

A. Protection of Student Privacy in the Administration or Distribution of Surveys Containing or Revealing Protected Information

The following additional arrangements apply to further protect student privacy in the event the District administers or distributes any survey for which the District has not obtained affirmative, written consent from a parent or guardian (or adult student) and where the survey in question contains or would reveal information in any of the eight protected-information categories outlined in Board policy:

1. All student responses to such surveys shall be anonymous, unless the students' parents or guardians (or adult students) were given express notice that the survey responses would not be anonymous.
2. Survey responses will be collected and handled in a manner that prevents students and others with no legitimate role in the survey process from accessing the content of individual survey responses.

B. Protection of Student Privacy in the Collection, Disclosure or Use of Personal Information for Marketing Purposes

The following additional arrangements apply for the protection of student privacy in the event that the District collects, discloses or uses personal information from students for the purpose of marketing, or otherwise provides personal information to others for that purpose:

1. The District shall not sell, or allow the collection of personal information from students by others for the purpose of selling, any lists or other records that contain student or parent names, addresses, telephone numbers, or email addresses.
2. The District shall not collect, disclose or use a student's or parent's social security number for any marketing purpose, or for the purpose of selling such numbers.

3. The District shall honor any parent opt-out from the disclosure of personal information that is identified as “directory data” under the District’s student record policies and/or procedures as an opt-out from the District’s disclosure of any personal information collected from his/her student to any third party for the purpose of marketing.
4. The use of any instrument to collect personal information from students for the purpose of marketing must have the express pre-approval of the building principal.

C. Administration of Physical Examinations or Screenings to Students

In addition to provisions regarding the administration of non-emergency, invasive physical examinations as outlined in Board policy, and excluding all surveys and evaluations administered to a student in accordance with the federal Individuals with Disabilities Education Act, the following arrangements apply to the District’s administration of physical examinations or screenings to students (e.g. hearing or vision screenings) :

1. The parent / guardian will be given advance notice of the screening.
2. The notice will include the procedures for opting the student out of participation.
3. The screening results will, minimally, be forwarded to parents when a recommendation for additional follow up is recommended.
4. Screening results will be collected and handled in a manner that prevents students and others with no legitimate role in the screening process from accessing individual screening results.

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