Please read the questions below, circle your answers and then sign and date the bottom of the form. Please then return this form to the school office as soon as possible.

1. Can we use your child's photograph in printed publications by The King's School, Canterbury and International College

YES / NO

2. Can we use your child's photograph on our website, school blogs, or the school's partnership websites either:
In a group or as a member of a whole school / College activity?

YES / NO

Individually?

YES / NO

3. Can we use your child's photo for publication in a newspaper?

YES / NO

4. Can we photograph and video your child within school, and display these publicly within the school, as part of the curriculum and in class?

YES / NO

5. Can we use videos of your children to share good practice with professionals from other schools?

YES / NO

This consent form covers consent for the duration of your child's time at the school. Once your child leaves the school, photographs and videos may be archived within the school but will not be published without renewed consent. More information regarding the storage and protection of images can be found in the school **Data Protection Policy**. A full copy of the school's policy on E-Safety containing information on the safe use of photographs, videos, and the work of children in school can be found on the school website.

Signed: Parent (1)…………………………………………………………………………………………

Date:……………………………………………………………………………………………………

Signed: Parent (2)…………………………………………………………………………………………

Date:……………………………………………………………………………………………………

Appendix B

<u>**SOCIAL MEDIA/WEBSITE/PUBLICATION CREATION APPROVAL FORM**</u>

Please complete this form and forward it to Alison Kelly, the International College Administrator (ask@international.kings-school.co.uk) and Kieran Orwin, Marketing Manager **(klo@kings-school.co.uk)**

DETAILS	
Department	
Name of author of site/publication	
List of others with editing access to the site/account	
PURPOSE OF THE SITE/PUBLICATION (please describe why you want to set up this site/publication and its proposed content)	
What are the aims you propose to achieve by setting up this site/publication and what is its proposed content?	
ADMINSTRATION OF THE SITE/ACCOUNT	
Who will host the site?	
Proposed date of going live	
What security measures will you take to prevent unwanted or unsuitable individuals from contributing or becoming 'friends' of the site?	

APPROVAL (approval from relevant people must be obtained before the site/publication can be created. The relevant managers must read this form and complete the information below before final approval can be given by the Joint Principals).

<u>Marketing Manager</u> I approve the aims and content of the proposed site and the use of school brand and logo.	Name	
	Signature	
	Date	
<u>College Principals</u>	Name	
	Signature	
	Date	

Appendix C

Image copyright and image sources

All images sourced online and elsewhere (scanned from books/publications) are subject to copyright. Someone will own the copyright, finding out who owns the copyright – and getting their permission to reproduce the image may not be easy.

There are, however, some sources of images which you can re-use without needing to seek additional permission.

The first source that should be used over and above all others is self-generated imagery. Your own photography/illustration is yours to use how you please and will often be the best place to begin when considering where to source images from. As mentioned in the social media/website/publication guidelines it is also possible to use images generated by other staff members or pupils, subject to their approval. (**A form for approval is attached at the end of this appendix.**)

There are a number of great websites that offer hundreds of thousands of free public domain and royalty free images. Outlined below are some of the best available websites for free public domain and royalty free images. NB. All of these sites offer free images with different agreements, ensure images have no restrictions or licence agreements that allow you to use them how you wish.

Free Images – http://www.freeimages.com
MorgueFile – http://www.morguefile.com
Picjumbo - https://picjumbo.com/
Stockvault - http://www.stockvault.net/
Picdrome - http://www.picdrome.com/

Beyond the free sources listed above there are also numerous 'microstock' Royalty Free image sources offering images for a small fee. These sources require registration and most require the purchase of credits which are then used to download images.

Fotolia - https://en.fotolia.com/
123RF - http://www.123rf.com/
Dreamstime - http://www.dreamstime.com/
Shutterstock - http://www.shutterstock.com/

PHOTOGRAPHIC/MEDIA CONSENT FORM

<u>(to be completed by the individual providing photographs/media for use online or in print)</u>

<u>CONSENT</u>

I………………………………………………………………………….……………….…

(Name of person giving consent)

consent to the use of my images (photographs/illustrations)

on/in………………………………………………………………………………….….

(Name of publication/website/social media account)

and in newsletters and publications relating to the aforementioned social media
account/website/publication.
I am the sole copyright holder of the images.
I give this consent voluntarily.

Signed……………………………………………………………………………………

Date…………………………………………………………………………………….