Situation: You want to use a site-based program (website or app) that collects student personally identifiable information.

Question: Should you send an Opt-In or Opt-Out letter to parents?

- **Directory Information** - information contained in a student’s education record that would not generally be considered harmful or an invasion of privacy if disclosed. (see BOE policy JRA/JRC)

- **Education Record** - those records that contain information directly related to a student and which are maintained by an educational agency or institution or by a party acting for the agency or institution. (see JRA/JRC)

- **Personally Identifiable Information** (PII) - information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context.

Start

Does the principal authorize sharing of student PII with the program?

Yes

- Does the program collect more than student directory information?
  
  Yes
  
  - Does the principal want an Opt In or Opt Out letter sent to parents?
    
    Yes
    
    - Find alternative activities for students that don’t bring back the letter.
      
      No
      
      - Go ahead and use the program with students.
        
        No
        
        - Find alternative activities for students that bring back the letter.
          
          No
          
          - Send an Opt-Out letter home to parents.
            
            Yes
            
            - Send an Opt-In letter home to parents.
              
              No
              
              - Do NOT use the program with students.

No

Stop