



Website Policy **(Whole School including EYFS)**

Independent Day School

Our Lady of Sion School

Last Reviewed: July 2025
Frequency of Review: Annually
Next Review Due: July 2026

1. Policy Statement

Our Lady of Sion School recognises the importance of a professional, informative, and engaging website as a key communication and marketing tool. This policy ensures that our website:

- Complies with **statutory guidance** (KCSIE 2025, DfE guidance, UK GDPR).
- Protects the **safeguarding of children and staff**.
- Upholds the **reputation of the school**.
- Provides **accurate, clear, and up-to-date information** for pupils, parents, staff, and the wider community.

2. Scope

This policy applies to:

- All website content, including text, images, videos, and downloadable resources.
- Staff, governors, volunteers, contractors, and external providers (e.g., Molokini) who manage or contribute to the website.
- Pupils whose work or achievements may appear online.

3. Governance and Responsibility

- **Headteacher / SLT**: Responsible for final approval of all website content.
- **Designated Safeguarding Lead (DSL)**: Ensures that content follows safeguarding guidance, including KCSIE 2025 updates.
- **Marketing Team (Molokini)**: Manages website content in line with this policy, ensuring professional standards, accuracy, and compliance.
- **Staff and Pupils**: Must adhere to guidance when submitting content for the website.

4. Safeguarding and Online Safety

- No pupil under EYFS or nursery age may be photographed or identified on the website.
- Pupil images must comply with Photography and Images Policy, with parental consent obtained in writing.
- Staff images must be approved and used in line with professional guidelines.
- Content must not expose children or staff to risks of online harm, misinformation, or disinformation.
- AI-generated content must be checked for accuracy and not used to mislead, replace staff input, or create unsafe content.

5. Content Guidelines

- All website content must be accurate, up-to-date, and professional.
- Personal data (names, contact details, sensitive information) must not be published without explicit consent.
- Only approved staff or contractors may publish content.

- Content must respect copyright, intellectual property, and licensing laws.
- Avoid any content that could:
 - Harm the school's reputation
 - Promote unsafe or inappropriate material
 - Encourage unsafe use of AI, social media, or other online tools

6. Social Media Integration

- Links to official school social media accounts must be clearly labelled.
- External posts that mention the school must follow the Social Media Policy and may not be embedded without approval.
- AI or automated tools used to manage social media posts must comply with AI and safeguarding guidance.

7. Marketing and External Providers

- Molokini (or any external provider) must ensure all website content:
 - Aligns with the school's policies on AI, photography, social media, safeguarding, and GDPR.
 - Is checked for accuracy before publication.
 - Does not breach any copyright or licensing laws.
- External providers may not upload content that identifies pupils without parental consent.

8. Data Protection and Privacy

- The website must comply with UK GDPR and the Data Protection Act 2018.
- Personal information (staff, pupils, or parents) must never be published without consent.
- Online forms must collect only necessary information, with clear privacy notices.

9. Monitoring and Review

- The website is monitored regularly to ensure content is safe, accurate, and compliant.
- Any concerns or breaches should be reported to the DSL or Headteacher immediately.
- This policy will be **reviewed annually** to ensure it remains up to date with legislation, statutory guidance, and best practice.

10. Breaches

- Breaches by staff may lead to disciplinary action.
- Breaches by external providers may result in termination of contract.
- Breaches that compromise child safety will be reported to the relevant safeguarding authorities.

This policy integrates key points from:

- **KCSIE 2025** (safeguarding, misinformation, disinformation)
- **Photography and images policy** (EYFS consent, professional use)
- **Social Media Policy** (brand protection, safeguarding)
- **AI Policy** (safe and accurate use of AI content)
- **UK GDPR** (personal data protection)