KEW COLLEGE PREP

Anti-Cyber Bullying Policy

This policy applies to the whole school including the EYFS

This policy is published on the Kew College Prep website and is also available to parents from the School office upon request.

The policy is written with due regard to the following:
Non-statutory DfE advice "Preventing and Tackling Bullying" (July 2017, updated 2023).

Sharing nudes and semi-nudes: advice for education settings working with children and young people (UKCIS).
Preventing and tackling the bullying and harassment of school staff* (July 2026)*Keeping Children Safe in Education KCSIE (2026), The Human Rights Act 1998

See also the School's policies as follows:
Anti-Bullying Policy, Complaints Policy, Good Behaviour, Discipline and Sanctions, including Exclusions Policy, Implementing Prevent Policy, PSHEE and Citizenship Policy, Relationships and Sex Education Policy, Safeguarding and Child Protection Policy, Online Safety Policy, Taking Storing and Using Images of Pupils Policy

DSL: Sarah Jones
Deputy DSL: Jane Bond
Deputy DSL Early Years: Lee-Anne Tizard

Definitions or abbreviations used in this policy
DSL: Designated Safeguarding Lead
ICT: Information and Communications Technology
LADO: Local Authority Designated Officer for safeguarding of children (also known as the Designated Officer in some authorities)

Everyone in the school community at Kew College Prep has the right to be taught and learn in a supportive and caring environment without fear of being bullied in any form. We are committed to helping all members of the school community to benefit from information and communication technology, whilst understanding its risks, and to equip children with the knowledge and skills to be able to use it safely and responsibly.

Any attempt to use ICT for messages or images which are damaging to individual pupils, teachers, members of staff and associates of the school or which damage the reputation of the school in any way will be treated very seriously and exclusion, whether temporary or permanent, is the likely consequence.

The breadth of issues classified within online safety, including cyber-bullying, is considerable, but can be categorised into four areas of risk:

• **content**: being exposed to illegal, inappropriate or harmful material; for example, pornography, misinformation, disinformation, conspiracy theories, extremist content, racist content and other harmful online material.

• **contact:** being subjected to harmful online interaction with other users; for example commercial advertising as well as adults posing as children or young adults; and

• **conduct**: personal online behaviour that increases the likelihood of, or causes, harm; for example making, sending and receiving explicit images, or online bullying; and

• **commerce**: risk from things like online gambling, inappropriate advertising, phishing or financial scams.

Children and young people may be exposed to these risks directly.

1. What is Cyber bullying?

Cyber bullying is a type of aggression defined as the 'sending or posting of harmful or cruel text or images using the internet or other digital communication devices'. The Anti-Bullying Association has identified seven types of cyber bullying, ranging from abusive text messages, emails and phone calls, to bullying in internet chatrooms, social networking sites and instant messaging:

1. **Text messages** – sending nasty or unwelcome texts that are threatening, intimidating or cause discomfort.
2. **Sharing nudes and semi-nudes** - sending or posting of sexually suggestive images, including nude or semi-nude photographs via a mobile or the internet.
3. **Picture/video-clips via mobile phone cameras and webcams** – making and sharing humiliating and inappropriate images with others to make the victim feel threatened or embarrassed or using inappropriate recordings to manipulate young people.
4. **Mobile phone calls** – making silent calls or sending abusive messages; or stealing the victim's phone and using it to harass others, to make them believe the victim is responsible; or sharing nudes and semi-nudes**.**
5. **Emails** – threatening or bullying emails, often sent using a pseudonym or someone else's name.
6. **Chat-room bullying** – carrying out nasty, menacing or upsetting responses to children or young people when they are in a web-based chat-room and/or online learning platform used for remote lessons. Pretending to be someone they're not in order to get personal information that they can misuse in a range of ways, e.g. by spreading secrets or blackmailing.
7. **Instant messaging** – sending nasty and unpleasant messages in real-time conversations online.

8. **Bullying via websites** – use of defamatory information posted to blogs, personal websites and online social networking sites such as Facebook, Instagram and Snapchat etc.

It can take many forms but can go even further than face to face bullying by invading the victim's home and personal space and can target one or more people. Cyberbullying may also involve online coercion, manipulation or sextortion, where an individual is pressured, threatened or blackmailed into sharing images, information or money.

In line with Keeping Children Safe in Education (2026), the School recognises that bullying can now extend beyond traditional and online harassment to include the harmful use of **misinformation, disinformation, conspiracy theories, and AI-generated content**. The spread of false information, manipulated images or videos, and fake accounts can be used as tools for bullying, intimidation, and reputational damage. This may include the creation or sharing of deepfake or AI-generated images, video or audio intended to humiliate, intimidate, harass or damage the reputation of another individual.

The audience can be reached rapidly, and as electronically forwarded content is hard to control, the scope of cyber bullying can be greater than other forms of bullying.

It can take place across age groups and target pupils, staff and others.

It can include threats and intimidation, harassment including sexual harassment, defamation, exclusion or peer rejection, impersonation and unauthorised publication of private information or images.

Cyberbullying may also take the form of prejudice-based or discriminatory behaviour relating to race, religion or belief, disability, sex, sexual orientation, gender reassignment or other protected characteristics. Such incidents will be taken seriously and may be managed as safeguarding concerns in line with the Safeguarding and Child Protection Policy.

