



Bullying and Cyberbullying Prevention Policy

1. Purpose

The purpose of this policy is to prevent, identify, and respond effectively to bullying and cyberbullying in order to protect the safety, wellbeing, dignity, and learning experience of all students.

This policy promotes a respectful school culture and ensures consistent reporting, investigation, support, and corrective action in line with ADEK wellbeing expectations, student protection principles, and ADOSH 4.0 risk management practices.

2. Scope

This policy applies to:

- All students in all grade levels.
- All staff, volunteers, contractors, parents, and visitors when interacting with students.
- All school environments: classrooms, corridors, playgrounds, buses, canteen, events, trips, and online learning platforms.
- All digital environments related to school life, even if the behavior occurs off-campus, when it affects students or school safety.

3. Policy Statement

The school has **zero tolerance** for bullying and cyberbullying.

The school is committed to:

- Creating a safe and inclusive environment where every student feels respected.
- Encouraging early reporting without fear of blame or retaliation.
- Responding quickly, fairly, and consistently to all reports.



- Supporting victims, addressing the behavior of those who bully, and restoring safe relationships when possible.
- Protecting student privacy and dignity throughout all steps.

4. Definitions

4.1 Bullying

Bullying is **repeated** and **intentional** behavior that causes harm or distress, where there is a **power imbalance** (age, strength, popularity, group size, or online influence).

Bullying may be:

- **Physical:** hitting, pushing, damaging belongings.
- **Verbal:** insults, teasing, threats, name-calling, discriminatory language.
- **Social/Relational:** spreading rumors, exclusion, humiliation, encouraging others to isolate someone.
- **Property-related:** stealing, hiding, or breaking items.

4.2 Cyberbullying

Cyberbullying is bullying using digital technology, such as:

- Messages, emails, comments, gaming chats, social media posts.
- Sharing private photos/videos without consent.
- Creating fake accounts, impersonation, or public shaming.
- Threats, harassment, hate speech, or repeated rude comments online.

4.3 Not Bullying

A single disagreement, normal conflict, or one-time unkind comment may be a behavior concern, but not always bullying.

However, **any** serious threat, hate speech, or sexual harassment must be treated as a serious incident even if it happens once.



5. Legal and Regulatory Framework

This policy aligns with (as applicable):

- ADEK Student Protection and wellbeing expectations.
- School Code of Conduct and Behavior Policy requirements.
- ADOSH 4.0 risk management principles for hazard identification and controls.
- UAE regulations related to child protection and misuse of digital platforms.

6. Roles and Responsibilities

6.1 Principal / School Director

- Ensure this policy is implemented consistently across the school.
- Approve serious-case decisions and ensure required reporting to authorities when needed.
- Ensure adequate resources for training and student support.

6.2 Safeguarding Lead / Child Protection Team

- Lead serious cases and cases involving abuse, threats, self-harm risk, sexual content, or repeated harm.
- Ensure confidentiality, safe communication, and referral to professional support services.

6.3 OSH Department / Safety Officer

- Monitor bullying “hot spots” and supervise risk controls (playgrounds, buses, corridors).
- Support incident trend analysis and corrective actions.
- Ensure safe environment controls (layout, CCTV coverage where applicable, supervision plans).

6.4 ICT / Digital Safety Coordinator



- Support cyber investigations, evidence capture, device misuse checks, and online safety education.
- Implement school internet filters and safe use rules.

6.5 Teachers and Staff

- Promote respect and positive behavior daily.
- Watch warning signs and intervene early.
- Report all suspected bullying immediately using school reporting routes.
- Maintain active supervision during breaks, bus duty, and transitions.

6.6 Parents / Guardians

- Encourage respectful behavior and monitor student online activity.
- Report cyberbullying concerns and provide evidence when available.
- Support school decisions and student behavior plans.

6.7 Students

- Treat others with respect and avoid harmful behavior.
- Report bullying immediately to a trusted adult.
- Avoid sharing harmful content and do not “like,” forward, or comment on bullying posts.

7. Prevention Measures (Whole-School Approach)

7.1 Positive Culture and Awareness

- Regular classroom lessons and assemblies about respect, empathy, and digital citizenship.
- Student-friendly reporting reminders (posters, announcements, trusted adults list).
- Clear “Stop, Walk, Talk” approach (stop the behavior, walk away, talk to an adult).



