

OAKTREE PRIMARY SCHOOL

An Athena Education School

WEBSITE POLICY

Accurate, Accessible and Safe Communication Online

Policy Title	Website Policy
Institution	Oaktree Primary School
Operator	Athena Education
Applies To	All staff, governors, volunteers and contributors to the school website
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Approved By	Director of Schools / Principal / SGAB
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Policy Owner	Principal
School Leader Signature	

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1. Policy Statement

The website of Oaktree Primary School is one of the School's most important communication tools. It is often the first point of contact for prospective families, and a trusted source of information for current parents, carers, pupils and the wider community. As part of Athena Education, the School is committed to maintaining a website that is accurate, professional, accessible, secure and fully reflective of the School's ethos and values.

This policy sets out the standards that apply to all content published on the School's website and the responsibilities of those who create, approve and manage it. The safety and wellbeing of our pupils is paramount, and safeguarding considerations take precedence in every decision about what is published online.

All content published on the website must comply with the laws of the United Arab Emirates, the requirements of the Knowledge and Human Development Authority (KHDA), and the policies and standards of Athena Education. Content must at all times respect the cultural, religious and social values of the UAE.

2. Purpose of the Policy

The purpose of this policy is to:

- Ensure the website provides accurate, current and helpful information to the School community and the public;
- Protect the safety, privacy and dignity of pupils, staff and families in all published content;
- Set clear standards for the quality, tone, accuracy and presentation of content;
- Define who is responsible for creating, approving, publishing and maintaining content;
- Ensure compliance with UAE law, KHDA requirements, data-protection obligations and the standards of Athena Education;
- Promote the School positively and consistently in line with its brand and values.

3. Scope

This policy applies to the official Oaktree Primary School website and any associated official pages, subdomains, microsites, portals or landing pages operated by or on behalf of the School. It covers all content in any form, including text, images, photographs, video, audio, documents, downloadable files and links to external sites.

The policy applies to everyone who contributes to, approves, edits, publishes or maintains website content, including all members of staff, the senior leadership team, governors, volunteers, and any external contractors or agencies engaged for website design, hosting or content management. Personal use of social media by staff is governed by the School's separate Social Media and Online Conduct Policy, although official School channels are addressed in Section 14 of this policy.

4. Roles and Responsibilities

Role	Responsibility
Strategic Governance Advisory Board (SGAB)	Holds overall oversight of the website as a representation of the School; ensures legal and regulatory compliance; reviews and approves this policy.
Principal	Holds ultimate responsibility for all published content; approves significant content and structural changes; ensures the website reflects the School's ethos and meets KHDA and Athena Education requirements.
Website Coordinator / Marketing	Manages the day-to-day operation of the website; uploads and updates content; maintains accuracy and currency; coordinates approvals before publication.
Designated Safeguarding Lead (DSL)	Advises on and approves the use of pupil images, names and any content with safeguarding implications; ensures consent records are in place.
Data Protection Officer / Lead	Ensures personal data on the website is handled lawfully; oversees the privacy notice, consent and cookie practices.
All Staff & Contributors	Provide accurate, appropriate content; obtain necessary approvals and consents; comply with this policy at all times.

5. Content Standards

All content published on the website must meet the following standards:

- Accurate — information must be factually correct and verified before publication;
- Current — content must be kept up to date, and out-of-date material removed or archived promptly;
- Professional — content must be well written, free of spelling and grammatical errors, and consistent in tone;
- On-brand — content must use the approved School and Athena Education branding, logos, fonts and colours;
- Clear — information should be easy to find, easy to read and written in plain, accessible language;
- Appropriate — content must be suitable for a primary-school audience and respectful of UAE cultural and religious values;
- Bilingual where required — key information should be available in both English and Arabic in line with regulatory expectations.

Content should be reviewed regularly by the Website Coordinator, and at least once per term, to ensure it remains accurate and relevant.

6. Information Published on the Website

In line with KHDA expectations and good practice, the website will publish clear and current information including, but not limited to, the following:

Information	Detail
School contact details	Address, telephone, official email and a contact/enquiry route.
Vision, mission and values	The School's ethos, aims and educational philosophy.
Curriculum information	Overview of the curriculum offered at each stage.
Admissions	Admissions policy, process, entry requirements and key dates.
Fees	The current schedule of fees and related charges, as approved.
Term dates & calendar	Academic calendar, term dates and key events.
Regulatory information	KHDA inspection rating and relevant regulatory information.
Key policies	Safeguarding & Child Protection, complaints, and other key policies.
Leadership & staff	Information about the leadership team and the School.
News & communications	School news, newsletters and announcements for families.

7. Images, Video and Information About Pupils

The protection of pupils is the School's highest priority when publishing any content online. The following safeguarding rules apply without exception:

- Written parental or guardian consent must be obtained before any image or video of a pupil is published on the website, and a record of that consent must be kept;
- Consent may be withdrawn at any time, and the relevant content must then be removed promptly;
- Pupils' full names must not be published alongside their photographs; first names only may be used where consent has been given and it is appropriate to do so;
- No personal or identifying information about a pupil (such as home address, contact details, class details that could enable identification, or medical information) will be published;
- Images must be appropriate, respectful and show pupils suitably dressed and engaged in school-appropriate activities;
- Images of pupils whose parents have not given consent, or whose consent has been withdrawn, must not be used;
- The Designated Safeguarding Lead must be consulted where there is any doubt about the suitability of content involving pupils.

