Emerson Park Academy
A SPECIALIST SPORTS COLLEGE

ENDEAVOUR
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Anti-Cyberbullying Policy

Reviewed: January 2015

Revised Jan 2016

Introduction

This policy should be read in conjunction with the following:
- Child Protection Policy

- Anti-Bullying Policy
- Behaviour Policy
- Acceptable Use Policy for students
- Acceptable Use Policy for staff
- Internet Safety Policy
- Data Security Policy
- Preventing Radicalisation Policy

At Emerson Park Academy we acknowledge the challenges Cyberbullying presents and the detrimental effect this behaviour can have on the well-being and development of our students. With this policy and protocols we aim to successfully understand, prevent and respond to this challenge.

What is Cyberbullying?

"Cyberbullying is the use of modern communication technologies to embarrass, humiliate, threaten, or intimidate an individual in the attempt to gain power and control over them." (Glenn R. Stutzky)

It is very important to acknowledge the existence of 'Disagreements in Cyberspace' that could often lead to Cyberbullying but also that not all 'Disagreements in Cyberspace' do lead to Cyberbullying. It is therefore important to accurately categorise an incident after it has been investigated to determine whether or not there was a' victim' and a 'perpetrator' or just two or more individuals who had an argument or a disagreement.

Differences between Cyberbullying and other forms of Bullying:

- *Cyberbullying* can take place at any time and can intrude into spaces that have previously been regarded as safe or personal, like the home. It can be much more intimidating and covert too as cyber bullies can attempt to remain anonymous.

- *An audience can be very large and reached rapidly*. The scale and scope of Cyberbullying can be greater than for other forms of bullying because of the ability to electronically 'forward' distressing content. The worry of how many people have seen the content as well as its permanent and public nature can make it very difficult for victims to move on.

- *The profile of the bully and target.* Cyberbullying can take place both between peers and across generations. Age or size is not important. Bystanders can also become accessories to the bullying; for example, by passing on a humiliating image.

- *Some instances of Cyberbullying are known to be communicated unintentionally.* It can be the result of not thinking (something sent as a joke may be deeply upsetting or offensive to the recipient) or a lack of awareness of the consequences – for example saying something negative online about

another pupil, or friend that they don't expect to be forwarded or viewed outside their immediate group.

- *Trail of evidence* – unlike conventional bullying many Cyberbullying incidents will in them act as evidence and often leave an electronic communications trail that can be traced and tracked.

Categories of Cyberbullying

1. *Text message bullying* involves sending unwelcome texts that are threatening or cause discomfort.

2. *Picture/video-clip bullying* via mobile phone cameras is used to make the person being bullied feel threatened or embarrassed, with images usually sent to other people. 'Happy slapping' involves filming and sharing physical attacks.

3. *Phone call bullying* via mobile phone uses silent calls or abusive messages. Sometimes the bullied person's phone is stolen and used to harass others, who then think the phone owner is responsible. As with all mobile phone bullying, the perpetrators often disguise their numbers, sometimes using someone else's phone to avoid being identified.

4. *Email bullying* uses email to send bullying or threatening messages, often using a pseudonym for anonymity or using someone else's name to pin the blame on them.

5. *Chat room bullying* involves sending menacing or upsetting responses to children or young people when they are in a web-based chat room.

6. *Bullying through instant messaging (IM)* is an Internet-based form of bullying where children and young people are sent unpleasant messages as they conduct real-time conversations online (i.e. MSN, Bebo, etc.).

7. *Bullying via websites* includes the use of defamatory blogs (web logs), personal websites and online personal polling sites. There has also been a significant increase in social networking sites for young people, which can provide new opportunities for Cyberbullying.

Cyberbullying and the law

Education law: The school community has a duty to protect all its members and provide a safe, healthy environment. A range of Education Acts and government initiatives highlight these obligations. The Education and Inspections Act 2006 (EIA 2006) outlines some legal powers which relate more directly to Cyberbullying. Head teachers have the power 'to such an extent as is reasonable' to regulate the conduct of pupils when they are off site. The EIA also provides a defence for school staff in confiscating items such as mobile phones from pupils.

