



WEBSITE POLICY

October 2014

Passmores Academy

Part of the Passmores Co-operative Learning Community

ACADEMY WEBSITE POLICY AND GUIDANCE DOCUMENT

Re: Passmores Academy Website

The prime purpose of our website www.passmoresacademy.com is to provide information.

It is our duty as a academy to ensure that every child in our care is safe, and the same principles apply to the virtual presence of a academy as would be applied to its physical buildings. Schools must ensure that no individual child can be identified or contacted either via, or as a result of, a visitor using the academy website.

The website is run by Russell King (RKG), Assistant Principal, who leads a team of individuals with specific editing rights. Updates are checked by Vic Goddard (Principal).

Content is overseen and approved by RKG, except for job advertisements (Tunai Musa) and the Governors' Secure Area (Deb Bartram).

The website is regularly checked to ensure that there is no content that compromises the safety of pupils or staff and this occurs at least annually by governors.

The academy adopts safe practices regarding the publication of images and names of pupils on its website by annually seeking approval in writing from parents/carers as to the use of such information in our media purposes. This information is made available to all staff via email and through our data system.

The academy takes care to not infringe the intellectual property rights of others through any of the materials available via its website by using only licensed content.

Copyright may apply to text, images, music or video that originate from other sources. Cleverbox (web designers)update and list copyright reserved at the bottom of each webpage updated annually

Policy essentials

A academy's website policy includes

- **Privacy policy**
- **Website usage policy.**
- **Copyright notice and policy.**

All available via links from the website

Key headings

1. Website operator

1.1 This website is operated by [Passmores Academy](#) (8814323)

2. Licence

2.1 [Passmores Academy](#) (8814323) grants a non-exclusive licence to use the website at www.passmoresacademy.com upon the following terms and conditions.

2.2 [Passmores Academy](#) (8814323) may terminate this licence at any time without notice.

3. Materials in site

3.1 This website www.passmoresacademy.com contains material which is owned by or licensed to the [Passmores Academy](#) (8814323). This material includes, but is not limited to, the design, layout, look, appearance and graphics. It is protected by intellectual property laws including, but not limited to, copyright.

3.2 All trademarks reproduced in this website www.passmoresacademy.com, which are not the property of, or licensed to [Passmores Academy](#) (8814323) are acknowledged on the website.

3.3 You may view, use, download and store the material on this website for personal and research use only. The re-distribution, re-publication, or otherwise making available of the material on this website to third parties without the prior written consent of [Passmores Academy](#) (8814323) is prohibited.

3.4 Unauthorised use of this website may give rise to a claim for damages by [Passmores Academy](#) (8814323) and/or be a criminal offence.

4. Accuracy of information

4.1 The information on [Passmores Academy](#) (8814323) is given in good faith and for general information and interest only. It is subject to change without notice. [Passmores Academy](#) (8814323) is not responsible for any inaccuracies and (except as set out in clause 6.3) makes no representation and gives no warranty as to its accuracy.

4.2 The information on www.passmoresacademy.com should not be relied on and does not constitute any form of advice or recommendation. By using www.passmoresacademy.com you confirm that you have not relied on any such information. Any arrangements made between you and any third party named or referred to on the website are entirely at your sole risk and responsibility.

4.3 Nothing on www.passmoresacademy.com is intended to be nor should be construed as an offer to enter into a contractual relationship.

5. Linking

5.1 The website www.passmoresacademy.com contains links to other websites. [Passmores Academy](#) (8814323) accepts no responsibility or liability for the content of other websites, which are not under the strict control of [Passmores Academy](#) (8814323). Any link is not intended to be, nor should be construed as, an endorsement of any kind by [Passmores Academy](#) (8814323) of that other website.

5.2 You may not create a link to this website www.passmoresacademy.com from another website or document without prior written consent from [Passmores Academy \(8814323\)](#) .

6. Liability

6.1 [Passmores Academy \(8814323\)](#) does not guarantee that use of this website www.passmoresacademy.com will be compatible with all hardware and software which may be used by visitors to the site.

