

Together We Flourish



Claybrooke Primary School
(Part of INSPIRING PRIMARIES ACADEMY TRUST)
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Claybrooke Primary School Newsletter 01.09.23

Be safe, Be ready, Be respectful.

Welcome back to a new school year at Claybrooke Primary School. It is lovely to have all of the children back in school, I hope they had a fantastic few days back in your classes. A big welcome to our new children that have joined the school this week. I hope you will be very happy during your time at Claybrooke Primary.

This week we have begun implementing our new updated curriculum in each of our classes. Whilst visiting classrooms, it has been a delight to see pupils engaged in their learning, showcasing excellent behaviour, taking pride in their work and their uniform. A great start to the year!

I hope to see many of you at our '**Curriculum Information Evening**' next **Wednesday, September 6th between 6 - 7:30pm**. This will begin with a presentation in the school hall, giving you an opportunity to find out more about our focuses for the coming year at Claybrooke and be given an introduction to our new curriculum. It will also be an opportunity for you to meet Emma Prokipczuk, our Executive Principal. Following this you will be able to visit classrooms for a presentation about what your child will be learning this term.

I hope you have a lovely weekend.

Mr Rock
Head of School



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LEICESTER

Accredited School **R**
ROUTE TO RESILIENCE
IN SCHOOL | AT HOME | FOR LIFE



Well done to those who received certificates this week:

Excellent Work



*Marley & Ray
Paris, Bella & Lexi
Isaac*



Values

*Parker
Hugo
Ella*



Next (School) Week's Calendar (*=Parents Invited):

Day	Event
Mon 04/09	Oak Class begins forest school.
Tue 05/09	Ukulele lessons begin for Maple Class.
Wed 06/09	Curriculum Information evening. 6:00 - 7:30 *
Thu 07/09	
Fri 08/09	Celebration Assembly

Diary dates for the upcoming year will be published shortly.

PE days: (Beginning next week)

Please come into school wearing your PE kits.

Oak: Wednesday and Friday

Maple: Tuesday and Friday

Willow: Tuesday and Thursday

Current class topics:

Oak Class: 'People and population'

Maple Class: 'How our local area has changed over time'

Willow Class: 'School locality'

Each week, the school newsletter will focus on a specific class, giving you information on what they have been learning each month.

Coming next week: Oak Class!

Homework will be sent out weekly. Please encourage and support your child with their homework each week.

Curriculum Information Evening.

Wednesday 6th September

6:00 - 7:30pm

Followed by curriculum presentations in classrooms.

E Safety:

We will provide information about a different aspect of E safety every week in this publication; we hope you find it useful. This week's topic is: **Online Financial Scams and Exploitation & Sharing photos online.**

What Parents & Carers Need to Know about ONLINE FINANCIAL SCAMS & EXPLOITATION

To date, nearly 43 million UK internet users have encountered a financial scam online; roughly 20% of those victims wound up at least £1,000 out of pocket as a result. The number of con artists plying their trade in the digital world has grown in recent years (a worrying trend which, unfortunately, appears likely to continue), and their methods have become increasingly creative. It can, therefore, be difficult to recognise an online financial scam – let alone to safeguard our children against them – but it's not impossible. Our guide offers a few pointers on what to look out for.

WHAT ARE THE RISKS?

PHISHING SCAMS

Scammers often use deception to obtain personal and financial information from their target. They might pose as legitimate organisations, such as pretending to be HMRC and threatening legal action for unpaid tax unless the victim provides their National Insurance number. Their efforts have been getting more convincing recently, so be mindful of any unexpected or unusual emails.

IDENTITY THEFT

Criminals can manipulate someone into providing personal data, then use it to assume their identity online and commit fraud, make unauthorised purchases or engage in other illegal activities. Identity theft can be accomplished by tricking victims into downloading malware that scans their device for information; by figuring out passwords to social media accounts; or through phishing scams.

FRAUDULENT INVESTMENTS

Fraudsters might lure victims into offering their hard-earned cash for a "one-of-a-kind investment opportunity" promising high returns or quick profits – such as the many cryptocurrency scams currently circulating online. Some unscrupulous influencers have even used their status to tempt their followers into paying for courses which promise to help them become rich and more attractive.

DECEPTIVE ADVERTISING

Many online sellers use false or misleading advertising to persuade consumers to spend money or supply personal information. Certain websites, for instance, have become notorious for using attractive images to advertise their products, promising to deliver an item for a fraction of its usual price – only for a cheaper-looking, poor-quality reproduction to arrive in the post instead.

SOCIAL MEDIA SCAMS

Scammers use social media to manipulate or deceive victims, often by posing as a popular influencer and exploiting their audience – such as posting a link to a "giveaway" which actually siphons money or personal data to whoever is behind this false identity. This type of scammer commonly impersonates influencers with a younger fan-base, as children tend to make more naive targets.

Advice for Parents & Carers

EDUCATE YOUR CHILD

Talk to your child about the risks of online financial scams and encourage open communication about their digital activities. Make sure they know the kind of ruses that are out there, and what to look out for when encountering a potential scam. Foster their critical thinking skills – and emphasise that if something they see on the internet seems too good to be true, then it probably is.

USE PARENTAL CONTROLS

Almost all devices that children typically use to access the internet have built-in safeguards like parental controls and monitoring tools. Stay aware of the options available to you, and make use of them to shield your child from possible exploitation as best as you can. This, combined with common sense and critical thinking, should go a long way towards keeping them safe.

