



Diocese of Salisbury  
Academy Trust  
*'Beyond expectations for all of God's children'*

## WEBSITE POLICY

Policy Date: January 2021

Review Date: January 2026

*This policy is to be adopted by each Academy*

## Context

The requirements for what academies must publish on their website are not subject to the DFE issued [guidance in respect of maintained schools](#), but are determined by the requirements of the Master Funding Agreement between the Academy Trust and the Secretary of State for Education. [Guidance is now published here](#).

This policy is written to comply with the DSAT Master Funding Agreement, and sets out the minimum requirements necessary to comply with the legal obligations on the Academy Trust. In general, this follows the requirements placed on maintained schools and the published information from the DFE acts as a useful guide. These guidelines are updated from time to time and may supersede the guidelines within this policy – latest DFE and OFSTED requirements must always be followed where they have been updated more recently than this policy. Where items are not displayed on individual academy websites, they will be on the Trust website and be linked accordingly.

## Principles

- Academy websites are important as a key communication tool between the Academy, parents, pupils and the wider community. It is therefore important that the content, ease of use and style are aligned with the professionalism and values of the Trust.
- Consideration should be given to how the website appears and can be navigated on a variety of devices including smaller form factor equipment (iPads, mobile phones).
- Content should be up to date and relevant.

## Style and Corporate Identity

DSAT has a preferred provider for its websites and has negotiated preferential rates with the provider who is well aware of our needs and expectations. Academies are encouraged to make use of this provider when upgrading and updating their website.

The academy website must comply with the following corporate identity style guidance:

- The full DSAT logo will be visible on the home page of the school website. The logo will link users to the DSAT website – [www.dsat.org.uk](http://www.dsat.org.uk);
- On the home page of the academy website the first mention of the school name must be followed by the strap line: 'Part of the Diocese of Salisbury Academy Trust'.
- To ensure consistent and clear communication in reference to the Academy Trust, it is important all school websites use the same language. If referring to the Trust the following naming conventions must be used in the first instance:  
The Diocese of Salisbury Academy Trust  
Thereafter, please use the following abbreviated names:  
The Academy Trust  
DSAT
- A link from the homepage to 'Keeping Children Safe' which will contain the academy's key safeguarding documentation.

## Vision and Strategy

The Academy will publish and share its vision for the school, as approved by the Trust. This will be reviewed and updated annually.

## Publication of Policies

The Academy will provide a clear link to the Policy pages of the DSAT website, signposting this as a location of the Trust policies – these policies should not be displayed separately, to ensure that the most up-to-date version is always in place. The Academy will publish all

policies approved or adapted by the Academy Standards and Ethos Committee (ASEC) on the Academy website. These will include, but not be limited to:

- SEND policy,
- Curriculum Policy
- Admissions Policy
- Behaviour Policy
- Safeguarding and Child Protection Policy

### **Curriculum Information**

The Academy will publish termly an overview of the curriculum areas and or topics being covered for each year group, including information on how parents and carers can support learning beyond the classroom.

The following should be published as a minimum:

- The content of the curriculum;
- The approach of the Academy to the curriculum;
- The names of any phonics or reading schemes in use at Key Stage 1;
- How parents (including prospective parents) can obtain further information in relation to the curriculum offered.

### **Performance Information**

Most recent Key Stage 2 results as published by the DFE and a link to the DFE performance table. The data will be displayed in a format compliant with current assessment arrangements and expectations.

### **OFSTED and SIAMS Reports**

Information as to where and by what means the most recent reports for the Academy can be accessed.

### **Pupil Premium**

- Details of their Pupil Premium allocation and plans to spend in the current year
- For the previous year a statement confirming allocation and how the money was spent and the impact this had on educational attainment.

### **Company Documents**

Academy websites should provide a link to the DSAT website. DSAT shall centrally publish on its website, on behalf of all its Academies the following documents:

- Annual Accounts
- Annual Report
- Memorandum, Articles and Funding Agreement
- A List of names of the Directors of the Company
- A register of Directors' interests

### **Child Protection**

The Academy Trust operates the following policy on its website regarding the use of photographs, to ensure the privacy and safety of pupils in our academies:

1. Where pupils are named, only their first names are given;
2. Where a pupil is named, no photograph of that pupil is displayed;
3. Where a photograph is used which shows a pupil, no name is displayed.

By observing these points, the Trust ensures that visitors to the website cannot link images of pupils to names of pupils.

The Trust follows a policy of individual academies seeking parents' permission before using images which show pupils on the website.

No other private information about pupils is ever published on the website such as surnames or contact details.

