

## **5.25 MARKETING OF PERSONAL INFORMATION - School Board Policy**

The Nemo Vista School District shall not collect, disclose, or use personal information for marketing or for selling that information or to otherwise provide that information to others for that purpose.

Personal information is defined, **for this policy only**, as individually identifiable information, including.

1. The first and last name of a student or a student's parent, legal guardian, person having lawful control of the student, or person standing in loco parentis;
2. A home or other physical address (including street name and the name of the city or town),
3. Telephone number, and
4. Social Security identification number.

The district may collect, disclose, or use personal information that is collected from students for the exclusive purpose of developing, evaluating, or providing educational products or services for, or to, students or educational institutions such as the following:

1. College or other postsecondary education recruitment, or military recruitment;
2. Book clubs, magazines, and programs providing access to low-cost literary products;
3. Curriculum and instructional materials used by elementary schools and secondary schools;
4. Tests and assessments used by elementary schools and secondary schools to provide cognitive, evaluative, diagnostic, clinical, aptitude, or achievement information about students (or to generate other statistically useful data to secure such tests and assessments) and the subsequent analysis and public release of the aggregate data from such tests and assessments;
5. The sale by students of products or services to raise funds for school-related or education-related activities; and
6. Student recognition programs.

Legal Reference: 20 USC § 1232h(c)

Date Adopted: Oct. 2010

Revised: July 2024