

Encinitas Union School District

Release of Directory Information and Release and Authorization to Use Student Image

RELEASE OF DIRECTORY INFORMATION:

The Family Educational Rights and Privacy Act (FERPA), a federal law, requires that Encinitas Union Elementary School District, with certain exceptions, obtain your written consent prior to the disclosure of personally identifiable information from your child's education records. However, the district may disclose appropriately designated "directory information" without written consent, unless you have advised the district to the contrary in accordance with district procedures. The primary purpose of directory information is to allow the district to include this type of information from your child's education records in certain school and/or district publications. Examples include:

- * a playbill, showing your child's role in a drama production;
- * honor roll or other recognition lists;
- * promotion 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/guardian's prior written consent. Outside organizations include, but are not limited to, companies that manufacture class rings or publish yearbooks. In addition, two federal laws require districts receiving assistance under the Elementary and Secondary Education Act of 1965 (ESEA) to provide military recruiters, upon request, with three directory information categories - names, addresses and telephone listings - unless parents/guardians have advised the district that they do not want their child's information disclosed without their prior written consent.

The district has designated the following information as directory information:

1. Student Name
2. Parent(s) Name
3. Address
4. Telephone number
5. Electronic mail address

RELEASE AND AUTHORIZATION TO USE STUDENT IMAGE:

The Encinitas Union School District is proud of the many accomplishments of our students and staff. These accomplishments may draw the attention of the newspapers, television stations, or other media who visit our schools to photograph or film students and staff during various activities. In addition, the District uses photographs and video footage of students and/or their names in District –produced materials including printed publications, television productions, websites and official District social media platforms to promote their achievements. ***This usage does not include school yearbooks. If you do not want your child's photo in a yearbook, contact your child's principal.***

The District may produce, participate in, or cause to be produced video, motion picture, audio recording, web page, digital imaging, or photograph productions, broadcasts, and/or

publications which may involve the use of students' images, names, likenesses, and/or voices. Such productions will be used for non-commercial educational, exhibition, promotional, advertising, instructional, publicity, or other purposes by the District. Such productions may be copied, copyrighted, edited, and distributed by the District in the manner described above but will not be sold to other school systems or education professionals.

I understand that my image (if over age 18) or my child's image, name, likeness, or voice may be used, photographed, taped, or recorded in the manner described above. I hereby grant the District and anyone authorized by the District the right to use, reuse, and reproduce, the video, motion picture, audio recording, Web page, digital imaging, or photograph productions, broadcasts, and/or publications as described above, without any compensation to me and/or my child. I agree that all such videos, motion pictures, audio recordings, Web pages, digital images, or photographs shall be the property, solely and completely, of the District, and that the District may copyright such work(s)/product(s) in its own name.

I hereby waive any right to inspect or approve the finished work(s)/product(s) or the uses to which they may be applied. I hereby forever release and discharge the District from any and all claims, actions and demands arising out of or in connection with the use of said video, motion picture, audio recording, Web page, digital image, or photograph, including, without limitation, any and all claims for invasion of privacy and libel. This release shall also apply to the assigns, licensees, and legal representatives of the District, the party/parties whom the District instructed to take the video, motion picture, audio recording, Web page, digital image, or photograph, and the party/parties for whom the District took the video, motion picture, audio recording, Web page, digital image, or photograph.

NOTE: By signing the Mandatory Signature Sheet, you agree to the Release of Directory Information and the Release and Authorization to Use Student Image. Please note that you may rescind your authorization at any time in writing.

Revised: February 2017