

Student and Family Privacy Rights

The Governing Board believes that personal information concerning district students and their families should be kept private in accordance with law.

Collection of Personal Information for Marketing Purposes

The Governing Board ***prohibits*** district staff from administering or distributing to students survey instruments that are designed for the purpose of collecting personal information for marketing or for selling that information. The prohibition of data collection for marketing purposes appears in the following legal references:

Legal Reference:

EDUCATION CODE

49450-49457 Physical examinations

49602 Confidentiality of pupil information

51513 Personal beliefs

UNITED STATES CODE, TITLE 20

1232g Family Education Rights and Privacy Act

1232h Protection of pupil rights

Adopted: September 6, 2005

LONG BEACH UNIFIED SCHOOL DISTRICT