

STUDENTS

Release of Directory Information

A. Directory Information

Unless a parent or eligible student (a student 18 or older) has opted out of such disclosures using Attachment I to this regulation, certain information contained in a student's educational record which has been designated by PWCS as directory information, may be released without parental consent, as provided in this regulation. Under federal law, directory information means information contained in an educational record of a student that would not generally be considered harmful or an invasion of privacy if disclosed. It includes, but is not limited to, the following items:

1. Name of student (includes former students);
2. Date and place of birth;
3. Dates of attendance;
4. Participation in officially recognized activities and sports;
5. Height and weight, if a member of a school's athletic team;
6. Degrees, honors, and awards received;
7. Grade level; and
8. Photograph(s) and video of students, whether hardcopy or electronic.

Under federal law, directory information may not include a student's Social Security number or Student ID number.

B. Consent to Release Student Contact Information

Under Virginia law, schools may not release a student's telephone number or home or email address without the written consent of the parent/eligible student. PWCS principals are frequently asked to provide such contact information to third parties with a legitimate need to contact the student, such as school-sponsored parent groups, booster clubs, vendors selected to provide school pictures, graduation gowns, or other third parties who need the information for school-related activities. Parents/eligible students will be advised on the method by which they may opt-in to the release of student contact information or may contact the principal for such information.

C. Request for Release of Directory Information

A third-party request for release of directory information shall be submitted to the principal (or designee), the appropriate Level Associate Superintendent (or designee), the Director of Student Services (or designee), or the Associate Superintendent for

Communications and Technology Services (or designee). While student records and the personally identifiable information (PII) contained in such records are confidential, directory information may be released without written parental consent to school officials with legitimate educational interests in such records or PII, to law enforcement authorities to assist school personnel in student disciplinary matters, as well as to colleges/universities, scholarship providers, prospective employers, alumni publications, parent volunteers, PWCS-approved parent organizations, elected public officials, military recruiters, school officials with legitimate educational interests, and to the news media. Additionally, directory information can be used in School Division publications (both print and digital) for the purpose of, but not limited to, publicizing school activities and/or student academic, extracurricular, or athletic participation.

Note: School officials with legitimate educational interests may also be granted access to student educational records without parental consent in certain limited circumstances provided by federal law. A school official with a legitimate educational interest is a person employed or contracted with by the School Division as an administrator, supervisor, instructor, or support staff member to provide services ordinarily provided by the School Division (including but not limited to health or medical staff or consultants, therapists, attorneys, law enforcement unit personnel), or a person assisting another school official in performing his or her professional responsibilities. A school official has a legitimate educational interest if the official needs to review an education record or the PII contained therein in order to fulfill his or her professional responsibility to PWCS.

- D. School-based instructional staff can use directory information in approved web-based applications (as per Regulation 295-1, “Computer Systems and Network Services – PWCS Responsible Use and Internet Safety Policy”) when sharing classroom communications, including but not limited to class reports, class interactions, discussions, class comments, or related videos/photos that are shared with classroom parents/guardians when using the applications.
- E. Release of directory information shall be made only under the following conditions:
 - 1. The parent or eligible student has not requested nondisclosure of such data, by executing Part A of Attachment I to this regulation. If a parent/guardian or eligible student does not wish to have the student’s directory information released to the groups/individuals listed in Section B of this regulation (other than military recruiters), it is the eligible student’s or parent’s/guardian’s responsibility to execute Part A of Attachment I to this regulation and submit it to the student’s current school.
 - 2. The Superintendent (or designee), or the principal (or designee) believes that the release of directory information is in the best interest of the student(s), the individual school, and/or the School Division.

3. To military recruiters, when the requested access to directory information is equal to that accorded other occupational and educational groups whose purpose is to make students aware of occupational or educational options. If a parent/guardian or eligible student does not wish to have the student's directory information released to military recruiters, it is the parent's/guardian's or eligible student's responsibility to execute Part C of Attachment I to this regulation and submit it to the student's current school.
4. The directory information will not be used to (i) advocate the election or defeat of any candidate for elective office, (ii) to advocate the passage or defeat of any referendum question, or (iii) to advocate the passage or defeat of any matter pending before the Prince William County School Board, Prince William Board of County Supervisors, the General Assembly of Virginia, or the Congress of the United States.
5. To law enforcement officials or emergency responders, when the request is for information in connection with their assigned duties.
6. To public officials, other than law enforcement officials or emergency responders, when the request is only for student names, photos/videos, and honors or awards.
7. To PWCS approved sports or curriculum-related organizations, parent volunteers, or approved parent groups, when the request is only for student names, extracurricular activity membership, photos/videos, and honors or awards.
8. To the news media, when the request is only for the purpose of publicizing school activities and/or student academic, extracurricular, or athletic participation, when the request is only for student names, photos/videos, and honors or awards.
9. To corporate or non-profit organizations approved by the Associate Superintendent for Communications and Technology Services and Supervisor of Purchasing to provide specific services to students or staff (such as but not limited to purchasing graduation gowns, rings, and announcements). Only information necessary to the agreed provision of services will be provided, and only upon receipt of a signed nondisclosure agreement specifying the terms of use and ensuring the confidentiality of data. In such cases, the Associate Superintendent for Communications and Technology Services (or designee) will ensure the proper selection and forwarding of the directory information.

