

STUDENT PRIVACY

NOTIFICATION TO PARENTS

NOTE: A school district must “directly” notify parents of its student privacy policies and, at a minimum, provide such notice at least annually, at the beginning of the school year. The school district must also notify parents within a reasonable period of time if any substantive change is made to the policies. In the notification, the district must offer an opportunity for parents to opt out of (remove their child) from participation in the following activities:

- ❖ *Activities involving the collection, disclosure, or use of personal information collected from students for the purpose of marketing or for selling that information or otherwise providing that information to others for that purpose.*
- ❖ *The administration of any survey containing one or more of the specified eight items of information pursuant to 20 USC 1232(b); (c) (2) (C) (ii).*
- ❖ *Any non-emergency, invasive physical examination or screening that is required as a condition of attendance, administered by the school, and scheduled by the school in advance, and is not necessary to protect the immediate health and safety of the student or other students. This law does not apply to any physical examination or screening that is permitted or required by State Law, including such examinations or screenings permitted without parental notification.*

In the notification, the district must notify parents of the specific or approximate dates during the school year when these activities are scheduled.

Dear Parent/Guardian:

The Board of Education recognizes that student privacy is an important concern of parents and the Board wishes to ensure that student privacy is protected pursuant to the Protection of Pupil Rights Amendment, as revised by the No Child Left Behind Act. To that end, the Board has adopted [revised] a policy [policies] on student privacy.

Pursuant to the Protection of Pupil Rights Amendment, as revised by the No Child Left Behind Act, and the [name of school district] policy [policies] on student privacy, you have the right to opt your child out of the following activities:

1. The collection, disclosure and use of personal information gathered from students for the purpose of marketing or selling that information. This does not apply to the collection, disclosure or use of personal information collected from students for the exclusive purpose of developing, evaluating or providing educational products or services for, or to students, such as:

- a. College or other post-secondary education recruitment;
 - b. Military recruitment;
 - c. Book clubs, magazines and programs providing access to low-cost literary products;
 - d. Curriculum and instructional materials used in schools.
 - e. Tests and assessments used to provide cognitive, evaluative, diagnostic, clinical, aptitude, or achievement information for 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;
 - f. Student recognition programs; and
 - g. The sale by students of products or services to raise funds for school-related activities.
2. The administration of any survey revealing information concerning one or more of the following:
- a. Political affiliations or beliefs of the student's parent;
 - b. Mental or psychological problems of the student or the student's family;
 - c. Sex behavior or attitudes;
 - d. Illegal, anti-social, self-incriminating or demeaning behavior;
 - e. Critical appraisals of other individuals with whom respondents have close family relationships;
 - f. Legally recognized privileged or analogous relationships, such as those of lawyers, physicians and ministers;
 - g. Religious practices, affiliations or beliefs of the student or the student's parent; or
 - h. Income (other than that required by law to determine eligibility for participation in a program or for receiving financial assistance under such program).
3. The administration of any non-emergency, invasive physical examination or screening that is required as a condition of attendance, administered by the school not necessary to protect the immediate health or safety of the student or other students and not otherwise permitted or required by State Law. The term "invasive physical examination" means any medical examination that involves exposure of private body parts, or any act during such examination that includes incision, insertion, or injecting into the body, but does not include a hearing, vision or scoliosis screening. It does not apply to any physical examination or screening required or permitted under State Law, including those permitted without parental notification.

At this time, we expect that activities related to the above-mentioned items will take place on or close to the following dates:

Activity

Date

[Insert list of marketing, survey and physical examination activities for which notice must be given.]

Please review this list. If there are any activities you wish to “opt out” of on behalf of your child, please sign and return this form to the school within 10 days.

If you have any questions about the district’s student privacy policy[ies] and your to opt your child out of certain activities, please contact [insert name and telephone number of Building Principal].

Sincerely,

Building Principal

Adoption Date: 5/27/03