

Student and Family Privacy Rights

Surveys - General

All surveys requesting personal information from students, as well as any other instrument used to collect personal information from students, must advance or relate to the District's educational objectives as identified in Board Policy. This applies to all surveys, regardless of whether the student answering the questions can be identified and regardless of who created the survey.

Surveys Created by a Third Party

Before the District administers or distributes a survey created by a third party to a student, the student's parent(s)/guardian(s) may inspect the survey upon request and within an appropriate time frame.

This section applies to every survey created by a person or entity other than a District official, staff member or student, regardless of whether the student answering the questions can be identified, and regardless of the subject matter of the questions.

Surveys Requesting Personal Information

School officials and staff members shall neither request nor disclose the identity of any student who completes ANY survey containing one (1) or more of the following items:

- Political affiliations or beliefs of the student or the student's parent/guardian;
- Mental or psychological problems of the student or the student's family;
- Behavior or attitudes about sex;
- Illegal, anti-social, self-incriminating or demeaning behavior;
- Critical appraisals of other individuals with whom students have close family relationships;
- Legally recognized privileged or analogous relationships, such as those with lawyers, physicians and ministers;
- Religious practices, affiliations or beliefs of the student or the students' parent/guardian; or
- Income (other than that required by law to determine eligibility for participation in a program or for receiving financial assistance under such program).

The student's parent(s)/guardian(s) may inspect the survey within an appropriate time frame and/or refuse to allow their child to participate in any survey requesting personal information.

The school shall not penalize any student whose parent(s)/ guardian(s) exercise this option.

Instructional Material

A student's parent(s)/guardian(s) may, within an appropriate time frame, inspect any instructional material used as part of their child's educational curriculum. The term "instructional material," for purposes of this policy, means instructional content that is provided to a student, regardless of its format, printed or representational materials, audio-visual materials and materials in electronic or digital formats (such as materials accessible through the internet). The term does not include academic tests or academic assessments.

Collection of Personal Information from Students for Marketing Prohibited

The term personal information for purposes of this section only, means individually identifiable information including:

- A student's or parent's first and last name;
- A home or other physical address (including street name and the name of the city or town);
- Telephone number; or
- A Social Security identification number.

The District will not collect, disclose or use student personal information for the purpose of marketing or selling that information or otherwise providing that information to others for that purpose.

The District, however, is not prohibited from collecting, disclosing, or using personal information collected from students for the exclusive purpose of developing, evaluating or providing educational products or services for or to students or educational institutions such as the following:

- College or other post-secondary education recruitment or military recruitment;
- Book clubs, magazines and programs providing access to low-cost literary products;
- Curriculum and instructional materials used by elementary schools and secondary schools;
- Tests and assessments to provide cognitive, evaluative, diagnostic, clinical, aptitude or achievement information about students (or to generate other statistically useful data for the purpose of securing such tests and assessments) and the subsequent analysis and public release of the aggregate data from such tests and assessments;
- The sale by students of products or services to raise funds for school-related or education-related activities; or
- Student recognition programs.

Notification of Rights and Procedures

The Superintendent/designee shall notify student's parents/guardians of this policy as well as its availability from the administration office upon request; how to opt their child out of participation in activities as provided in this policy; how to request access to any survey or other material described in this policy; the approximate dates during the school year when a survey requesting personal information, as described above, is scheduled or expected to be scheduled;

This notification shall be given parents/guardians at least annually at the beginning of the school year and within a reasonable period after any substantive change in this policy.

The rights provided to parents/guardians in this policy transfer to the student, when the student turns 18 years of age or is an emancipated minor.

Cross Reference:	3410	Student Health
	2311	Instructional Materials
	3200	Student Rights and responsibilities
		Administrative Procedures

Legal Reference:	20 U.S.C. § 1232h	Protection of Pupil Rights
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Policy History:

Adopted on:

Revised on: 11 July 2016