

SCHOOL DISTRICT OF MANAWA

333 - Rule

STUDENT PRIVACY PROTECTION PROCEDURES

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 parent/guardian consent 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 parent/guardians were given express notice that the survey would not be anonymous; and
2. Students shall be informed that their participation in the survey is voluntary (i.e., the student's choice, even though the student's parent/guardian did not preemptively opt the student out of participation in the survey).

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 use of any instrument to collect personal information from students for the purpose of marketing must have the express pre-approval of the District Administrator.
2. 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/guardian names, addresses, telephone numbers, or email addresses.
3. The District shall not collect, disclose or use a student's or parent/guardian's social security number for any marketing purpose, or for the purpose of selling such numbers.
4. The District shall not use a student's or parent's/guardian's name, portrait or picture for advertising purposes, including for advertisements that imply endorsement of the District or its programs, without having first obtained the written consent of the person, or if the person is a minor, his/her parent/guardian.

5. The District shall honor any parent/guardian 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.

C. Administration of Physical Examinations or Screenings to Students

In addition to provisions regarding the administration of nonemergency, 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 concern the District’s administration of physical examinations or screenings to students: inclusive of WIAA required physical exams and school required physicals.

APPROVED: January 20, 2014