

# Website Policy



September 2022

---

The school's website is a marketing and communication tool for stakeholders. The Governing Body recognise the threats and opportunities of the world wide web and wish to protect themselves and the stakeholders by the implementation of a comprehensive website policy that:-

**Ensures that every child in their care is safe and therefore that no individual child could be identified or contacted by visitors to the school's website. A similar responsibility also applies to school staff.**

- **The following rules will be adopted by everyone involved in preparing and maintaining material for the school website:**
- Photographs will only be of general groups, in full clothing and not named
- If a child is in the photo no name – if child is named, no photo
- *image names used on the site are not named with child's name but general name such as Y3.*
- A parental consent form is signed by parents and policy and practise is reviewed annually
- When using video images ensure that no child is named verbally or can be identified, no accreditation
- Content should be considered for good taste and dignity of people involved
- Pupils Work will only be identified by year group or class name
- No family names, children's names or any reference that may identify a child or family.
- PTA should not contain contact information – all contact should be via the school email address
- Pupils Pages should be by class assignments and must be checked regularly to ensure that they do not contain personal contact information including email addresses and for appropriateness of content
- No email addresses should be displayed on the site – all contact should be via the school

**The following should also be considered:-**

- Include a Website disclaimer (Appendix 4)
- Copyright symbol on each page
- External links are checked regularly to ensure appropriateness of content
- Promotion of safe use for parents pupils and stakeholders throughout the site and school
- Configuration of search engines to avoid risk of inappropriate sites being displayed



Monitoring and Evaluation Form

Date	Pages reviewed	Possible Risk	No Risk	Comments

**Risk Assessment form**

	YES	NO	Comments
Does the site market the school in a positive way			
Is our mission and ethos clear			
Has the content been considered for good taste and dignity			
Can any child be identified through the site			
Is there any risk to members of staff			
Are any children or staff named			
Have all photo image names been checked!			
Is the content of good quality and up to date			
Are any email addresses other than the school's on the site			
Have all external links been checked			
Is the web disclaimer still applicable and accessible to users			
Have we considered copyright issues			
Have we considered data protection issues			
Can any information on the site be deemed defamatory			

This risk assessment has been carried out by ..... on  
 behalf of the governing body on .....

### **Website Disclaimer**

All information presented on this site is verified for accuracy as far as is reasonably practicable and offered in good faith for the interest and information of visitors. Opinions expressed are those of the authors and contributors and do not necessarily represent the views of other individuals, Gravenhurst Academy, the Principal or the Academy Governors unless specifically stated.

The academy, or any individual cannot accept responsibility for any loss or inconvenience in whatever form caused by errors or inaccuracies contain there in, nor for any conclusion drawn there from. The authors retain copyright. This is not a commercial website and is provided as a source of general information. Unless information is specifically dated to be current, further and perhaps more up-to-date information should be sought directly from the academy.

### **Computer Misuse**

There have possibly been a few cases where information and graphics placed on the Internet, through academy's' and other websites, have been inappropriately used by undesirable members of the wide, worldwide community. Although such occasions have NOT involved Gravenhurst Academy or any other Bedfordshire school as far as we know, we cannot be complacent.

To avoid occasions when this could occur, as far as is practically possible, websites should "put up" carefully selected information. At Gravenhurst Academy we take very seriously the threat of others misusing information placed on our website. We currently follow advice and guidance alongside applying common sense. Our formal "website Policy" is approved by the Governing Body and reviewed on an annual basis and the site is monitored regularly by the Governor Representative.  
Gravenhurst Academy