The school recognises that pupils who are LGBT+ or who are gender questioning may be at increased risk of online bullying, harassment or discriminatory behaviour and will be appropriately supported.

In some cases, instances of cyber bullying may be unintentional and the perpetrator may not be aware of the potential seriousness or impact of their actions. It can include messages intended as jokes, but which have a harmful and upsetting effect.

In some cases, cyber bullying can be a criminal offence. Some forms of cyberbullying, including the sharing of nudes and semi-nudes, may constitute criminal offences

2. Prevention

Prevention is the key to ensuring the whole-school community clearly understands the serious consequences of cyber bullying.

In order to minimise the chances of cyber bullying happening within the school day and to raise general awareness of cyber bullying we:

- Ensure that pupils, staff and parents are familiar with our use of internet and mobile devices policies. Information talks are provided for staff, parents and the policies are explained to the pupils in an age-appropriate manner both in class, and through assemblies. Additional training and information is provided to staff and to parents via the National Online Safety platform accessible to them.
- Staff will be vigilant in identifying incidents where pupils may be targeted through AI enabled technologies or the spread of misleading content online.
- Use internet usage and email monitoring software to monitor pupils with keyword alerts.
- Regularly teach Online Safety and remind children how to remain vigilant when using technology. This will include age-appropriate teaching of AI and its potential risks, including the potential misuse of AI to create or spread misinformation, disinformation, manipulated images or videos, and other harmful content.
- Don't permit the use of personal electronic devices during school hours (eg mobile phones, tablets, laptops) unless given express permission by staff and in an appropriately supervised context and setting.
- Don't permit access to social media sites on the school network or via the wireless network infrastructure.
- Use an internet network filter.
- Regularly monitor the effectiveness of our policies and procedures to protect those in our school community.
- Regularly teach children the dangers of sharing nudes and semi-nudes and that it is illegal for young people under 18 to share images of themselves nude or semi-nude.
- Pupils are taught to think critically about online content, including content shared by influencers, and to recognise harmful stereotypes, prejudice, misogyny and discriminatory behaviour online.

3. Signs of cyber bullying

Changes in behaviour that may indicate that a pupil is the victim of cyber bullying may include:

- Unwillingness to return to school
- Displays of excessive anxiety, becoming withdrawn or unusually quiet
- Failure to produce work, or producing unusually poor-quality work, or work that appears to have been copied, interfered with or spoilt by others
- Books, bags and other belongings suddenly go missing, or are damaged
- Change to established habits (e.g. giving up music lessons, change to accent or vocabulary)
- Diminished levels of self-confidence
- Frequent symptoms such as stomach pains, headaches
- Unexplained cuts and bruises
- Frequent absence, erratic attendance, late arrival to class
- Choosing the company of adults
- Displaying repressed body language and poor eye contact
- Difficulty in sleeping, experiences nightmares
- Talking of suicide or running away.

This list is not exhaustive and there may be other signs.

4. Staff Procedures for dealing with reported Cyber Bullying

The procedures set out in the ***Anti-bullying Policy*** are to be followed but, in addition, the following procedures should also be put in place.

Where cyberbullying gives rise to safeguarding concerns, including child-on-child abuse, sexual harassment, discriminatory abuse, exploitation, hate incidents or the sharing of nudes and semi-nudes, staff will follow the procedures set out in the ***Safeguarding and Child Protection Policy***.

If a cyber-bullying incident directed at a child occurs using email or mobile phone technology either inside or outside of school time, the following should be put in place:

- Ensure that the victim knows not to retaliate or to return the message
- Secure and preserve any evidence
- All allegations/cases of sharing nudes and semi-nudes or sharing of sexual images are contemporaneously logged on Schoolbase and reported to the DSL or Deputy DSL
- Check the victim knows to change contact details, block contacts or leave a chatroom as the first simple steps to prevent the bullying from happening again
- Inform the sender's email provider
- Consider how serious the bullying is and if it is a repeated offence, in which case the police may need to be informed.

If malicious or threatening comments are posted on an Internet site about a pupil or member of staff or associates of the School:

- Request that the comments be removed
- Secure and preserve any evidence
- Ask someone to help find the origin of the comments and inform the police, if appropriate
- If a child has been the victim of sharing nudes and semi-nudes or sexual images of them have been illegally shared, the DSL will be informed, and appropriate action will be taken. Staff should not view the images. See ***Safeguarding and Child Protection Policy***
- If the comments are threatening or abusive, sexist, of a sexual nature or constitute a hate crime, a representative from the school may consider contacting the local police. Some forms of online harassment, threatening communications, hate incidents and the sharing of indecent images may constitute criminal offences and may require police involvement.

5. Sanctions

- A temporary or permanent ban on internet/computer use.
- When applicable, police or local authorities may be involved.
- If necessary, external agencies such as Social Networking or Email Member sites may be contacted and informed.

- Where appropriate and for serious cases, exclusion will result.
- For cases involving sharing nudes and semi-nudes or sexual harassment contact the local authority children's social care.

Reviewed by:	**Reviewed and Approved by:**	**Updated by:**
The Education and Welfare Committee	Title: Head	Title: DSL
	Date: 4 Sept 2026	Date: 4 Sept 2026
Date: 22 Jan 2025		

This policy will be reviewed by the governing body every year or earlier if it is considered necessary.