



Book	Policy Manual
Section	300 Series: Instruction
Title	Student Privacy Protection Procedures
Code	333 Rule
Status	Active
Adopted	August 1, 2017
Last Reviewed	January 11, 2024

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. Students shall be informed that their participation in the survey is voluntary (i.e., participation remains the student's choice, even though the student's parent or guardian did not preemptively opt the student out of participation in the survey).
3. 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 District Administrator.
5. The District shall not use a student's or parent's name, portrait, or picture for public advertising purposes in a manner that reasonably implies 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 or guardian. This provision shall not be construed to encompass announcements of awards or achievements, or the production of materials such as athletic program guides, playbills, activity rosters, or similar materials for school-related programs and activities.

Legal References

Wisconsin Statutes

Wisconsin Administrative Code

Federal Law

Cross References