6.2 Except as set out in clause 6.3, [Passmores Academy \(8814323\)](#) will be under no liability to you whatsoever whether in contract, tort, (including negligence), breach of statutory duty, restitution or otherwise for any injury, death, damage or direct, indirect or consequential loss (all three of which terms include, without limitation, pure economic loss, loss of profits, loss of business, depletion of goodwill and like loss) howsoever caused arising out of or in connection with the use of this website www.passmoresacademy.com or the use, accessing, downloading or relying on any information or other materials contained in this website www.passmoresacademy.com, including, without limitation, as a result of any computer virus.

6.3 These terms and conditions do not exclude its liability (if any) to you for personal injury or death resulting from [Passmores Academy \(8814323\)](#) negligence, for fraud or for any matter which it would be illegal for [Passmores Academy \(8814323\)](#) to exclude or to attempt to exclude its liability.

7. Privacy

7.1 [Passmores Academy \(8814323\)](#) privacy policy can be seen below. This privacy policy forms part of these terms and conditions.

8. Complete agreement

8.1 These terms and conditions (including the privacy statement referred to in clause 7) contain all the terms which you and [Passmores Academy \(8814323\)](#) have agreed in relation to the use of the website www.passmoresacademy.com.

9. Jurisdiction and acceptance of these terms and conditions

9.1 This website at www.passmoresacademy.com is controlled and operated by [Passmores Academy \(8814323\)](#) from its offices in England and Wales defined by its unique DfE number. The formation, existence, construction, performance, validity in all aspects whatsoever of these terms and conditions or of any term of these terms and conditions or any dispute in relation to the materials contained in this website shall be governed by English law as applied in England and Wales. The English and Welsh courts shall have exclusive jurisdiction to settle any disputes which may arise out of or in connection with these terms and conditions or use of the website www.passmoresacademy.com.

9.2 Your continued use of this website www.passmoresacademy.com indicates your acceptance of these terms and conditions.

Privacy statement for websites

This privacy statement sets out how [Passmores Academy \(8814323\)](#) complies with European Union data protection requirements. This applies to the entire website www.passmoresacademy.com . Any changes to these policies will be posted on this website.

You can also access this privacy statement via the link at the bottom of every page.

[Passmores Academy \(8814323\)](#) is committed to respecting your privacy. We have structured our website www.passmoresacademy.com so that, in general, you can visit us on the web without identifying yourself or revealing any personal information. Once you choose to provide us with any information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy statement.

For your protection, we are registered under the *Data Protection Act 1998* and have given all appropriate notifications to the Information Commissioner.

The collection of information

We may collect the following information:

- We require that users supply personal information, including email address prior to registering with this website or receiving other specific corporate and information materials or submitting an enquiry to us.
- We may also ask you to provide us with additional contact information, in order to provide you with additional site functionality and further correspondence about our products and services.
- Some pages use cookies, a data analysis technique. An explanation of what cookies are can be found below.

The use of Information gathered

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- internal record keeping;
- we may use the information to improve our products and services;
- our academy's representatives may follow up, either by e-mail, phone or mail, as part of our customer care procedures;
- we may periodically send promotional information about new products, special offers or other information which we think you may find interesting using the contact details which you have provided either by registering as a user on this site or by requesting information from us; and
- from time to time, we may also use your information to contact you for market research purposes. We may contact you by e-mail, phone or mail.

Monitoring

An editor checks material before it is uploaded or published to ensure that it is suitable and complies with the record of objections held by the headteacher and with copyright

laws (as far as is possible). Any persons named on a webpage can ask for their details to be removed.

New pages will be tested for errors immediately after installation.

The webpages will be regularly reviewed for accuracy and will be updated as required. This review will occur at least annually. It will be the responsibility of an administrator, academy management, staff or authorised agents to ensure this happens.

At least two people should have the knowledge to maintain and edit the site, and they must pass on their knowledge to a successor at the end of a term of office.

Sharing information

When you use this site and have not advised us to the contrary, you are agreeing that we may use your personal information for the purposes set out in this statement.

We may **NOT** sell, distribute or lease your personal information to third parties.

If you have any objection whatsoever when using www.passmoresacademy.com please contact by writing to or e-mailing us at:

Russell King
Data Protection Compliance Officer
Passmores Academy,
Tracyes Road
Harlow
Essex, CM18 6JH.

