



# CYBER BULLYING POLICY

<b><u>Date of last review:</u></b>	September 2022	<b><u>Review period:</u></b>	2 year
<b><u>Date of next review:</u></b>	September 2024	<b><u>Owner:</u></b>	Ms K Bimson Assistant Principal
<b><u>Type of policy:</u></b>	Non statutory	<b><u>Approval level:</u></b>	Academy



## 1. Statement of Intent

Park Academy West London believes that everyone in the school community has the right to learn and to teach in a healthy and caring environment without fear of being bullied.

At Park Academy West London communication technology plays an increasingly large and important part in the school curriculum.

Park Academy West London understands that in the wider community, pupils can and do access all types of material online and use technology for social networking. It is therefore important to acknowledge that sometimes these technologies are used for unpleasant purposes. We accept that there are unfortunate misuses of this technology and we aim to address any breaches of this nature.

At Park Academy West London, we recognise the existence of cyber bullying and the severity of the issue.

We are committed to:

- Educating pupils, staff and parents about cyber bullying and its consequences.
- Providing a productive and safe learning environment.
- Providing a robust policy to prevent, and if necessary deal with cyber bullying, should it arise in school or within the academy community.
- Developing and improving the policies and procedures around cyber bullying through regular evaluation and review.
- Providing a strong anti-bullying policy and acting upon it where bullying arises.

## 2. Context

- 2.1. Bullying is based on unequal power relations, real or perceived. It will usually be repeated and be difficult to defend against. It is intended to hurt the recipient emotionally and/or physically. It can manifest verbally, in writing or images, and can be done physically, financially (including damage to property) or through social isolation. Verbal bullying is the most common form especially within schools.
- 2.2. Cyber bullying is the use of ICT, commonly a mobile phone or the internet, deliberately to upset someone else.
- 2.3. It can be used to carry out all the different types of bullying; an extension of face- to-face bullying.
- 2.4. It can include threats and intimidation, harassment, defamation, exclusion or peer rejection, impersonation and unauthorised publication of private information or images. It can include messages intended as jokes, but which have a harmful or upsetting effect.
- 2.5. Cyber bullying may take place inside school or within the wider community, at home or travelling.
- 2.6. It can draw bystanders into being accessories.
- 2.7. It includes:
  - threats and intimidation;
  - harassment or 'Cyber stalking';
  - vilification/defamation;
  - exclusion or peer rejection;



- impersonation;
  - unauthorised publication of private information or images and manipulation.
- 2.8. Cyber bullying may be carried out in many ways, including:
- Threatening, intimidating or upsetting text messages;
  - Threatening or embarrassing pictures and video clips via mobile device cameras;
  - Silent or abusive phone calls or using the victim's phone to harass others, to make them think the victim is responsible;
  - Threatening or bullying emails, possibly sent using a pseudonym or someone else's name;
  - Intimidating or hurtful responses to someone in a chat-room;
  - Unpleasant messages sent during instant messaging;
  - Unpleasant or untrue information posted to blogs, personal websites and social networking sites (e.g. Facebook).

### **3. Legal Issues**

- 3.1. Cyber-bullying is generally criminal in character.
- 3.2. It is unlawful to disseminate defamatory information in any media including internet sites.
- 3.3. The legislation that deals with cyber bullying is section 127 of the Communications Act 2003, which makes it an offence to send, by public means of a public electronic communications network, a message or other matter that is grossly offensive or one of an indecent, obscene or menacing character.
- 3.4. In addition, the Protection from Harassment Act 1997 makes it an offence to knowingly pursue any course of conduct amounting to harassment.
- 3.5. At Park Academy West London cyber bullying is considered as serious as any other form of bullying. Cyber bullying issues are dealt with in an appropriate manner dependent on the severity and frequency of the issue and the age of the pupil.

### **4. Responsibilities for the prevention of cyber bullying**

- 4.1. The Principal will be in overall charge of the practices and procedures outlined in this policy and will ensure that their effectiveness is monitored.
- 4.2. The Principal will ensure that the school maintains details of agencies and resources that may assist in preventing and addressing cyber bullying.
- 4.3. All members of staff will be trained to identify signs of cyber bullying and will be helped to keep informed about the technologies that children commonly use in self-study and regular updates.
- 4.4. E-Safety messages through the PSICHE programme will be regularly communicated to help pupils protect themselves from being caught up in cyber bullying and to advise them on reporting any incidents. See E-Safety Policy.
- 4.5. Pupils will be informed about cyber bullying through curricular and pastoral activities.
- 4.6. Pupils and staff are expected to comply with the school's Acceptable Use Policy.
- 4.7. Parents/Carers will be provided with information and advice on cyber bullying.
- 4.8. It is made clear in staff training and in the Staff Code of Conduct that members of staff should not have contact with current pupils on social networking sites (specifically should not be-friend current or ex pupils on Facebook or other Social Media platform).



