



## WEBSITE POLICY

(REVISED JUNE 2014)

**PLEASE READ THIS POLICY CAREFULLY AS YOU WILL, IN FUTURE, BE DEEMED TO BE AWARE OF ITS CONTENTS IN THE EVENT THAT THERE IS ANY BREACH OF THE TERMS DESCRIBED IN THIS DOCUMENT**

### Terminology

From here on, the terms listed below will be defined as follows:

- a) The School – Byrchall High School.
- b) The Website – The official website of Byrchall High School, accessible via <http://www.byrchall.wigan.sch.uk>.
- c) User(s) – Any person(s) who is granted permission to use, within the bounds of this and other applicable ICT policies, any aspect of the computer resources provided by Byrchall High School. Typically this covers all staff, students and parents or carers of students, but will also extend to other stakeholders, visitors or service providers who may require access to computer resources.
- d) File(s) – Any digital document or file, including (but not limited to) text, audio, video and image files, compressed archives or program files, scripts or libraries.

### Scope

All Users who are responsible for updating or modifying (or are able to update or modify) the Website are subject to the terms of this policy.

### Purpose

The purpose of this policy (the 'Website Policy') is to ensure that, as appropriate, the privacy and safety of students, staff and other stakeholders of Byrchall High School are not put at risk through the School's use of the Website. It aims to ensure that the Website is used effectively for its intended purpose without infringing legal requirements or creating unnecessary risk.

### General Principles

The School values the contribution that a school website can make towards:

- Providing information for and communication between:
  - a) the parents of existing students

- b) the parents of prospective students
- c) the larger community outside the school
- d) staff and students
- Assisting with raising standards in:
  - a) Teaching and learning
  - b) Independent study
- Promoting:
  - a) The values, aims and philosophy of the school
  - b) The achievements of the students

A number of precautions have to be taken to help ensure that the Website is used responsibly and appropriately to maintain the wellbeing, safety, privacy and security of all stakeholders.

Breaches of this policy will be dealt with in whatever manner is deemed appropriate and relevant by a member of staff who is considered appropriately placed to deal with the nature and severity of the breach.

## **Website Purpose**

The Website's primary purpose is to promote and share the activities and successes of the School and its staff, students and other stakeholders. Access to lesson materials and student-centric resources is provided via the Virtual Learning Environment (VLE) so as to not distract from the Website's main purpose and to ensure such materials are restricted to authorised users only.

## **Administration**

The E-Learning Manager has full access to all Files pertaining to the Website and can control which elements are published for public access.

Editing of the Website's pages is undertaken by the E-Learning Manager or designated person. The E-Learning Manager or designated person undertakes the uploading of all site material.

## **Safety**

It is the duty of the school to ensure that every child in its care is safe. The same principles apply to the virtual presence of the school as much as the physical presence. The school will ensure that no student can be identified or contacted either via, or as a result of the use of, the School's Website.

To maintain and protect privacy of students, all images and examples of work used as part of the Website will adhere to the following guidelines:

- No individual image of a student will be used on the School's Website where it can be linked to the identity of that student via text, audio or video that is also present on the Website.
- Group images will be used wherever possible.
- No names will appear beside the images of students in such a way as to allow the matching of names to the student's image.
- Permission will be obtained from parents or carers before any image is used.

- Permission will be obtained from parents or carers before publishing the work of any student. Only first names and year group will be used to identify the work.
- After permission has been obtained, images of adults will be identified by the use of their title and last name only.
- No personal details, addresses or e-mail addresses will be published for adults or students.

## **Content**

- Links to external websites will be checked thoroughly before inclusion on the School's Website. The sites will be checked for the suitability of their content for their intended audience.
- Text written by students will be reviewed before inclusion to ensure that no personal details are accidentally included that could lead to the identification of the student, e.g. membership of after-school clubs, specific family details, etc.
- All written work will be reviewed to ensure that it is in no way defamatory.
- Written work will be checked as far as is possible to ensure that no copyright or intellectual property rights are infringed.
- All written material, images, video and audio will be checked for their suitability for the intended audience.

## **Policy Maintenance**

The Website will be monitored and updated regularly to ensure that it complies with the terms of this policy.

This policy will be reviewed annually and updated in line with any changes in guidance or regulation that may have occurred.

The School reserves the right to change the terms of this policy without prior notice.