These rules apply equally to all forms of imagery, including photographs, video, livestreams and any visual material featuring children.

8. Data Protection and Privacy

The website will be operated in accordance with the School's Data Protection Policy and applicable UAE data-protection legislation, including Federal Decree-Law No. 45 of 2021 concerning the Protection of Personal Data. Personal data will not be published without a lawful basis and, where required, appropriate consent.

The website will display a clear privacy notice explaining what personal data is collected (for example through enquiry or contact forms), how it is used, how it is stored and the rights of individuals. Any use of cookies or analytics will be disclosed to users, and online forms will collect only the minimum personal data necessary for their stated purpose.

9. Accessibility

The School is committed to making its website accessible to the widest possible audience, including users with disabilities. The website should follow recognised accessibility good practice, such as the Web Content Accessibility Guidelines (WCAG), and should incorporate features including descriptive alternative text for images, clear and readable fonts, sufficient colour contrast, logical page structure and navigation that works across devices, including mobile phones and tablets.

10. Copyright and Intellectual Property

Only content that the School owns, has created, or has explicit permission to use may be published on the website. This applies to text, images, photographs, video, music, logos and documents. Third-party material must not be used without appropriate licence or permission, and must be attributed where required. The School's own branding, logos and content remain the property of Oaktree Primary School and Athena Education and must not be reproduced without authorisation.

11. External Links and Third-Party Content

The website may include links to external websites where these are useful and relevant to the School community. Before a link is published, the destination must be reviewed to confirm it is appropriate, safe and suitable for a primary-school audience. Links should be checked periodically to ensure they remain active and appropriate. The School is not responsible for the content of external websites, and a suitable disclaimer to this effect should be available to users. Any external link found to lead to inappropriate, harmful or unsuitable content must be removed without delay.

12. Acceptable Content and Prohibited Use

All content must uphold the reputation, values and legal obligations of the School. The following must never be published on the website:

- Content that is defamatory, dishonest, misleading or factually inaccurate;
- Content that is discriminatory, offensive, abusive or that could cause harm or distress;
- Content that is contrary to the laws, cultural norms or religious values of the United Arab Emirates;
- Content of a political nature, or material that could be considered religiously or culturally insensitive;
- Personal data published without a lawful basis or appropriate consent;
- Commercial advertising or third-party promotion that has not been approved by the Principal;
- Any content that breaches copyright or other intellectual-property rights.

13. Website Security and Hosting

The website must be hosted securely and protected against unauthorised access, tampering and loss of data. Access to the content-management system and hosting environment must be restricted to authorised personnel and protected by strong, regularly updated passwords. Software, plugins and security certificates must be kept up to date, and regular backups of the website must be maintained so that content can be restored if necessary. Any suspected security breach must be reported immediately to the Principal and addressed promptly.

14. Social Media and Official Channels

Where the School operates official social-media channels, the standards in this policy apply equally to content published on those channels, including the rules on pupil images, consent, accuracy, copyright and respect for UAE cultural and legal norms. Official channels may only be created and managed with the approval of the Principal, and must be administered by authorised staff. Personal social-media accounts and personal online conduct of staff are governed by the School's separate Social Media and Online Conduct Policy.

15. Monitoring and Review

The Website Coordinator will monitor the website regularly to ensure that content remains accurate, current, appropriate and compliant with this policy. This policy will be reviewed at least annually by the Principal and the Strategic Governance Advisory Board (SGAB), or sooner in response to changes in legislation, KHDA requirements, the standards of Athena Education, or learning from any incident. Any amendments will be communicated to all relevant staff.

16. Related Policies and Documents

This policy should be read in conjunction with the following School policies and documents:

- Safeguarding and Child Protection Policy
- Data Protection and Privacy Policy
- Social Media and Online Conduct Policy
- Acceptable Use / ICT and E-Safety Policy
- Photography and Image Consent Policy
- Staff Code of Conduct
- Complaints Procedure
- Brand and Communications Guidelines

Appendix A: Website Content Approval Form

This form should be completed for new or significantly amended website content before it is published. Completed forms should be retained by the Website Coordinator.

1. Title / description of content:
2. Page / location on website:
3. Prepared by (name & role):
4. Date submitted:
5. Does the content include images or video of pupils? (Yes / No)
6. If yes, is parental consent recorded for all pupils shown? (Yes / No)
7. Does the content include personal data? (Yes / No — if yes, describe)
8. Content accurate, on-brand and free of errors? (Yes / No)

Reviewed / approved by (DSL where pupils shown): 	Approved for publication by (Principal / nominee):
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Appendix B: Pre-Publication Checklist

Use this checklist before publishing or updating content on the School website. All items should be confirmed before content goes live.

✓	Checklist Item
☐	The content is accurate and has been fact-checked.
☐	The content is current and does not contain out-of-date information.
☐	Spelling, grammar and formatting have been checked.
☐	Approved School and Athena Education branding has been used correctly.
☐	Parental consent is recorded for every pupil shown in any image or video.
☐	No pupil full names appear alongside photographs.
☐	No personal or identifying information about pupils is included.
☐	Any personal data has a lawful basis and necessary consent.
☐	Images are appropriate, respectful and school-appropriate.
☐	All external links have been checked and are safe and suitable.
☐	Copyright permission is held for all third-party material used.
☐	Content respects UAE cultural, religious and legal norms.
☐	Images include descriptive alternative text for accessibility.
☐	The content has been approved by the appropriate person.