- 4.9. The delivery of PSCE is important and will discuss keeping personal information safe and appropriate use of the internet.
- 4.10. In addition, pupils will be educated about E-Safety through projects in other subjects.
- 4.11. Outside the curriculum, pupils will receive regular pastoral AM sessions about E-Safety and cyber bullying through assemblies, AM and external deliverers including our Community Safer Schools Officers.
- 4.12. Pupils will have a voice through the Academy Student Council to ensure they are fully engaged and involved in evaluating and improving policy and procedures.
- 4.13. Pupils will sign an Acceptable Use Policy before they are allowed to use school computer equipment and the internet in school and parents will be asked to confirm that they have discussed its contents with their children.
- 4.14. Parents will be provided with information and advice on E-Safety and Cyber bullying via literature, talks, and information on the website and Twitter.

## **5. Required actions if cyber bullying occurs**

- 5.1. Advise the child not to respond to the message.
- 5.2. Refer to relevant policies including E-Safety, acceptable use, anti-bullying and PHSCE and apply appropriate sanctions.
- 5.3. Advise the pupil not to delete the message/image.
- 5.4. Secure and preserve any evidence.
- 5.5. Inform the sender's e-mail service provider.
- 5.6. Inform the Principal and Senior Leadership Team.
- 5.7. Notify parents of the children involved.
- 5.8. Consider delivering a parent workshop for the school community.
- 5.9. Consider informing the police depending on the severity or repetitious nature of offence.
- 5.10. Inform the SAFE team.

## **6. Required actions if malicious posts or threats are made against students or teachers**

- 6.1. Inform site and request the comments be removed if the site is administered externally.
- 6.2. Secure and preserve any evidence including URLs, Screenshots and Printouts.
- 6.3. Inform Principal and Senior Leadership Team.
- 6.4. Inform parents.
- 6.5. Send all the evidence to CEOP.
- 6.6. Endeavour to trace the origin and inform police as appropriate.
- 6.7. Inform MAT E-Safety officer.

## **7. Reporting**

- 7.1. Issues of cyber bullying should be reported along the same chain as our anti-bullying policy.

## **8. Responding to cyber bullying**

- 8.1. Cyber bullying will generally be dealt with through the schools anti-bullying policy. A cyber bullying incident might include features different to other forms of bullying, prompting a particular response.
- 8.2. Key differences might be:
  - Impact: possibly extensive scale and scope.



- Location: the anytime and anywhere nature of cyber bullying.
- Anonymity: the person being bullied might not know who the perpetrator is Motivation: the perpetrator might not realize that his/her actions are bullying Evidence: the subject of the bullying will have evidence of what happened.

## **9. Support for the person being bullied**

- 9.1. The feelings of the victim are paramount and as with any form of bullying, support for the individual will depend on the circumstances. For example:
- Emotional support and reassurance that it was right to report the incident and advice not to retaliate or reply, but to keep the evidence and show or give it to their parent or a member of staff.
  - Emotional support and reassurance that they haven't done anything wrong.
  - Advice on other aspects of the code to prevent re-occurrence.
  - Advice on how the perpetrator might be blocked from the individual's sites or services.
  - Actions, where possible and appropriate, to have offending material removed Advice to consider changing email addresses and/or mobile phone numbers Discuss contacting the police in cases of suspected illegal content.

## **10. Investigation and Legal Powers**

- 10.1. Again, the nature of any investigation will depend on the circumstances. It may include, for example, Review of evidence and advice to preserve it, for example, by saving or printing (e.g. phone messages, texts, emails, website pages).
- 10.2. Efforts to identify the perpetrator, which may include looking at the media, systems and sites used, however members of staff do not have the authority to search the contents of a phone.
- 10.3. Identifying and questioning witnesses.
- 10.4. Contact with the Child Exploitation and Online Protection Centre (CEOP) if images might be illegal or raise child protection issues
- 10.5. Requesting a pupil to reveal a message or other phone content or confiscating a phone.
- 10.6. The Academy has a duty to protect all its members and provide a safe, healthy environment.
- 10.7. Academy staff may request a pupil to reveal a message or other phone content and may confiscate a phone.

## **11. Working with the perpetrator**

- 11.1. Work with the perpetrator and any sanctions will be determined on an individual basis, in accordance with the Anti-Bullying Policy, with the intention of:
- Helping the person harmed to feel safe again and be assured that the bullying will stop.
  - Holding the perpetrator to account, so they recognise the harm caused and do not repeat the behaviour.
  - Helping bullies to recognise the consequences of their actions and facilitating change in their attitude and behaviour.
  - Demonstrating that cyber bullying, as any other form of bullying, is unacceptable and that the school has effective ways of dealing with it.



## **12. Cyber bullying Education**

- 12.1. As part of our on-going commitment to the prevention of cyber bullying, regular education and discussion about E-Safety will take place as part of ICT and PSCHÉ.