# Privacy Matrix

# How Do I Use Web 2.0 Tools in the Classroom?

*Capture appropriate privacy releases*

*Use approved services, software, and vendor*

*Follow WCPSS Policy and R&P*

| Privacy Matrix | Permission needed | You must | Rationale |
|---|---|---|---|
| **Use a wiki, blog, etc.** | None | ➢ **Verify students are eligible** by ensuring that parents have not denied Internet and/or e-mail access<br>➢ **Use approved software** and/or vendor<br>➢ **Follow the WCPSS Guidelines** for Classroom Based Internet Activities in Board Policy 2313 R&P | ➢ Unless Internet permission is denied by the parent, Internet access includes interactive web 2.0 activities; providing the student's identity is anonymous (WCPSS Policy and R&P) |
| **Add group photographs** | None | ➢ **Verify that the images are of groups of children where individuals are <u>unrecognizable.</u>** For example, a picture taken from the back of the classroom showing the entire class would be acceptable; close-ups of students would be unacceptable | ➢ If individual students are not recognizable, they do not fall under the definition of a student photograph.<br>➢ It is the responsibility of the person posting the photograph to ensure that all students are unrecognizable |
| **Display student created work (artwork, digital content, etc.)** | **No name appears**<br>Verbal permission | ➢ **Verify the students name does not appear**<br>➢ **Obtain** verbal or written **consent from student or parent** for display of student work | ➢ Remember intellectual property rights for the student.<br>➢ Once this is published, this may no longer be considered a new work |
| | **Name appears**<br>Photo/Name release form<br> - name portion | ➢ **Obtain written consent for name** from student's parent | ➢ Posting the name along with the work requires parental permission |
| **Add student photographs, movies, or images where students are personally identifiable** | Photo/Name release form<br> - photo portion | ➢ **Obtain written consent** from each student's parent | ➢ Photographs are not directory information; written permission is required<br>➢ Even with parental permission, consider the open nature of information sharing available on the Internet |
| **Use student names** | Photo/Name release form<br> - name portion | ➢ **Obtain written consent** from each student's parent | ➢ Considering the open nature of information sharing available on the Internet, you may not have parental buy-in depending on the students age and the intended use of this information |

Before releasing student information, ask: *1)* ***is it legal****; 2)* ***will the school support my decision****; and 3)* ***is it likely that parents will support my decision***

**Directory information (information that is generally releasable without parental or eligible student permission)**

| Directory information | NOT directory information |
|---|---|
| **Generally releasable (unless parent has expressly denied)** | **Permission required to release** |

Directory information — Generally releasable (unless parent has expressly denied)

- Student's name
- Grade
- The school the student is attending or most recently attended
- Dates of attendance
- Date of graduation
- Awards received
- Participation in officially recognized activities and sports
- Weight and height of members of athletic teams

NOT directory information — Permission required to release

- ~~Address~~
- ~~Telephone number~~
- ~~E-Mail address~~
- ~~Photograph~~
- ~~Date of birth~~
- ~~Place of birth~~
- ~~Student ID Number (NC WISE Number)~~
- ~~Anything that is beyond directory information~~

Annually, parents and eligible students will be given an opportunity to object to release of directory information. If an objection is made, then no directory information about that student may be released.

Separate consent must be obtained prior to releasing (posting, sharing) non-directory information about a student

*- based on 6300, Maintenance, Review, and Release of Student Record*

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**Classroom Activities**

The Internet is no longer simply a resource for students to retrieve or pull information. The Internet is increasingly used for the pushing and exchanging of information. Interactive tools allow collaboration and exposure beyond the traditional walls of a classroom. Although interactive tools may bring increased benefit to students, they also produce increased risks, as the posted information may be publicly available. Thus, use of interactive Internet tools requires additional planning and supervision.

***Student involvement with interactive Internet tools is required to be teacher directed. Management, monitoring, and responsibility for "posted content" lie with the individual teacher sponsoring the activity.***

Students retain all rights and ownership of content published under their chosen pseudonym. Posted content encompasses a variety of items including but not limited to artwork, opinions, comments, and written papers.

**WCPSS Guidelines for Classroom Based Internet Activities**
*Student safety and privacy increases with each additional layer of security*
*(incorporate as many of the following as possible)*

- Remain personally anonymous (use pseudonyms for employees and students)
- Ask for pseudonyms that are not used elsewhere as they may be cross referenced and used for identification purposes
- Keep the school and district anonymous
- Review content prior to posting when technically possible, e.g. podcasting
- Monitor ALL posted content
- Use password protected services where possible
- Change the "global" password often, e.g., wiki password – universal password used by a group of people to access a site
- Require that students log in when posting or editing
- Check videos or photos for identifying information such as clothing, school banners, mascots, etc.
- Check for student names on items such as reports and artwork
- Never pair images with names
- Check prior to posting any student information that
    - It is authorized (Check the "do not share" directory requests from parents or guardians)
    - Separate consent has been obtained prior to posting non-directory information about a student (such information cannot be released without prior written consent)

*- based on 2313 R&P, Employee Acceptable Use of Electronic Resources*