Civil and criminal law: Although bullying is not a specific criminal offence in UK law, there are laws that can apply in terms of harassing or threatening behaviour, for example, or indeed menacing and threatening communications. In fact, some Cyberbullying activities could be criminal offences under a range of different laws, including the Protection from Harassment Act 1997, which has both criminal and

Revised Jan 16

civil provision, the Malicious Communications Act 1988, section 127 of the Communications Act 2003, and the Public Order Act 1986.

Preventative & safeguarding commitments by the Academy

1. The Academy recognises Cyberbullying as a Safeguarding issue and will investigate all incidents of Cyberbullying that is reported by a student to any member of the Academy staff.

2. Empowering and supporting our parents to be able to understand and deal with Cyberbullying at home is a key preventative measure. The Academy will provide parents with information and support to assist them in dealing with Cyberbullying incidents that might affect their child/children outside school.

3. All web communications used on Academy premises or as part of Academy activities off-site are carefully monitored and restricted where necessary. All such communications are forensically checked and protected as set out in the Academy's Acceptable Use and Internet Safety Policies.

4. Staff will receive training in identifying Cyberbullying and understanding their responsibilities as part of the Academy's Child Protection training programme.

5. All staff acknowledge the importance and relevance of being educational professionals in a digital age and will keep up-to-date with the technologies that children are using on a daily basis.

6. The students will be involved in developing and communicating a code of advice on protecting themselves from getting caught up in Cyberbullying and on reporting incidents of Cyberbullying. They will have a voice through the School Council.

7. Students will be educated about Cyberbullying and responsible use of the Internet through a variety of means: assemblies, conferences, anti-bullying week, Internet safety week and ICT & PSHE lessons.

8. Parents/carers and students will be provided with information and advice on Cyberbullying on the school website and information and advice will also be clearly signposted on Academy premises.

9. The Academy will maintain a dialogue with parents about potential dangers of emerging technologies and ensure parents know what steps to take if they suspect their child is being cyber bullied or is bullying someone else.

10. Parents/carers are encouraged to inform the school of any alleged Cyberbullying incidents that happen outside of school so that we can monitor the relationship between the students in school.

11. All parents/carers and students are required to sign an Acceptable Use Policy before they (students) are allowed to access the Academy's IT network. All staff are required to sign an 'Acceptable Use Policy for staff' before they are allowed to access the Academy's IT network.

12. All members of staff will be familiar with their role in dealing with Cyberbullying incidents in school.

Revised Jan 16

13. The Prevent Officer will be informed if a child is revealed to be at risk of radicalisation and extremism

Revised Jan 16

Policy into action

Protocols for dealing with a complaint

1. The Academy wants everyone to feel safe to report bullying incidents and students are always encouraged to TELL:

   - Tell parents immediately if things go wrong outside school
   - Tell a teacher if somebody is being bullied in school or bullying someone else
   - Tell a prefect
   - Tell your Head of House
   - Tell your Form Tutor

2. Students should be given honest advice on how to deal with it. Everyone should be sure of a supportive and sympathetic hearing if they have any problems.

3. Any member of staff who first receives a report of Cyberbullying in school from a student about a student being cyber bullied will automatically take on the roll of *'Custodian of Trust'* and will therefore have an obligation to fulfil his/her duty of care.

4. The '*Custodian of Trust'* must speak to the victim and collect a written statement about the incident/s. The '*Custodian of Trust'* must also make a note of any evidence that exists about the incident/s and advise the victim to keep it and not to delete it.

   - *The 'Custodian of Trust' should calmly and gently question the student being bullied.*
   - *Throughout this process the student being bullied must feel supported and must feel that he/she was right to report the bullying.*
   - *The 'Custodian of Trust' should encourage the victim to speak to her/his parents as well.*

5. The '*Custodian of Trust'* will then inform the relevant HOH (of the victim) and provide them with the written statement and note/s of any evidence. The HOH will investigate the incident and circumstances and use their professional judgment on how to proceed further and best resolve the matter.

6. If the incident involves an individual/s from outside the Academy HOH will advise parents/carers on the necessary steps they can/should take to end the bullying. HOH will also liaise with the SLT to ensure that measures are put in place to support the victim.

