

Monday, May 08, 2017

Dear parents and carers

Many of you check your children's phones and computers to monitor their use and to keep an eye on any potential concerns. Routinely our safeguarding and pastoral teams respond to queries from parents about keeping their children safe online - especially since many phones are now "smart phones".

Please be vigilant for a new website called [Sayat.me](http://Sayat.me) - here's how the site describes what to do in order to find out what others think of you:

1. Create your personal feedback web address
2. Spread the link through Twitter, Facebook, Skype, etc.
3. Read what people think about you
4. Publish your favourite feedback

Some see an anonymous feedback tool and use it offensively. There is growing evidence of the harm that this site has already created throughout the country. If you hear that your child is using this website, please take the time to discuss the importance of kindness and remind them that, no matter what you write or type "anonymously", it will always be stored on their digital footprint.

It is possible, using this website, for "anonymous" text messages to be sent; again, this anonymity does not protect the sender from legal searches being actioned on their digital footprint.

In school, we educate the children about cyber safety and their online footprint, but we know that we are only part of the jigsaw of education about safety - children need to hear the same message at home as they hear in school.

We thank you for your support in encouraging the children to use the World Wide Web in a safe and mature manner.

If you are interested in keeping up to date about the speedy changes in online "opportunities" and the safety of some of the newer emerging technologies, I would implore you to seek updates from the new NSPCC NetAware news alert system - <https://www.net-aware.org.uk/news/welcome-news/>

As ever, please do not hesitate to get in touch with a member of the safeguarding team by emailing [safeguarding@thekings.staffs.sch.uk](mailto:safeguarding@thekings.staffs.sch.uk)

Yours faithfully,

Miss S Milne  
Assistant Headteacher