### **Website Privacy Policy**

We are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information.

#### **1) What information do we collect?**

We may collect, store and use the following kinds of personal data:

- a. Information about your visits to and use of this website;
- b. Information about any transactions carried out between you and us on or in relation to this website;
- c. Information that you provide to us for the purpose of registering with us, and/or leaving guestbook comments, and/or subscribing to our website services and/or email notifications.

#### **2) Information about website visits**

We may collect information about your computer and your visits to this website such as your IP address, geographical location, browser type, referral source, length of visit and number of page views. We may use this information in the administration of this website, to improve the website's usability, and for marketing purposes.

We use cookies on our websites. A cookie is a text file sent by a web server to a web browser, and stored by the browser. The text file is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may send a cookie which may be stored by your browser on your computer's hard drive. We may use the information we obtain from the cookie in the administration of this website, to improve the website's usability and for marketing purposes. We may also use that information to recognise your computer when you visit our website, and to personalise our website for you.

Most browsers allow you to refuse cookies. This will, however, have a negative impact upon the usability of many websites.

#### **3) Using your personal data**

Personal data submitted to this website will be used for the purposes specified in this privacy policy or in relevant parts of the website. In addition to the uses identified elsewhere in this privacy policy, we may use your personal information to:

- a. Improve your browsing experience by personalising the website;
- b. Provide other organisations with statistical information about our users - but this information will not be used to identify any individual user.

We will not without your express consent provide your personal information to any third parties for the purpose of direct marketing.

#### **4) Other disclosures**

In addition to the disclosures reasonably necessary for the purposes identified elsewhere in this privacy policy, we may disclose information about you:

- a. To the extent that we are required to do so by law;
- b. In connection with any legal proceedings or prospective legal proceedings;
- c. In order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);
- d. Except as provided in this privacy policy, we will not provide your information to third parties.

#### **5) Security of your personal data**

We will take reasonable precautions to prevent the loss, misuse or alteration of your personal information. Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

#### **6) Policy amendments**

We may update our privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

#### **7) Third party websites**

The website contains links to other websites. We are not responsible for the privacy policies of third party websites.

#### **8) Our contact details**

Please see above for our contact details.

### **Website Disclaimer**

#### **1) Introduction**

This disclaimer governs your use of our website; by using our website, you accept this disclaimer in full. If you disagree with any part of this disclaimer, do not use our website.

#### **2) Intellectual property rights**

Unless otherwise stated, we or our licensors own the intellectual property rights in the website and material on the website. Subject to the licence below, all our intellectual property rights are reserved.

#### **3) Licence to use website**

You may view, download for caching purposes only, and print pages from the website, provided that:

- a. You must not republish material from this website (including republication on another website), or reproduce or store material from this website in any public or private electronic retrieval system;
- b. You must not reproduce, duplicate, copy, sell, resell, visit, or otherwise exploit

our website or material on our website for a commercial purpose, without our express written consent.

#### **4) Limitations of liability**

The information on this website is provided free-of-charge, and you acknowledge that it would be unreasonable to hold us liable in respect of this website and the information on this website.

Whilst we endeavour to ensure that the information on this website is correct, we do not warrant its completeness or accuracy; nor do we not commit to ensuring that the website remains available or that the material on this website is kept up-to-date.

To the maximum extent permitted by applicable law we exclude all representations, warranties and conditions (including, without limitation, the conditions implied by law of satisfactory quality, fitness for purpose and the use of reasonable care and skill).

Our liability is limited and excluded to the maximum extent permitted under applicable law. We will not be liable for any direct, indirect or consequential loss or damage arising under this disclaimer or in connection with our website, whether arising in tort, contract, or otherwise - including, without limitation, any loss of profit, contracts, business, goodwill, reputation, data, income, revenue or anticipated savings.

However, nothing in this disclaimer shall exclude or limit our liability for fraud, for death or personal injury caused by our negligence, or for any other liability which cannot be excluded or limited under applicable law.

#### **5) Variation**

We may revise this disclaimer from time-to-time. Please check this page regularly to ensure you are familiar with the current version.

#### **6) Entire agreement**

This disclaimer constitutes the entire agreement between you and us in relation to your use of our website, and supersedes all previous agreements in respect of your use of this website.

#### **7) Law and jurisdiction**

This notice will be governed by and construed in accordance with English law, and any disputes relating to this notice shall be subject to the exclusive jurisdiction of the courts of England.

#### **8) Our contact details**

Please see above for our contact details.

This policy is based on the model provided by [www.primarysite.net](http://www.primarysite.net) and published on our website.