E-mail: r.king@passmoresacademy.com

Other websites

Our website www.passmoresacademy.com may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information, which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Domain names

Nominet UK is the officially recognised registry for UK domain names.

Cyber squatting and typo squatting

Cyber squatting and typo squatting are recognised problems in the area of domain name registration.

Cyber squatting is when companies or individuals register the domain names of legitimate companies or organisations, often in the hope of making quick financial gains by selling the domain name back to the company.

Typo squatting, also referred to as 'typo piracy', is when misspellings of domain names are registered in order to poach potential visitors away, often to inappropriate or pornography-based websites.

Although both of these issues are more likely to affect commercial companies, you should nevertheless be aware of them, and check their domain names periodically. If you do find that either of these issues present a problem, you should seek legal advice through the LA or an appropriate provider in the first instance.

All the above are checked and monitored by [Cleverbox](http://www.cleverbox.co.uk/)
Our website providers

Use of cookies

A cookie is a piece of text, which asks permission to be placed on your computer's hard drive. Once you agree, your browser adds that text in a small file. A cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. Denial of a traffic log cookie should not prevent you from using this site, however it may restrict the use of certain features.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. This practice is strictly in force. We know that people have concerns about cookies, but we believe that the benefit we both gain from their proper use is worthwhile. You may set your web browser (Microsoft Internet Explorer or Netscape Navigator) to notify you of cookie placement requests or decline cookies completely. You can delete the files that contain cookies - those files are stored as part of your Internet browser.

Web bugs

A Web bug is a graphic on a Web page or in an email message designed to monitor who is reading the page or message. Web bugs are often invisible because they are typically only 1-by-1 pixels in size. In many ways they are similar to cookies but there is no facility in a browser to disable them.

Use of Java and/or ActiveX components

There may be pages on this site that use Java scripts or ActiveX elements to enhance their appearance or functionality. Passmores Academy (8814323) appreciates that

because it is possible to use these add-ins to make changes to the settings on a PC some users may have disabled them in their browser, or their office/academy network may not allow them. If this is true for you then you may find that there are pages that may not display properly, or the interactive elements will not work for you. We hope that this will not spoil your use of our website at www.passmoresacademy.com .

Interactive areas

The website may include bulletin boards, discussion groups and other public areas that allow feedback to [Passmores Academy \(8814323\)](#) and interaction between users. [Passmores Academy \(8814323\)](#) does not control the information posted to these areas but it does expect contributors to comply with the rules stated here and also to any additional rules that may be introduced for a particular forum (the need to register for instance). [Passmores Academy \(8814323\)](#) may delete, move or edit any messages it deems unsuitable without giving a reason.

You are solely responsible for the content of your messages and agree to indemnify [Passmores Academy \(8814323\)](#) for any loss that we may suffer because of your action.

By submitting messages to our site you are giving [Passmores Academy \(8814323\)](#) the right to reproduce, adapt, make available, distribute and sub-license the message in whole or in part and in print or electronic form.

Any message you post **must not**:

- contain advertising for goods or services or try to make business use of the site;
- contain anything unlawful, threatening, abusive, libellous, indecent;
- mislead others about who has posted the message;
- use language that offends in any way, in particular anything that is of a racist, sexist, nationalistic, cultural or religious nature; or
- contain a virus or any other harmful software

[Passmores Academy \(8814323\)](#) retains the right to prevent you accessing the interactive areas of the website if you contravene these terms.

Legal considerations

Schools are advised to take note of the following:

Disability access:

Our website is accessible to audio software and there is a high contrast version available for partially sighted users

Slander/ defamatory comments/etc on websites would be covered by the normal laws - of course the same laws covering websites as cover emails and other messages sent via the ether.

- Copyright law would also cover the use of images and the printed word, so if schools put any pictures on their website they must ensure that they have been given the rights to use them.

Kidsmart <http://www.kidsmart.org.uk/> - a practical internet safety programme website for academys, young people, parents, and agencies, produced by the children's internet charity **Childnet International** <http://www.childnet.com/>

Toolkit for internet safety <http://www.saferinternet.org/> - published by the European Union's internet safety portal.

Quick Guides document DA14 gives full information about accessibility of academy websites.

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