7. HOH will inform teaching staff of incidents if it is deemed appropriate and on a 'need to know basis'.

8. If a bully and victim are enrolled at the Academy but not in the same House then the victim's HOH will be supported by the bully's HOH to investigate incidents.

Revised Jan 16

9. Where appropriate, HOH will inform parents/carers of both the victim/s and bully/s in the first instance. Parents/carers should be invited for a meeting where appropriate. Head's of House will remain in contact with parents throughout investigations so that the Academy and home can work in partnership to resolve issues:

- *HOH must keep accurate records of their investigations and of all evidence collected or passed on to them.*
- *An Investigation must include student statements, notes of interviews held with both bully and victim and a conclusive statement which clearly identifies the outcomes of the investigation and further/future action to be taken.*
- *If the bully and victim are not in the same house then respective Heads of House will decide between them who will take responsibility for the final collation of records.*
- *It may occasionally be appropriate to report incidents of alleged Cyberbullying to webhosting or mobile phone companies. The Academy will identify a member of the admin team to assist HOH with this process and with the preparation of conclusive statements and collation of records for safe-keeping, etc.*
- *Once an investigation bas been completed and the incident can be formally classified as Cyberbullying, the HOH will complete the centrally kept Anti-Bullying Register.*

10. After an investigation was concluded the Head/s of House and Senior Pastor will collaborate on the outcome and decide on appropriate disciplinary and remedial measures to be taken.

11. HOH will contact parents of both the victim/s and bully/s to inform them of the conclusive outcome of the investigation and invite them for a 2nd meeting where appropriate.

12. The Senior Pastor will facilitate the implementation of all punitive and remedial processes:

- *The Senior Pastor will ensure that disciplinary measures are taken in accordance with the Academy's Behaviour for learning Policy.*
- *The Senior Pastor (also the Academy's CPO) will in serious cases, where students are deemed to be at risk, put the relevant Child Protection protocols in motion, as set out in the Academy's Child Protection Policy and/or involve the Police if appropriate.*
- *Students guilty of bullying must be given help and encouragement to change their behaviour and attitudes.*
- *The Senior Pastor will ensure that an appropriate support programme is put in place for students found guilty of Cyberbullying to provide them the opportunity to learn from the experience.*
- *The Senior Pastor will also consider the appropriateness of remedial intervention through multiagency support.*

- *The Senior Pastor will file a summary of all sanctions and remedial support measures put in place as part of the original investigation records.*
- *The Senior Pastor will securely store all investigation records for future reference, analysis of trends & patterns and to assist in investigations of repeat contraventions.*

Revised Jan 16

Appendix A

Anti-Cyberbullying Code of Conduct for students

1. **Always tell somebody!**
   If you feel you are being bullied by email, text or online, do talk to someone you trust.

2. **Don't bully!**
   Never send any bullying or threatening messages. Anything you write and send could be read by an adult.

3. **Keep evidence!**
   Keep and save any bullying emails, text messages or images. If you can, make a note of the time and date bullying messages or images were sent, and note any details about the sender.

4. **Don't acknowledge bullies!**
   Don't reply to bullying or threatening text messages or emails - this could make matters worse. Bullies will get bored quite quickly if you ignore them.

5. **Keep your personal details safe!**
   If you are in a Chat room or on any Social Networking Site, be careful what you say; never reveal your personal details. Never give out passwords to your mobile or email account.

6. **The LAW!**
   Remember that sending abusive or threatening messages can be against the law and parents will always be encouraged to report such incidents to the Police.

7. Do not take or send images of people without permission of the person/people in the image.

8. Do not take, send or edit an image of a student with little or no clothes on as this is an indecent image of a child and is a criminal act.

Appendix B

Further advice for students, parents/carers and teachers

1. Bullying with mobile phones, Hi-Tech Bullying & Internet Safety

Visit http://www.bullying.co.uk for more information.

Problems include:

- Silent calls
- Abusive verbal messages
- Insulting and threatening texts
- Stolen identity
- Staying safe with your phone

Although it's nice to have your mobile phone handy to chat to friends, don't flash it about in public because you risk having it stolen. If there's a lock facility on it choose a secret number so that the keypad is locked when you're not using it. If someone you don't know asks to borrow your phone to make a quick call tell them that it's out of credit and only accepts incoming calls.