7.2 Supervision and Hotspot Controls

- Increased supervision in high-risk areas: toilets corridors, playground corners, bus lines, canteen.
- Staff duty roster for breaks and dismissal times.
- Safe seating/line arrangements to reduce conflict.

7.3 Online Safety Controls

- Acceptable Use Agreement for devices and platforms.
- Restricted access to unsafe websites (as applicable).
- Clear rules about photos/videos: no filming others without permission.

7.4 Training

- Staff training on identifying bullying, de-escalation, evidence handling, and reporting.
- Parent awareness sessions on cyberbullying, privacy, and social media safety.

8. Reporting Procedure (Safe and Confidential)

Bullying can be reported by: students, staff, parents, or witnesses.

Reporting channels:

- Class teacher / homeroom teacher.
- Safeguarding Lead / Counselor.
- SLT / Principal.
- Anonymous reporting box/email (if available).

Immediate reporting is required when there is:

- Threat of serious harm, weapon mention, sexual content, hate speech, or self-harm risk.



9. Response Actions (Immediate Safety First)

When bullying is observed or reported:

- Stop the behavior and separate students calmly.
- Ensure the victim is safe and supported.
- Provide medical help if needed.
- Do not force a public apology or confrontation.
- Protect confidentiality and avoid spreading rumors.
- Inform safeguarding team for serious cases.

10. Investigation Procedure

10.1 Evidence Collection

- Written statements (victim, alleged bully, witnesses).
- Time/date/location records.
- CCTV review (if applicable).
- Cyber evidence: screenshots, URLs, usernames, chat logs (do not delete content before saving evidence).

10.2 Assessment

The investigation must determine:

- Repetition, intent, and power imbalance.
- Impact on the victim (emotional, physical, academic).
- Type and severity (physical, verbal, social, cyber).
- Whether the case is also a safeguarding concern.

10.3 Outcomes

- Confirmed bullying / not confirmed / conflict requiring behavior support.
- Corrective actions and supportive plan must be documented.



11. Support and Corrective Actions

11.1 Support for the Victim

- Safe space check-ins and counseling support (as needed).
- Safety plan: safe routes, buddy system, seating changes, increased supervision.
- Communication with parents/guardians.
- Academic support if learning is affected.

11.2 Actions for the Student Who Bullied

Actions depend on severity and repetition and may include:

- Behavior reflection and counseling sessions.
- Parent meeting and written warning.
- Loss of privileges (device use, activities).
- Behavior contract and monitoring plan.
- Disciplinary action per school behavior policy.
- Referral to external support when needed.

11.3 Restorative Practices (If Safe)

- Restorative meetings may be used only when the victim agrees and safety can be ensured.
- Focus is on accountability, empathy, and repairing harm.

12. Cyberbullying Specific Controls



- The school may request students to stop using a platform or remove content, while preserving evidence first.
- ICT may restrict device access or accounts on school platforms.
- Parents may be advised to contact platform providers or relevant authorities in serious cases.
- Severe cases (threats, blackmail, sexual images, hate speech) must be escalated immediately.

13. Consequences and Disciplinary Measures

- Disciplinary actions will be proportional, age-appropriate, and consistent.
- Repeated bullying or severe incidents may lead to suspension and external referral, depending on severity.
- Any retaliation against a reporter or victim will be treated as a serious violation.

14. Documentation and Record Keeping

The following records must be maintained securely:

- Bullying Incident Report and investigation notes.
- Evidence files (screenshots, statements) with confidentiality controls.
- Parent communications log.
- Corrective actions and monitoring outcomes.
- Trends analysis (hotspots, times, repeated behavior patterns).



15. Monitoring and Review

- Bullying and cyberbullying trends will be reviewed regularly by SLT/OSH/Safeguarding.
- Preventive measures will be updated based on incident patterns.
- This policy will be reviewed annually or after any serious incident or regulatory update.

16. References

- ADEK Student Protection and wellbeing expectations
- School Behavior Policy and Code of Conduct
- ADOSH 4.0 Risk management principles
- School ICT Acceptable Use Policy

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