

Staining C of E Primary School

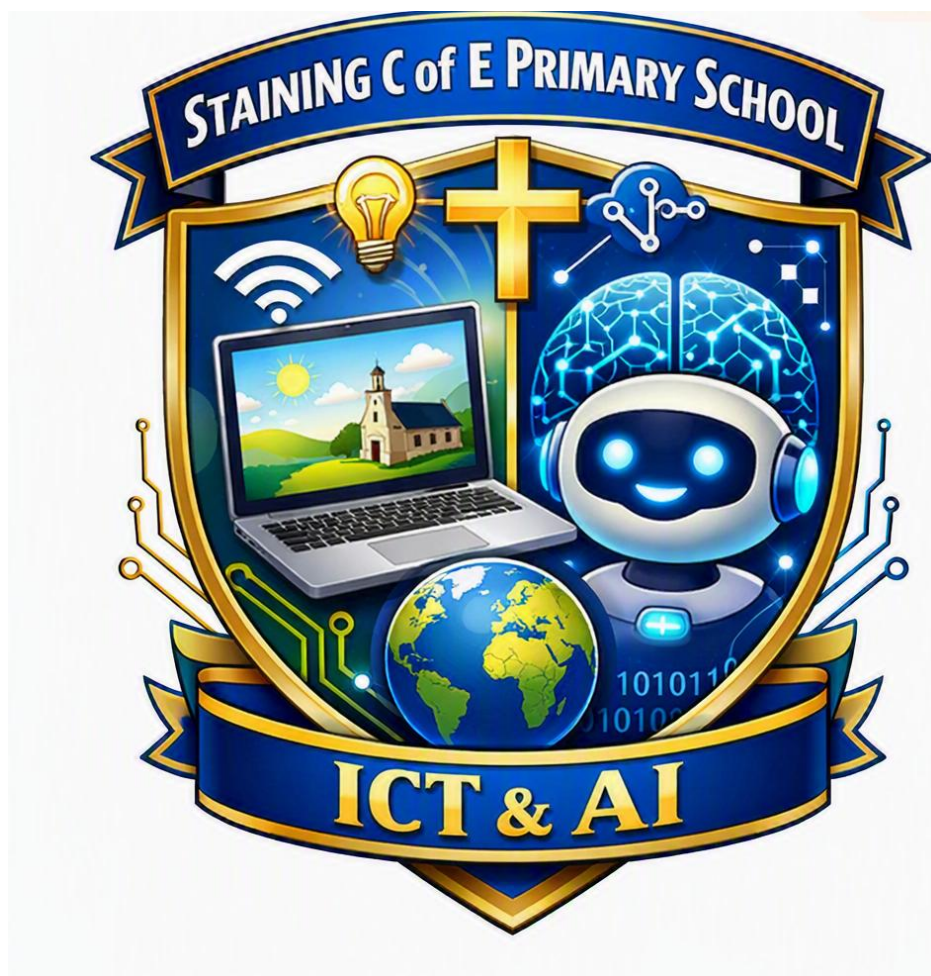
Acceptable Use of ICT, Digital Media & Artificial Intelligence (AI) Policy

Our Vision

At Staining C of E Primary School, our values – Be Kind, Show Respect, Work Hard, Aim High, and Teamwork – guide how we nurture and protect our children both in person and online. We believe technology should help children shine: supporting their curiosity, creativity and confidence while keeping them safe every step of the way.

As ICT and AI become an increasingly important part of modern life, we are committed to teaching children how to use these tools wisely, responsibly and with kindness. We want every child to grow into a thoughtful digital citizen who understands how to stay safe, make good choices and use technology to learn, explore and express themselves.

Our approach is rooted in our Christian ethos: valuing each child as unique, protecting their dignity, and ensuring that their digital experiences reflect the same care, respect and compassion we show in the classroom. This policy reflects our promise to families – that we will protect children, support parents, and create a digital environment where every child can flourish securely and confidently.



Purpose of the Policy

This policy explains how ICT, digital media and AI should be used within Staining CE Primary School. It aims to:

- Protect children, staff and families from risks associated with digital technologies and AI.
- Ensure responsible, safe and respectful use of ICT and online platforms.
- Support high-quality learning while maintaining strong safeguarding practices.
- Provide clarity for parents regarding image use, consent and online safety.

We want families to feel confident that online safety is something we take seriously, monitor carefully and talk about openly with children.

