

## A Message to Parents and Guardians about Our Privacy Practices



(Place school district logo or school logo here)

(Insert a message which explains why this is being sent out. Include either a website URL and/or a person to contact if questions.)

Sincerely,

(Insert name of Superintendent or, if doing building by building, the principal)



# Our Commitment to You: **CLEAR PRIVACY PRACTICES**

Parents and guardians want assurances that personal information and data about their children are secure and protected by our school system. These questions are rising as we use the Internet, mobile apps, cloud computing, online learning and new technologies to deliver exciting new education services.

At our school, we strive to be clear about what data we collect, how data support your child's education and the safeguards in place to protect that data.

## What Data do We Collect and Why?



**School Operations**  
.....  
We collect data such as addresses and phone numbers, gender and age, as well as information to ensure student safety and accurate reporting to help run our school operations efficiently.

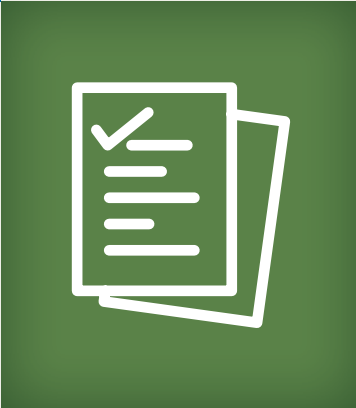


**Measuring Progress and Participation of our Students**  
.....  
We collect data such as attendance, grades and participation in school-sponsored extra-curricular activities to enable students to succeed.

**Improving the Education Program**  
.....  
We collect results from local, state and national assessments to provide teachers, administrators and parents important information about student, program and school performance and improve the education programs we offer.



**Striving to Meet the Needs of Students**  
.....  
We collect surveys and other feedback to improve teaching and learning and address other issues important to students and their families.



# data=success!

**TEACHERS** need data to understand when students are thriving and when they need more support in learning specific concepts.

**PARENTS** and guardians need access to their child's educational data to help them succeed.

**STUDENTS** need feedback on their progress so they can make good decisions about program choices and prepare for success.

**SCHOOL OFFICIALS** and community members need to understand school performance and know if scarce education resources are being allocated fairly and effectively.

## How is Education Data Protected?

We follow federal and state education privacy laws and adhere to privacy and security policies.

» For example, the Family Education Rights & Privacy Act (FERPA) gives parents rights related to their children's education records and personally identifiable information. Additional information is available in our annual notice to parents of their rights under FERPA and from the U.S. Department of Education at <http://familypolicy.ed.gov/>.

When we use an online service provider to process or store data, they also must adhere to certain federal and state and privacy laws. We also expect them to use current security protocols and technology.

» Additionally, the federal Children's Online Privacy Protection Act (COPPA) prevents child-directed websites and apps from collecting certain personal information from anyone under 13 years of age without parental permission. Our school system may consent on behalf of parents in the education context when student information is collected for the school's exclusive use and benefit and for no other commercial purpose.

» Under FERPA, our vendors cannot use the education records we provide in any way that is not authorized by the school district. They cannot sell this data or allow others to access it except as we permit in accordance with federal and state education privacy laws.

## Our Commitment

We are working to improve your children's education by ensuring it meets their unique needs. It would be very difficult to accomplish this goal without the ability to capture important information about your child's progress. Protecting personal information in secure and responsible ways is at the heart of our efforts to provide a richer and more dynamic learning experience for all students.

**LEARN MORE** about the rights of parents and guardians at [dataqualitycampaign.org/pta](http://dataqualitycampaign.org/pta) or [PTA.org/Parents](http://PTA.org/Parents) or [commonsensemedia.org](http://commonsensemedia.org)



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## ADDITIONAL INFORMATION

(You may wish to provide additional information on the types of data you collect and the service providers you use that collect data. If there are multiple points of contact on this issue, you could list here.)