

# Waupun Area School District

## Notice of Release of Directory Information and Student Image Use on Social Media

### Directory Information

The *Family Educational Rights and Privacy Act* (FERPA), a Federal law, requires that Waupun Area School District, with certain exceptions, obtain your written consent prior to the disclosure of personally identifiable information from your child's education records. However, Waupun Area School District may disclose appropriately designated "directory information" without written consent, unless you have advised the Waupun Area School District to the contrary in accordance with District procedures. In addition, Section 118.125 of the Wisconsin Statutes, titled "Pupil Records", allows the release of student directory data/information to any person or party without the written consent of parents/guardians or adult student.

The primary purpose of "directory information" is to allow the Waupun Area School District to include information from your child's education records in certain school publications. Examples include: a playbill, showing your student's role in a drama production; the annual yearbook; honor roll or other recognition lists; graduation programs; and sports activity sheets, such as for wrestling, showing weight and height of team members.

Directory information, which is information that is generally not considered harmful or an invasion of privacy if released, can also be disclosed to outside organizations without a parent's prior written consent. Outside organizations include, but are not limited to, companies that manufacture class rings or publish yearbooks. In addition, federal laws require local educational agencies (LEAs) receiving assistance under the Elementary and Secondary Education Act of 1965, as amended (ESEA) to provide military recruiters or an institution of higher education, upon request, with the following information – names, addresses and telephone listings – unless parents have advised the LEA that they do not want their student's information disclosed without their prior written consent.

The Waupun Area School District Board shall not permit 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 purposes).

**If you do NOT want the Waupun Area School District to disclose any or all of the types of information designated below as directory information from your child's education records without your prior written consent, you must notify the Waupun Area School District Board in writing within ten (10) days of receipt of this annual notice or no later than September 13, 2019, sending your written request to the District Administrator, 950 Wilcox Street, Waupun, WI 53963. Please specify whether you do not want the District to disclose all directory information or only certain types of information from the list below.**

Waupun Area School District, pursuant to Board Policy 8330, has designated the following information as directory information:

- **Student's name**
- **Photograph**
- **Participation in officially recognized activities and sports**
- **Weight and height of members of athletic teams**
- **Date of graduation**
- **Awards received**

Any parent or eligible student that refuses to allow disclosure of directory data that participates in extra-curricular activity must complete Form 2431 F1 – Parent Acknowledgement of Risk and Release, which

includes a limitation on the refusal to disclose directory information obtained during the course of the student's participation in extra-curricular activities.

### **Student Image Use on Social Media**

Throughout the school year, photos and videos may be taken of students, student work, and school activities. These photos and recordings may appear in various Waupun Area School District materials including school and district websites, newspapers, and social media, etc. Every teacher/building will have the opportunity to share classroom activities and information over the internet or in printed form. For any internet or social media postings of students and/or work in grades 4K-6, last names will not be used. Last names may be used in grades 7-12, however, for academic/athletic/activity achievements and/or in the school yearbook. Most parents/guardians support and encourage this celebration of achievement, so by default, all parents/guardians who register their students are giving permission for this use.

The District is proud of the tremendous accomplishments of our students, your children, and looks forward to sharing their successes with the larger community; however, we are also sensitive to the fact that for reasons unique to each family, it may not be wise for pictures of students to appear in any media. We value your family's right to privacy and look forward to communicating the accomplishments of students in the upcoming year.

**Parents/guardians who wish to prohibit their student's image (video, photo, and/or audio), name or school work to be displayed on the Waupun Area School District's websites, social media sites or newspapers, please send a letter stating the same to the District Administrator, 950 Wilcox Street, Waupun, WI 53963, by September 13, 2019.**

Please be advised that this notice is only intended to address consent related to photographing, filming and/or videotaping conducted by the District, its officers, employees, agents, and/or representative. This non-permission will be in effect until revoked in writing by the parent/guardian.

Additionally, please inform your student of your desire so that they may assist us in fulfilling your request. Be aware that if a student is involved in a high profile activity, or is a public figure by choice (such as athletics or student council), it is likely he/she will be photographed and/or videotaped. Also, because the school and grounds are relatively public places, we cannot guarantee that your student's image will never appear as part of an incidental crowd photo or video. Please be aware that ensuring student privacy is not possible at school-or-district-sponsored public performances or athletic/activities events where cameras are permitted. Other students, parents, community members and news media may record/photograph/film at events and publicly share this information. By choosing to have their children participate in such activities and programs, parents/guardians are agreeing to this condition. News media access to non-public locations and events, such as inside a classroom, will follow established guidelines.

For more information and a complete Board policy that includes Directory Information, please see Board Policy 8330 – Student Records. All Board Policies may be found at <http://www.neola.com/waupun-wi/>.