Be careful when giving out your telephone number. Mobile phones are relatively inexpensive and if you start getting abusive calls or text messages then it might be better to get another SIM card so that the bullies can't contact you.

If you receive abusive messages, keep a note of the times and dates they are received. Don't reply to them or delete them but tell your parents so that they can make a complaint to the police. If there are a series of calls or the calls are part of a bigger picture of bullying then this may amount to harassment which is an offence under the 1997 Harassment Act. BT recommends that you stay calm and try not to show emotion. Don't give your phone number when you answer a call, just say "hello".

Every time a mobile phone is switched on or off it sends a signal to the nearest mast and although the caller may have concealed their number from you, this is information which phone companies will have on their system and it's easy for the police to find out the culprit's phone number. Almost all calls nowadays can be traced.

You can use your voicemail to vet your calls. A lot of mobiles display the caller's number. See if you recognise it. If you don't, let it divert to voicemail instead of answering it. And don't leave your name on your voicemail greeting. You could get an adult to record your greeting. Their voice might stop the caller ringing again.

In recent years, a mobile phone database has been created to block stolen and lost mobile phones so that they will not work on any UK mobile network, therefore making a stolen phone worthless.

A note of the IMEI number of the handset (a unique 15-digit serial number) should be kept in a safe place. The IMEI number can be found by looking behind the battery of the phone or by keying in *#06#. The IMEI number of lost or stolen phones should be reported to the network operator or by calling 08701 123 123. The theft should also be reported to the police. The Immobilise Phone Crime website [http://www.immobilise.com] provides further details.

Never give any information about yourself unless you are certain you know the caller. A telephone answering machine can be useful at home, leave it on all the time and then when the person starts speaking, if you know them, you can pick up the phone. A genuine caller will speak first. A malicious caller will probably hang up.

How mobile phone operators combat cyber bullying

British Telecom (BT)

If you get your service from BT and receive a malicious or nuisance call and would like advice, call Freefone 0800 666 700. A recorded message will tell you what to do if you need more help. You can also call free on 150 for personal advice and information about how BT can help you tackle the problem. The service is available 8am to 6pm, Monday to Saturday. If the problem continues then contact your nearest BT bureau on Freefone 0900 661 441 during office hours. The bureau deals exclusively with malicious and nuisance calls.

BT may suggest tracing future calls or changing your telephone number. Almost all malicious calls can now be traced whether they come from private, public or even mobile phones, anywhere in the country.

A dedicated team of specially-trained BT people will work with the police so it will be helpful to any subsequent prosecution of the malicious caller if you keep a written record of the calls, making a note of the date, time of day, what was said and whether you heard any background noise.

Tesco Mobile

Tesco Mobile has a 24-hour service for young people being cyber-bullied. Just text 'bully' to 60000 to receive advice and support. The cost of texts is donated to NCH.

O2

The specially trained team at O2's Nuisance Call Bureau can be contacted by email or by calling the Customer Service Department on 0870 5214 000. O2 also has useful online leaflets. See www.o2.com/cr/resource/resource_child_protection.asp

Vodafone

Vodafone has a RespondPlus service, where an operator will answer your calls for you; take a message and text it to you.

Revised Jan 16

2. Text/video-messaging

Text harassment is a crime. If the calls are simply annoying, tell a teacher, parent or carer. If they are threatening or malicious and they persist, report them to the police, taking with you all the messages you've received.

You can easily stop receiving text messages for a while by turning off incoming messages for a couple of days. This might stop the person texting you by making them believe you've changed your phone number. If the bullying persists, you can change your phone number. Ask your mobile service provider (such as Orange, O2, Vodafone or T-Mobile).

Don't reply to abusive or worrying text or video messages. Your mobile service provider will have a number for you to ring or text to report phone-bullying. Visit their website for details.

Don't delete messages from cyber-bullies. You don't have to read them, but you should keep them as evidence.