General ICT Use

- ICT resources are provided to support teaching, learning and school operations.
- Children may use the internet only under staff supervision and for curriculum-related activities.
- Downloading files is permitted only when approved by staff; all files must be virus-checked.
- Violent, inappropriate or age-restricted games are not permitted.
- Social networking sites and instant messaging platforms must not be accessed by children or staff in school.
- YouTube may be accessed by staff only to support learning.
- Staff and children must not exchange friendship requests or follow each other on social media.
- Children are taught to recognise, report and avoid cyberbullying, and staff will always respond promptly and sensitively to concerns.

Artificial Intelligence (AI) Use

AI tools—including chatbots, image generators, translation tools and automated writing assistants—are increasingly part of children's digital world. We want children to explore new technologies safely, ethically and with trusted adults guiding them.

Safe & Ethical AI Use

- AI may be used only for learning activities approved by staff.
- Children must not use AI to access inappropriate content, generate harmful material or bypass filters.
- AI must never be used to impersonate, deceive or bully others.
- Staff ensure AI use aligns with safeguarding, data protection and school values.

Use of mobile phones

Mobiles phones have recently become a common possession, and are increasingly complex and sophisticated. Many people view them as an essential of modern life. There are however many issues that relate to mobile phone use, or indeed possession, in school.

- Disturbance of lessons and loss of concentration in class.
- Children overhearing private/ personal comments/ conversations
- Worry at responsibility for an expensive item.
- Potential for theft.
- Potential bullying situations.
- Unwanted and uncontrolled photographs and video footage.
- With mobile phones that connect to the Internet, all the hazards involving online issues such as bullying, grooming and personal security.

Procedure

- Staff should not use mobile phones during directed time. They should be switched off or kept on silent and out of sight of the children. Phones are permitted to be used in the staffroom or office but never in classrooms or in sight of children. In emergency situations, phones may be used on with the permission of the Headteacher. Messages can be arranged to be delivered to the office. Please see Whole School Safeguarding and Child Protection Policy for additional guidance.
- Children should not have phones in school. If they bring them in for emergency out of school situations, they should be handed to their class teacher.
- Where a member of staff deems it necessary to use their personal mobile phone (for example, on a school trip) to contact pupils / parents, it is essential that any phone numbers dialled are deleted from their phone immediately after use.
- Still photographs or video will only be taken with a school device. Under no circumstances should pictures be taken of pupils, the school or school activities on personal phones.
- The school regards online-bullying, through the inappropriate use of electronic communication such as text messaging, email or postings on social networking sites such as an unacceptable form of bullying. This includes the use of technology outside of normal school hours if it interferes with the safety and well-being of any member of the school community. Such incidents will be taken seriously, investigated thoroughly and appropriate disciplinary measures taken if necessary.

Academic Integrity (AI)

- AI must not be used to complete work dishonestly or replace genuine learning.
- Children may use AI for explanations or practice questions only when permitted by staff.
- AI-assisted work must be acknowledged when required.

Data Privacy

- Personal data, children's names, photographs or confidential information must not be entered into AI systems.
- AI tools must not be used to process sensitive information unless approved by the school's data protection lead.

Staff Use of AI

- Staff may use AI to support planning or resource creation, but all outputs must be checked for accuracy.
- AI must not be used for safeguarding decisions or communication with parents without human review.
- Staff must avoid AI tools that encourage personal interaction with children.

Digital Images, Videos & Parental Consent

Our Commitment to Protecting Children's Images and Identities

We recognise how precious photographs and videos of children are to families. We also recognise that advances in artificial intelligence (AI) have created new risks around the collection, manipulation, identification and misuse of children's images.

At Staining Church of England Primary School, we are committed to ensuring that children's images are treated with care, respect and in accordance with our safeguarding responsibilities, data protection requirements and the wishes of parents and carers.

To safeguard children:

