



Medway Grid for Learning Spam / Unsolicited Commercial Email Guidance

In order to support school responses to queries regarding unsolicited email, and recent reports of concerning unsolicited email being received, the following supporting text has been produced. It is expected that Internet AUPs include a section on the procedures for dealing with inappropriate content.

Access to and use of a wide range of communication methods is fundamental to learning and the exchange of ideas and beliefs, developing each young person's involvement in their own learning. Email is just one example of such methods.

As young people mature so their opinions are formed. Access to websites and email facilities, as part of a whole school programme, enables them to explore and discuss current issues in a planned and supported environment.

A core aspect of using the Internet to communicate is to enable users to develop their powers of discrimination and their effectiveness of their communication skills. This will provide pupils with essential tools for accessing and intelligently using the positive aspects of the Internet whilst being able to discard that which they find inappropriate.

All school staff are aware of the issues involved in using Internet based sources of learning and will continue to take this into consideration when planning and delivering the curriculum. All schools have developed and publicised whole school procedures for dealing with unsolicited email.

In order to minimise the chances of receiving spam (often known as UCE - Unsolicited Commercial Email) users should:

1. Not subscribe to mailing lists or newsgroups unless the site operator has a privacy policy stating that email addresses will not be redistributed.
2. Not enter their email addresses in any kind of web form unless the site operator has a privacy policy stating that email addresses will not be distributed.
3. Not respond to any unsolicited email as this only confirms the validity of the address and encourages more email and the further distribution of that address. This includes auto-responders which automatically advise senders that their email has been received.
4. Be cautious about filling in any form requesting an email address as many commercial organisations use survey and warranty forms to collect addresses for direct mailing. Some companies will also sell their email address databases for profit to other direct mail organisations.