



Policy Name: Cyber Bullying

Policy reviewed by: Rob Kesterton, Associate Principal

Rationale for the Cyber Bullying Policy

The UN Convention on the Rights of a child (Article 19) states: 'You have the right to be protected from being hurt and mistreated, in body and in mind.'

Anyone that knows bullying is happening is expected to tell a member of Jumeirah College staff. The students know that all staff will take incidents seriously.

This policy affects the entire Jumeirah College community - all students, teaching and non-teaching staff, and parents.

Aims

- To inform students and parents of our expectations in order to ensure a productive partnership, where each and everyone has a role to play in eradicating cyber bullying
- To maintain a community in which everyone feels valued and safe and where individual differences are appreciated, understood and accepted
- To promote a secure, inclusive and caring environment where kindness is expected and respected
- To praise and reward positive behaviour which benefits others and the community as a whole
- To teach students to respect themselves and others, promoting crucial self-esteem

As a school we take bullying seriously. Students and parents should be assured that they will be supported when bullying is reported.

Definition of Bullying

Bullying is the unprovoked, intentional, deliberate and repeated intimidation taken by one or more children with the deliberate intention of upsetting, intimidating or hurting another child.

In order to be considered bullying, the behaviour must include:

- An Imbalance of Power: Children who bully use their power—such as physical strength, access to embarrassing information, or popularity—to control or harm others.
- Repetition: Bullying behaviours are behaviours that happen more than once.

Bullying can be direct, in the form of physical or verbal, or indirect, which involves psychological or emotional actions such as being ignored or not spoken to.

Cyber Bullying	Specifically cyberbullying applies to all areas of the internet, such as email and internet chat rooms, mobile use, any misuse of associate technology i.e. camera and video facilities. Types of behaviour include impersonation of others, 'hacking', spamming, video shaming, participating in rumour spreading, subtweeting and vaguebooking. See Cyber Bullying and the UAE Law
----------------	--

Cyber Bullying

This involves the use of information and communication technologies to support deliberate, repeated, and hostile behavior by an individual or group that is intended to harm others.

With access to the internet through mobile phones and devices becoming an everyday way of life for children, students will often communicate with peers through the use of Social Media and instant messaging apps.

We expect all students to communicate online with Integrity, Respect and Kindness, reflecting the JCD Values when communicating in a positive manner.

Most Social media apps and instant messaging apps have a recommended age rating of 13+ years. Parents should regularly check their child's device and through a positive open relationship to ensure they are staying safe online.

Students will be held accountable for cyber bullying at College and any such interactivity that may impact negatively on the learning environment.

By cyber-bullying, we mean bullying by electronic media:

- Bullying by texts or messages or calls on mobile phones
- The use of mobile phone cameras to cause distress, fear or humiliation
- Posting threatening, abusive, defamatory or humiliating material on websites, to include blogs, personal websites, social networking sites
- Using e-mail to message others
- Hijacking/cloning e-mail and other social media accounts
- Making threatening, abusive, defamatory or humiliating remarks in chat rooms, to include but not restricted to; Facebook, SnapChat, Twitter, Instagram, Youtube and Ratelyteacher

Cyber Bullying - the UAE Law

Cyber bullying is generally criminal in nature, and legislations in countries such as the USA, UK, Europe and Australia are changing so that prosecutions can be made.

In the UAE, it is illegal to use an IT system to:

- Offend religious sanctities or encourage sins.
- Slander another person.
- Breach the privacy of another (e.g. by intercepting communications, taking photographs, publishing information, etc.).

If such incidents occur, the school has the right to report these violations to the police.

Cyber Bullying - outside of school

Should your child be a victim of cyber bullying outside of school with another member of our school community we will be able to support students and their families in the context of our school setting.

At Jumeirah College we expect parents to monitor and support their child in safe and age appropriate use of their mobile phone/device through regular checks.