3. Chatrooms or Instant Messaging (IM) Email

If you receive a nasty or abusive email (known as being flamed), don't reply. If it's from someone you think you know, like someone at school, they'll want some kind of reaction, just like they would if they were standing in front of you and bullying you. Don't give them the satisfaction of replying, and they'll probably stop.

Never reply to someone you don't know, even if there's an option to 'unsubscribe'. Replying simply confirms your email address as a real one. Give yourself an alias that doesn't give out anything about your age, gender or location.

Think about what you write - it is very easy for people to get the wrong idea about what you write or how you write it. Stick to public areas in chatrooms and get out if you feel uncomfortable.

If they don't stop then you need to find out from where the email is coming. Using an email client like Outlook or Outlook Express, clicking the right mouse button over an email will reveal lots of details about from where and who the email came. You can then get your parents to contact the school or the service provider of the sender of the email.

The email can also come from people that you don't know, (known as spamming) - email addresses are fairly easy for companies to obtain on the internet, using software called email harvesters. They are also surprisingly easy for specialist computer programs to guess. Under no circumstances should you reply to these types of email, even if they have a Click here and stop receiving this email link - this will just confirm your email address as a real one. The individual sending it can then sell or pass it on to other people and you'll be flooded with even more junk and abusive emails. You can delete the emails, but if the situation becomes serious, you should save them or print them off so that, if you do need to take action, you have some evidence.

Learn more about your email program from the Help menu - you should be able to find details of how you can create folders, email filters and folder routeing. This won't stop the emails but it can help to shield you from them.

4. Web bullying

If the bullying is on a school website, tell a teacher or parent, just as you would if the bullying were face-to-face.

If you don't know the owner of the website, you can use a specialist search engine to find the owner of the website, for example http://www.easywhois.com/. This will help you and your school to identify the author.

Three steps to stay out of harms way:

- Respect other people - online and off. Don't spread rumours about people or share their secrets, including their phone numbers and passwords.
- If someone insults you online or by phone, stay calm – and ignore them.
- 'Do as you would be done by.' Think how you would feel if you were bullied. You're responsible for your own behaviour – make sure you don't distress other people or cause them to be bullied by someone else.

Appendix 3

Additional help and resources

www.stoptextbully.com
Secondary school teachers can download an information pack from
including a classroom quiz, poster and top tips to help tackle cyber-bullying.

www.childnet-int.org/order
Childnet International has a DVD for secondary schools about keeping safe in
online chatrooms. They have a range of publications to promote e-safety.

www.cybersmartcurriculum.org has lesson plans for teachers on dealing with online
bullies.

http://www.kidscape.org.uk/assets/downloads/ksdontbullyme.pdf
The Kidscape booklet 'Don't Bully Me ' gives advice to primary school children on
what to do if they are bullied.

http://internetsafetyadvisor.info/cyber-bullying/
Some useful information, e.g. chat / text abbreviations and anti-bullying
advertisements.

www.thinkuknow.co.uk
The main UK Government website with advice for parents on how to keep children
safe online.

www.ceop.gov.uk
The Child Exploitation and Online Protection Centre (CEOP) is the Government
body dedicated to eradicating abuse of children. Concerns about inappropriate
contacts between a child and an adult, including online, can be reported directly to
CEOP.

www.iwf.org.uk
Internet Watch Foundation (IWF) works to remove illegal material from the Internet.
If you have found any material you believe to be illegal e.g. abuse images, other
obscene material or material which incites racial hatred, you can report it to the
IWF.

www.bullying.co.uk.
Websites contains general advice that will be of help to parents, students and
teachers.

www.parents.org.uk
www.parentlineplus.org.uk
Other sites can offer parents support on broader issues.

www.getnetwise.org
This site helpfully reviews different filtering tools to suit your requirements.

www.childnet.com

Contains a Parents Support section which houses an array of resources for parents and carers, including PowerPoint presentations illustrating the gap between parental awareness and actual children's experiences online. Fact Sheets similar to this one are also available to download, covering topics such as mobile phones, internet addiction, posting images on the net, online chatting, search engines and spam mail.

www.getsafeonline.org

 Is a government website which focuses on online computer security and protection issues. It contains advice about protecting your information and your family.