



Website Linking Policy

Policy agreed by Staff on:	Summer 2024
Ratified by Local Advisory Board on:	Summer 2024
Review Date:	Summer 2026
Agreed Frequency of Review:	2 yearly
Allocated Group / Person to Review:	LAB can delegate to committee or individual member or HT
Signed by Chair:	
Signed by Headteacher:	



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Introduction

Bradford AP Academy welcomes links to its website made in accordance with the terms of this policy. This policy is intended to assist users when linking to the website. By using the website, users agree to be bound by the provisions of this policy.

Links to Our Website

- Links directed to the website must not be misleading.
- Appropriate and accurate link text must always be used.
- Unless otherwise agreed in writing, links must point to <https://bradfordapacademy.co.uk>, even if the website's URL structure is updated.
- BAPA's logo must not be used to link to the website without express written permission.
- Inline linking techniques must not be used.
- The website content must not be framed or used with similar technologies.

Links From Our Website

This website may include hyperlinks to third-party websites. Such links:

- Do not constitute endorsements or recommendations.
- Are outside the control of BAPA, and BAPA accepts no responsibility for the content of third-party websites.
- Are not covered by BAPA's privacy policies, and users should review the privacy policies of any third-party websites visited.

BAPA accepts no liability for any loss or damage arising from the use of third-party websites.

Removal of Links

- If BAPA requests the removal of a link to its website that is within your control, the link must be removed promptly.
- Requests for BAPA to remove a link to an external website included on this site should be made using the contact details provided.
- Unless a legal right exists, removal of such links is at BAPA's discretion.

Cookies

- BAPA may send a cookie that is stored by the user's browser on their computer's hard drive.
- Information obtained via cookies may be used to administer the website, improve usability and support marketing purposes.
- Cookie data may also be used to recognise returning users and to personalise website content.

Privacy

You may instruct BAPA not to process your personal data for marketing purposes by email at any time. In practice, users will either expressly agree in advance to BAPA's use of personal data for marketing purposes, or BAPA will provide an opportunity to opt out of the use of personal data for marketing purposes.

- Adults have the right to refuse permission for their image to be published on the website.
- Parents have the right to refuse permission for their child's work and/or image to be published on the website.
- Requests to exercise this right must be made in writing to the Headteacher, clearly stating whether the objection relates to work, images, or both.
- Parents will be notified of this right annually through publication of this policy, with an acknowledgement receipt attached.

Collection and Use of Personal Data

BAPA may collect, store and use the following types of personal data:

- Information about visits to and use of the website.
- Information relating to transactions carried out on or via the website.
- Information provided for registration purposes, including guestbook comments, subscriptions to services, and email notifications.

Names, Images and Content

- Parental permission is sought before using images of pupils on the website.
- No private information about pupils is published, including surnames or contact details.
- Children will only appear in photographs where they are suitably dressed.
- Personal details of pupils or staff, such as home addresses, telephone numbers or personal email addresses, will not be published on the website.
- Links to external websites are checked thoroughly before inclusion to ensure suitability for the intended audience.
- Any text written by pupils is reviewed to ensure no personal information is included that could identify the pupil, such as membership of after-school clubs.
- All written work is reviewed to ensure it is not defamatory.
- Written material is checked to ensure that copyright or intellectual property rights are not infringed.
- All written content is reviewed for suitability for the intended audience.

Changes to This Policy

- BAPA may amend this policy at any time by publishing an updated version on this website.

Our Details

This website is owned and operated by Bradford AP Academy.

Principal place of business:

Bradford AP Academy

Baker Street

Saltaire

Shipley

BD18 3JE

Contact details:

- **Email:** admin@bradfordapacademy.co.uk

- **Telephone:** 01274 585318