- We will not publish a photograph alongside a child's name. Where children's images are shared publicly, we will avoid including identifying information that could allow an individual child to be readily identified.
- We will prioritise group, activity, distance and wider-angle photographs and videos rather than close-up images of individual children wherever appropriate.
- We will seek annual parental/carer consent for the use of children's photographs and videos. Consent will be clear, informed and freely given, and parents/carers will be able to withdraw consent in accordance with the school's procedures.
- We will not use children's photographs to create AI-generated images, avatars or digital representations of children without specific, appropriate consent and a clear educational or safeguarding justification.
- We will not upload identifiable photographs of children to publicly available generative AI tools or other AI platforms unless the school has established that the platform is appropriate, secure, and compliant with our data protection and safeguarding requirements.
- Children's images will not be used to train, test or improve AI systems unless this has been explicitly assessed and authorised by the school and appropriate consent and data protection safeguards are in place.
- We will take steps to prevent children's images from being manipulated inappropriately using AI, including the creation of deepfakes or other synthetic media that could cause embarrassment, distress, harm or reputational damage.
- Staff will be expected to consider the potential for images shared online to be copied, altered or redistributed, even when they have originally been shared for a legitimate school purpose.
- Images will only be captured, stored and shared using school-approved devices, systems and platforms. Staff should not store or share children's photographs using personal accounts, personal cloud storage or unapproved applications.
- We will minimise the amount of identifying information shared alongside images. This includes avoiding combinations of photographs with children's full names, class information, location details or other information that could unnecessarily identify a child.
- Images will be retained only for as long as there is a legitimate reason to keep them, in line with the school's data retention arrangements.
- We will educate children about the risks associated with sharing images online and the ability of AI to alter or reproduce photographs. This will form part of our wider digital literacy, online safety and safeguarding education.
- We will respond promptly to concerns about the misuse of a child's image, including images that have been manipulated or generated using AI. Any concern will be treated as a safeguarding matter where appropriate and dealt with in accordance with the school's safeguarding and incident-reporting procedures.

AI-Generated and Manipulated Images

The school recognises that AI tools can create highly realistic images and videos of people who have not actually participated in the depicted activity or event. This creates particular safeguarding and privacy concerns when children are involved.

- The school will therefore not:
- create realistic AI-generated images of identifiable pupils;
- use a child's photograph as a prompt or input into an AI image-generation tool without appropriate authorisation;
- manipulate a child's photograph to place them into situations or environments that could misrepresent them;
- create or share AI-generated images that could reasonably cause a child distress, embarrassment or reputational harm;
- use children's images for entertainment, promotional or experimental AI purposes.
- Where AI-generated imagery is used for teaching, displays or resources, fictional or appropriately sourced images of non-identifiable people should be used wherever possible.

Our Rationale

We are developing a culture of "Think Before You Share", which will be promoted with both staff and children. We want everyone in our school community to understand that once an image is shared digitally, it can be copied, altered, stored or shared beyond its original intended audience.

Before taking, uploading or sharing an image of a child, staff should consider:

"Would I be comfortable if this image were copied, altered by AI or viewed by someone outside the intended audience?"

If the answer is no, the image should not be shared.

Our approach is not intended to prevent children from being celebrated or from participating fully in the life of our school. Rather, it ensures that the educational, social and celebratory benefits of sharing children's experiences are carefully balanced against the evolving risks associated with digital technology and artificial intelligence.

What Consent Covers

Consent allows the school to share your child's image on:

- Weduc
- The school website
- Official school social media platforms

One Consent for All Platforms

Because digital content can be reshared automatically, separate permissions for individual platforms **cannot** be managed. Consent is therefore a single yes or no for all external platforms.

If Consent Is Not Given

- Your child will not appear in any externally published photographs or videos including our school Weduc system.

- They will still appear in internal systems where required for safeguarding and learning.

Mobile Phones

- Children must not use mobile phones during the school day.
- Any child who needs to bring a mobile phone into school must hand it to the office staff, where it will be locked away until the end of the school day.
- Staff must ensure mobile devices do not compromise data security or allow unauthorised access to AI tools.

Cyber Security

- All users must follow school cyber-security guidance, including strong passwords and secure logins.
- AI tools must not be used to bypass filters or security systems.

Email & Electronic Communication

- Children's emails used in lessons must be approved and monitored by staff.
- AI-generated messages must be checked by staff before being shared.

Cyberbullying & AI-Driven Harm

We take any form of digital harm seriously. Children are encouraged to speak to a trusted adult straight away if something online makes them feel worried, unsafe or uncomfortable.

- AI tools must not be used to generate harmful messages, images or content.
- Children must report any AI-related bullying or impersonation immediately.
- Staff will respond with care, confidentiality and clear next steps.

Monitoring & Review

- ICT and AI use may be monitored to ensure safety and compliance.
- This policy will be reviewed annually or when significant technological changes occur.

ICT/AI Acceptable Use Policy - Staff and Governors/ Volunteers and any adult working in the school for a short period of time.

By working within or serving the school in an official capacity, staff and Governors are deemed to have accepted this policy and agree to follow its guidance. No signature is required. Any concerns or need for clarification should be discussed with the Headteacher.

1. I will take responsibility for my own use of any technologies, making sure that I use them safely, responsibly and legally.
2. I will be an active participant in online education, taking personal responsibility for my awareness of the opportunities and risks posed by the use of technology.
3. I will not use communications devices, whether school provided or personally owned, for bullying or harassment of others in any form.

