

Fairfields Primary School

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Headteacher
Mr G. Gaidoni

21st November 2017

Dear Parents and Carers,

Last week we held an anti-bullying and cyberbullying assembly for the children in years 1 to 6. The assembly was to help the children to think about what bullying is and how they could help themselves or others who are being bullied. The assembly was also held to encourage "safe and responsible" use of the internet.

The children of Fairfields are no different to most of the children in the UK in that the majority of them have social media accounts and have significant unsupervised access to the internet out of school. We know this because we have asked them.

Most of these social media accounts are designed for children over the age of 13. In fact, social media network Instagram said if anyone suspected accounts were run by under-13s, they should report them. WhatsApp, Facebook, Snapchat, BBM and OoVoo (all used by children at Fairfields) have similar restriction policies. They have to, as they have to comply with the Children's Online Privacy Protection Act (COPPA). COPPA prohibits commercial sites and apps from collecting personally identifiable information from children under **13**, which includes photographs.

We know that as a school we can only inform and educate the children. We cannot supervise their online activities out of school; this is something that we would look to you to do. We would encourage you to have an open dialogue with your children and encourage them to report both good and bad internet experiences.

In the assembly, we highlighted the need for the children to keep their social media accounts private and to report incidents of online bullying or 'cyber-bullying' to an adult.

We know that for many of the children social media is an important part of everyday life. A recent study from research agency Childwise showed children are now using online services, such as social networks, and on-demand services like Netflix and YouTube, more than they are watching conventional television channels.

We hope that with your support we can teach the children how to use the internet and social media sensibly and safely. Every class is taught about eSafety as part of our computing curriculum. If you would like more information on how you can help with ensuring your child is happy and safe online then our eSafety page on our school website is full of useful information.

Please do not hesitate to contact the school if you have any concerns.

Yours sincerely,

Mr G Gaidoni
Headteacher