F. Release of Photograph(s) or Video Depicting Students

Photographs and video are routinely provided to the news media for the purpose of recognizing students for academic, athletic, or extracurricular accomplishments. Any request for the release or use of photograph(s) or video shall be submitted to the principal (or designee) or the Associate Superintendent for Communications and Technology Services (or designee). Release of photograph(s) or video depicting students shall be provided only to those entities approved by the Division employee who received and reviewed the request, and only under the following conditions:

1. The parent/guardian or eligible student has not requested nondisclosure of such data, by executing Part B of Attachment I to this regulation. If a parent or eligible students does not wish to have the student's photographic or video information released, it is the eligible student's and/or parent's responsibility to execute Part B of Attachment I to this regulation.

Note: Even if a parent/guardian or eligible student executes Part B of Attachment I to this regulation, the School Division may use photographs and/or videos of students for school-related purposes, such as but not limited to, exhibits, public displays, and school publications (print or digital).

2. The principal (or designee) or the Associate Superintendent for Communications and Technology Services (or designee) believes that the release of such photographs and/or videos is in the best interest of the student(s), the individual school, and/or the School Division.
3. The photographs and/or videos will not be used for commercial or political purposes (except as authorized in E.8 above) nor for commercial or private advertising.
4. Out of respect for families, the School Division will not provide or facilitate news media access to photographs or videos of deceased or seriously injured students, unless approved or requested by the student's parent/guardian or eligible student.

G. Directory information shall not be released to an individual who is not acting in an official capacity for an approved agency or school or other entity (e.g., news media) for whom this regulation authorizes the release or use of such information.

H. Notice of the ability of the parent/guardian or eligible student to opt-out from the release of the student's directory information as set out in Parts A, B, and C of Attachment I to this regulation shall also be included in the online "Code of Behavior" published annually on the PWCS website at pwcs.edu.

- I. Notice of the ability of the parent/guardian or eligible student to opt-in (provide consent) to the release of student contact information (telephone number and home and email address) to those for whom this regulation authorizes the release or use of directory information shall be provided to parents/guardians or eligible students at least once annually via the PWCS messaging system, which will facilitate electronic opt-in tied to student ID numbers. The ability to access this system will also be made available to new parents/guardians and eligible new students

- J. As used in this regulation, the term “parent” has the meaning given in Regulation 794-1, “Resolution of Conflicts Between Parents Over School Issues.”

Each principal (or designee), Records Management Specialist (or designee), and the Associate Superintendent for Communications and Technology Services (or designee) is responsible for implementing and monitoring this regulation.

The Associate Superintendent for Communications and Technology Services (or designee) is responsible for reviewing this regulation and the related policy at least every five years and revising them as needed.

Option to Opt-Out of Release of Directory Information to the Public

Under federal law, certain information in a student’s scholastic record is classified as directory information. Items designated as directory information are set out in Regulation 790-3, “Release of Directory Information,” and are published annually in the “Code of Behavior.” You, as the parent/guardian or eligible student, have the right to choose whether your student’s directory information can be released to the public or not. Selecting to opt-out of any release of your directory information in Parts A (disclosure to all groups designated except military recruiters), B (disclosure of photographs or videos), and/or C (disclosure to military recruiters) below will only be for the school year in which this Opt-Out Form is signed and submitted to your student’s school. However, if your student graduates or withdraws during the school year in which this Opt-Out Form is signed, the School Division will continue to honor the last opt-out selection you made while your student was still enrolled in the Division unless you notify the Division that your opt-out decision is rescinded.

A parent/guardian or eligible student who wishes to prevent disclosure of directory information may instruct their student’s school in writing not to release the types of directory information listed in Regulation 790-3 to the entities identified in Section B of the regulation, by completing this form and returning it to the student’s school within 30 days of receipt.

- A. Opt-out of release of directory information as designated in paragraphs 1-9 of Part A of Regulation 790-3.

Please sign below only if you do not wish for your student’s directory information to be released to educational institutions, scholarship providers, prospective employers, alumni publications, PWCS-approved parent volunteers and parent groups, school officials, elected public officials, military recruiters, and the news media, or for use in School Division publications (both print and digital) or web-based applications.

Upon receipt of this request, please do not release such directory information on:

(Print student’s name) Last First Middle Grade

Parent/Guardian Signature

Date

If you desire to make an exception to the above opt-out selection, please list the organization(s) to which the school or School Division may release your student’s directory information:

- B. Opt-out of release of photographs or video depicting students, as designated in Parts A.10 and F of Regulation 790-3.

Please sign below only if you do not wish for any photographs or videos of your student to be released to external organizations. Please note that the School Division may still use photographs and/or videos of students for school-related purposes, such as exhibits, public displays, and school publications (print or digital).

Upon receipt of this request, please do not release or use any photographs or videos depicting:

(Print student's name) Last	First	Middle	Grade
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Parent/Guardian Signature

Date

If you desire to make an exception to the above opt-out selection, please list the organization(s) to which the school or School Division may release any photograph(s) or video of your student:

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- C. Opt-out of release of directory information to military recruiters.

Please sign below only if you do not wish for your student's name, address, and telephone listing to be released to military recruiters.

(Print student's name) Last	First	Middle	Grade
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Parent/Guardian Signature

Date

Your signature means that the student's information will not be released to any military recruiter without your prior written parental consent.