STAY INFORMED

Try to keep your knowledge of current and emerging scams in the digital world up-to-date, so you can help your child stay safe. New methods of exploitation are developing all the time, but thankfully it's not all doom and gloom. There are plenty of sources – such as Ofcom – that keep a record of online scammers' methods, plus lists of which sites or schemes to be wary of.

PRIORITISE PRIVACY

Teach your child to value their own privacy; that is, to respect the value of their personal data and be cautious about sharing it online. It's especially important that children know to safeguard their financial details and other sensitive data – and never to provide that information to anyone online, unless they're absolutely certain that it's safe, secure and for a legitimate reason.

REPORT SUSPICIOUS ACTIVITY

Encourage your child to report any suspicious or potentially harmful online encounters to you or another trusted adult. Make it clear that that they will never get in trouble for telling you about what's happened. Fraudsters often attempt to play on children's fear of getting into trouble, so cancelling out that notion robs internet scammers of one of their greatest weapons.

Meet Our Expert

Ross Savage has a proven track record in countering financial crime, having spent 13 years with UK law enforcement – specialising in money laundering investigations and asset recovery from organised criminal groups. He now holds senior visiting expert positions at various organisations and delivers customised training and consultancy to government and private-sector clients worldwide.



Source: <https://www.ft.com/news/online-scams-data-visualizations/data-spotlight/2022/12/who-experiences-scams-story-all-ages> | <https://www.bbb.org/article/scams/26628-2021-bbb-scamtracker-risk-report>
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What Parents & Carers Need to Know about

SHARING PHOTOS ONLINE

School is often a time chock-full of milestones for your child, and you may well be eager to share their accomplishments with the world. In today's digital age, sharing images of such precious moments on social media is commonplace, and – while that's a lovely thing to do – it does come with some risks attached. Our guide can help parents and carers to consider the potential dangers and make informed choices about safely sharing photos of their children online.

WHAT ARE THE RISKS?

INVASIONS OF PRIVACY

Even with the right settings in place, absolutely nothing online is 100% private. Anyone who can view your photos could take screenshots and potentially share them elsewhere. Privacy settings are still important, though, so it's always wise to ensure your social media accounts have them set up; just bear in mind that you can't completely control what happens to anything once it's gone online.

REVEALING PERSONAL DETAILS

Small details in photos can often reveal personal information. Backgrounds can give clues to where you live, for example, while school logos on uniforms, sports kits, or bags could help someone identify which school your child attends. With interactive maps and reverse image searches commonplace online, information like this could easily be misused by an individual with malicious intentions.

MISUSE OF IMAGES

Once something's been shared online, it's almost impossible to get it deleted. Photos can show up in search engine results and be downloaded, manipulated, and shared without consent. There's the potential for someone's images to be used for advertising purposes (which in many cases, isn't illegal) or even more inappropriate reasons, such as cyber-bullying or serious forms of exploitation.

ONLINE GROOMING

Pictures that convey details about your child's interests, activities, or daily routines could arm an online predator with the kind of information they can deploy to gain a child's trust. They might use this knowledge to pretend to be the same age as the child or to have a shared hobby. Essentially, the more a predator knows about a young person, the easier it is for them to invent some 'common ground'.

PRESSURE TO PLEASE

When their parents or carers share notable moments and accomplishments in a child's life on social media, some children may begin to feel an expectation to *always* meet certain standards, to achieve things, or to behave in ways that are "worth sharing". Knowing that other people (even friends and family) can see these posts on social media might also add to the pressure they're feeling internally.

IMPACT ON DIGITAL FOOTPRINT

Every photo of a child posted online contributes to their digital footprint. Young people's lives have never been so closely and publicly documented as they are now, and this permanent online presence could affect a child's future opportunities or the choices they make as they grow up – in addition to influencing how they see themselves and, consequently, their emotional wellbeing.

Advice for Parents & Carers

REVIEW SETTINGS REGULARLY

Make sure your social media's secure in terms of who can view your content or see your location (only family and trusted friends, for example). Privacy settings aren't totally foolproof, but they *do* make it tougher for strangers to access your pics. Reviewing your settings regularly is also a good starting point for conversations with your child about managing their own social accounts when they're older.

CHECK YOUR PHOTOS

Photos of your child shouldn't provide any clues to where they live or go to school: even a house number, street name, or car number plate could be a giveaway. Cover up or blur out school logos, too. If you *really* want to share a particular pic, you could post a watermarked or low-res version, which can help to discourage misuse as those images are less appealing to download or reproduce.

CONSIDER OTHER CHILDREN

When taking a group photo, make sure you get parents' or carers' permission to share it on social media. There may be an important safeguarding reason for them not wanting their child's photo posted publicly online, or it might simply not tally with their personal beliefs or cultural background. A quick conversation in advance, just to make sure, is usually hugely appreciated.

THINK AHEAD

Try to consider the longer-term implications of what you post. Would you be happy with that photo being online in 10 years' time? Would your child still be OK with the image when they're older? Once your child is mature enough, you could ask for their consent before posting: it respects their privacy, fosters trust and understanding, and helps them to start thinking about their own online life.

Meet Our Expert

Gabriella Russo is a safeguarding consultant with more than 30 years' experience working with children, families, and adults in education, local authority, and mental health settings, both in the UK and internationally. She has developed online safety training for local authorities and foster care agencies across Britain and is the online safety expert for FosterWiki.



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