

Dear Parent/Guardian,

The Springfield Public Schools is proud of its programs and the achievements of its students. Therefore, we publicize news about our schools including honor rolls and information about student participation in various school activities. We are sending you this parental consent form to both inform you and to request permission to use information about your child for publicity purposes.

We are defining publicity as information that is disseminated outside of the school district; for example, in newspapers, handbooks, brochures, newsletters, publicly aired videos, on the Springfield Public Schools website (www.springfieldschools.com), and at public Board of Education meetings.

We are **not** including in the definition of publicity any information that is **not** disseminated outside of the school district; for example, in yearbooks, class projects on display in school, or videos that will be shown only in school, such as those shown to parents on Back to School Nights. Parental permission is not required to disseminate this non-publicity information.

Pursuant to law, we will not release any personally identifiable information about your child without prior written consent from you as parent or guardian. Personally identifiable information includes student names, photos or images, residential addresses, e-mail addresses, phone numbers, and locations and times of class trips. The Springfield Public Schools does not ever intend to disclose for publicity purposes students' residential and email addresses, phone numbers, or dates and times of class trips, but does foresee the possibility of disclosing your child's name, photo/image, grade level, and school to be used in newspapers, handbooks, brochures, newsletters, videotapes, and the Springfield Public Schools website with your written consent.

Also, pursuant to law, we are required to share the following information with you regarding the internet:

As you are aware, there are potential dangers associated with the posting of personally identifiable information on a website since global access to the internet does not allow us to control who has access to such information. These dangers have always existed; however, we as schools do want to celebrate your child and his/her work. The law requires that we ask for your written permission to use information about your child.

Having provided this overview on our publicity policy, we ask that you complete the form, which provides you with three options for publicity permission.