4. I will not be involved with any online activities, either within or outside school that may bring the school, staff, children or wider members into disrepute. This includes derogatory/inflammatory comments made on Social Network Sites, Forums and Chat rooms.
5. I will not browse, download/upload or distribute any material that could be considered offensive, illegal or discriminatory.
6. I will respect copyright and intellectual property rights.
7. I will ensure that all electronic communications with children and other adults are appropriate.
8. I will not use the school system(s) for personal use during working hours.
9. I will not install any hardware or software without the prior permission of the SLT.
10. I will ensure that personal data (including data held on MIS systems) is kept secure at all times and is used appropriately in accordance with Data Protection legislation.
11. I will ensure that images of children and/or adults will be taken, stored and used for professional purposes in line with school policy and with written consent of the parent/carer or relevant adult. I will not distribute images outside the school network without the prior permission of the parent/carer, or person/s in the image.
12. I will abide by the school's rules for using personal mobile equipment, including my mobile phone, at all times.
13. I will report any known misuses of technology, including the unacceptable behaviours of others.
14. I have a duty to respect the technical safeguards which are in place. I understand that attempting to breach technical safeguards or gain unauthorised access to systems and services is unacceptable.
15. I have a duty to report failings in technical safeguards which may become apparent when using the systems and services.
16. I have a duty to protect passwords and personal network logins, and should log off the network when leaving workstations unattended. I understand that any attempts to access, corrupt or destroy other users' data, or compromise the privacy of others in any way, using any technology, is unacceptable.
17. I understand that network activities and online communications are monitored, including any personal and private communications made using school systems.
18. I am aware that in certain circumstances where unacceptable use is suspected, enhanced monitoring and procedures may come into action, including the power to confiscate personal technologies such as mobile phones.
19. I will take responsibility for reading and upholding the standards laid out in this policy. I will support and promote the school's online policy and help children to be safe and responsible in their use of ICT and related technologies.
20. I will use artificial intelligence (AI) responsibly, ethically and in accordance with school policy. I understand that AI tools can provide useful support but may also produce inaccurate, biased, inappropriate or misleading information.
21. I will not enter confidential, personal or sensitive school information into publicly available AI tools. This includes information about children, families, staff or governors, such as names, addresses, contact details, safeguarding information, SEND information, medical information, assessment data, photographs or other information that could identify an individual.
22. I will not upload photographs, videos, recordings or other identifiable images of children or staff to AI tools unless the use has been specifically authorised by the school and appropriate data protection, safeguarding and consent requirements have been met.

23. I will only use AI tools that have been approved or authorised by the school for work-related purposes. I will not create accounts or use personal AI accounts to process school information without prior authorisation.
24. I will check and critically evaluate AI-generated content before using or sharing it. I understand that AI-generated content may contain errors, fabricated information, bias or inappropriate material and that professional judgement remains my responsibility.
25. I will not use AI to make decisions about children, staff or governors where those decisions could affect their education, welfare, safeguarding, employment or other rights, unless specifically authorised and subject to appropriate human oversight.
26. I will not use AI to create, alter or manipulate images, videos or recordings of children or staff in a way that could misrepresent them, cause harm or undermine their dignity or privacy.
27. I will not use AI to create or share deepfakes or other synthetic media involving children, staff, governors or members of the school community.
28. I will consider copyright, intellectual property and data protection when using AI-generated content. I understand that AI-generated material may incorporate or reproduce content belonging to others and that I remain responsible for how content is used.
29. I will be transparent about my use of AI where appropriate. Where AI has been used to substantially create, analyse or amend material for school purposes, I will follow the school's expectations regarding acknowledgement and human review.
30. I will not use AI to generate, complete or assess a child's work in a way that misrepresents the child's own learning or attainment. Any use of AI in teaching and learning will be age-appropriate, purposeful and in accordance with school guidance.
31. I will report any accidental or inappropriate use of AI, including the accidental disclosure of personal information, inappropriate AI-generated content, misuse of a child's image or any suspected breach of this policy, to the Headteacher or appropriate member of the SLT.
32. I understand that these rules are designed for the safety of all users and that if they are not followed, school sanctions will be applied and disciplinary action taken.

Summary

This combined ICT, Digital Media & AI Policy reflects our commitment to protecting children, supporting families and using technology in a way that honours our Christian values. We want children to enjoy technology, explore it, and learn from it—always with safety, kindness and guidance at the heart of everything we do.