Prevention

Jumeirah College will prevent bullying by:

- Raising awareness of what bullying is
- Promoting pro-social behaviour

- Informing and educating students about bullying and providing them with strategies to deal with situations they might encounter
- Identify bullying behaviour at the early stages and work towards behaviour modification before the problem becomes more serious
- Creating and maintaining a culture of mutual respect, free from bullying behaviour

Reporting Bullying

As a college we will:

- Encourage victims and witnesses to speak up
- Treat all incidents and reports seriously
- Be alert, as a whole staff, to changes in student behaviour, attitude and well-being, reporting these immediately to the appropriate members of staff

Responding to Bullying

Under no circumstances will Jumeirah College tolerate any form of bullying, and all incidents of bullying will be dealt with promptly and effectively for the wellbeing of all students. We apply strong discipline measures to students who participate in bullying in order to enable them to learn that the behaviour is wrong. Disciplinary measures are applied fairly, consistently and reasonably taking into account the individual circumstances of those involved. We also consider the motivations behind the bullying behaviours and to address these too.

As a school we will:

- Take all bullying problems seriously
- Deal with each incident individually and assess the needs of each student and situation on an individual basis
- Regard all incidents as potentially serious and investigate them thoroughly
- Ensure that bullies and victims are interviewed separately
- Obtain witness information where required
- Keep a written record of the incident, investigation and outcomes
- The DSL will be informed of all bullying issues where there are safeguarding concerns
- Ensure that action is taken to prevent further incidents.

Guidance for Staff:

If you suspect or are told about a cyber-bullying incident, follow the protocol outlined below:

Mobile Phones

- Ask the pupil to show you the mobile phone
- Note clearly everything on the screen relating to an inappropriate text message or image, to include the date, time and names
- Make a transcript of a spoken message, again record date, times and names
- Tell the pupil to save the message/image
- Go with the pupil and see a member of the Senior Leadership Team

Computers

- Ask the pupil to bring on-screen, the material in question
- Ask the pupil to save the material
- Print off the offending material straight away
- Make sure you have got all pages in the right order and that there are no omissions
- Accompany the pupil, taking the offending material, to see a member of the SLT
- Normal procedures to interview pupils and take statements will then be followed particularly if a child protection issue is presented.

Guidance for students:

If you believe you or someone else is the victim of cyber-bullying, you must speak to an adult as soon as possible. This person could be a parent/guardian, your tutor, your Head of Year or a member of the SLT.

- Do not answer abusive messages but log and report them
- Do not delete anything until it has been shown to your Form Teacher, parents/guardian or the Head of Year (even if it is upsetting, the material is important evidence which may need to be used later as proof of cyber-bullying)
- Do not give out personal IT details
- Never reply to abusive e-mails
- Never reply to someone you do not know
- Stay in public areas in chat rooms

Guidance for parents:

It is vital that parents and the College work together to ensure that all pupils are aware of the serious consequences of getting involved in anything that might be seen to be cyber-bullying.

- Parents can help by making sure their child understands the school's policy and, above all, how seriously Jumeirah College takes incidents of cyber-bullying
- Parents should also explain to their sons or daughters' legal issues relating to cyberbullying
- If parents believe their child is the victim of cyber-bullying, they should save the offending material (if needs be by saving an offensive text on their or their child's mobile phone) and make sure they have all relevant information before deleting anything
- Parents should contact a member of the SLT as soon as possible. A meeting can then be arranged with relevant members of staff

E-Safety at Home Advice on the safe use of technologies for teenagers can be found at the following websites:

<http://www.saferinternet.org.uk/advice-and-resources/parents-and-carers>

<https://www.thinkuknow.co.uk/parents/>

<http://www.webwise.ie/parents/advice-top-10-tips-for-parents/>

See also:

Anti-Bullying Policy

DDAUA Acceptable Usage Policy

Arrangements for monitoring and evaluation

The Principal will have responsibility for monitoring and reviewing this policy every year. This will be done in line with GEMS policies.

Date reviewed: August 2026

Date of next review: August 2027