



Birley Primary Academy

A L.E.A.D Academy

Headteacher: Dawn McAughey

Address: Thornbridge Avenue,
Sheffield, S12 3AB

Telephone: 01142399002

Enquiries@birleyprimaryacademy.co.uk

1st October 2024

Dear Y1-Y6 Parent/Carers,

Class Dojo Update

As previously communicated this year we will be using Class Dojo to communicate with one another: instantly sharing messages, updates, events, and photos from class.

It's simple, secure, and gives you a window into their school day!

The content on Class Dojo can only be seen by account holders, it is not public.

Please read the following information carefully and then complete the attached consent form.

Benefits

- Provides information and snap shots to support conversations between parents/carers and their children about their learning taking place at school.
- Provides a quick point of 'non-urgent' contact between home and school.
- Is an easy way to send out reminders about events and activities encouraging great collaborative support and involvement.

Sharing Learning

- Staff will upload pictures to the class story of class learning or information (this may not be daily).
- Any uploads on the class story can only be viewed by other families in the class.
- No one will be able to comment on the posts shared
- Photos of children will not be accompanied by names in the text.

Communicating Information

- Staff can contact parents/carers via the private messaging function – please note – this does not replace how you would normally contact staff at school – no urgent matters or concerns to be discussed on here
- Staff can send out information or reminders about events or activities using the class or school story depending on the audience intended.



Registered no. 08296921



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Data protection – what data is collected, how it is used and what control there is over it.

In summary:

- Minimal information is collected - the only data inputted by our school relating to your child is their name– there are no commentaries linked to these
- Information is not shared with advertisers or marketers
- Content is owned by the user of the account.
- Class Dojo is compliant with GDPR.

Parental Agreement – By signing up to ClassDojo, you are agreeing to the following:

- Not to allow this app to replace the face to face contact that you already have at school, we still want this to continue
- Use the content on the class stories as sensitive data, this means that you should not share it on social media or any other platform.
- Do not use the app as a form of communicating concerns or matters that need urgent attention – this must be done in the recommended manner i.e. report to office, speak to a member of staff, phone the school
- Conduct yourself through the messaging in a respectful manner as you would do in a face to face situation
- Report any concerns about the use of ClassDojo to a senior leader
- Ensure that you do not allow your children to message the teachers
- Understand that all teachers and staff are different and have different commitments outside of teaching time – responses are not to be expected straightaway – remember urgent matters need phoning in correctly. Staff will not respond to messages outside of their working hours and on the weekends/holidays.

Yours sincerely,

Dawn McAughey

Headteacher



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