



CUMBERLAND SCHOOL DISTRICT

Student Privacy

PPRA affords parents and students who are 18 or emancipated minors ("eligible students") certain rights regarding our conduct of surveys, collection and use of information for marketing purposes, and certain physical exams. These include the right to:

- * *Consent* before students are required to submit to a survey that concerns one or more of the following protected areas ("protected information survey") if the survey is funded in whole or in part by a program of the U.S. Department of Education (ED):
 1. Political affiliations or beliefs of the student or student's parent
 2. Mental or psychological problems of the student or student's family
 3. Sex behavior or attitudes
 4. Illegal, anti-social, self-incriminating or demeaning behavior
 5. Critical appraisals of others with whom respondents have close family relationships
 6. Legally recognized privileged relationships, such as with lawyers, doctors or ministers
 7. Religious practices, affiliations or beliefs of the student or parents
 8. Income, other than as required by law to determine program eligibility
- * *Receive notice & an opportunity to opt a student out of:*
 1. Any other protected information survey, regardless of funding
 2. Any non-emergency, invasive physical exam or screening required as a condition of attendance, administered by the school or its agent, and not necessary to protect the immediate health and safety of a student, except for hearing, vision or scoliosis screenings, or any physical exam or screening permitted or required under State law
 3. Activities involving collection, disclosure, or use of personal information obtained from students for marketing or to sell or otherwise distribute the information to others.
- * *Inspect, upon request and before administration or use:*
 1. Protected information surveys of students
 2. Instruments used to collect personal information from students for any of the above marketing, sales or other distribution purposes
 3. Instructional material used as part of the educational curriculum

The Cumberland School District has developed and adopted policies, in consultation with parents, regarding these rights, as well as arrangements to protect student privacy in the administration of protected surveys and the collection, disclosure or use of personal information for marketing, sales or other distribution purposes. The Cumberland School District will directly notify parents and eligible students of these policies at least annually at the start of each school year and after any substantive changes. The Cumberland School District will also directly notify parents and eligible students, such as through U.S. mail or e-mail, at least annually at the start of each school year of the specific or approximate dates of the following activities and provide an opportunity to opt a student out of participating in:

- * Collection, disclosure or use of personal information for marketing, sales or other distribution.
- * Administration of any protested information survey not funded in whole or in part by ED.
- * Any non-emergency, invasive physical examination or screening as described above.

Parents/eligible students who believe their rights have been violated may file a complaint with: Family Policy Compliance Office, U.S. Department of Education, 400 Maryland Ave., SW, Washington, DC 20202-4605

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MISSION STATEMENT

*The mission of the
Cumberland School District
is to provide a
well-rounded education
that incorporates the
highest standards and
develops citizens with skills
for life-long learning*

*Cumberland School District
is an equal opportunity
employer.*

Visit our website at
www.cumberland.k12.wi.us