



Student Directory Information “Opt Out” Form *Including use of photos for marketing purposes*

Dr. Patrick Michel

District Superintendent
and Chief Executive Officer
(518) 736-4300
Fax: (518) 736-4301
pmichel@hfmboces.org

Dr. Lorraine G. Hohenforst

Deputy Superintendent
(518) 736-4305
Fax: (518) 736-4301
Lhoenforst@hfmboces.org

Jay DeTraglia

Director of Career and Technical Education
(518) 736-4330
FAX: (518) 736-4331
jdetraglia@hfmboces.org

Michael Jacob

Director of Special Education
(518) 736-4350
Fax: (518) 736-4357
mjacob@hfmboces.org

Rick Potter

Principal
Adirondack Academy
(518) 736-4321
FAX: (518) 736-4322
rpotter@hfmboces.org

**COMPLETE AND RETURN THIS FORM ONLY IF
YOU DO NOT WANT YOUR STUDENT’S DIRECTORY INFORMATION
USED IN HFM BOCES RELATED MEDIA AND PUBLICATIONS**

The federal Family Educational Rights and Privacy Act (FERPA) allows schools to disclose certain “directory information” about students such as a student’s name, address, telephone number, date and place of birth, participation in athletics, honors and awards, photographs and dates of attendance **unless parents have advised the BOCES to the contrary.**

The primary purpose of directory information is to allow HFM BOCES to include this type of information in BOCES publications (print publications, BOCES website, social media* outlets) and for publicity of

specific educational programs and student accomplishments to the electronic (television) and print (newspaper) media.

In practice, HFM BOCES has historically released a student’s name, grade, honor, awards and photographs in publications, to the media and on the BOCES website. Other directory information is not routinely released.

*Social media includes web- and mobile-based technologies that are used to enable interactive dialogue among individuals, organizations and communities around various forms of online content.

Parents not wishing information about their child to be used in district publications, releases to the media or on the BOCES web site or social media should use this form, or write a letter to the director/principal of their child’s HFM BOCES program. The signed and dated letter should state that directory information about (name of student) should not be released under FERPA. You do not have to give a reason. This letter must be sent annually by September 30.

Effective July 31, 2014, an amendment to Education Law, section 20-D, requires school districts and BOCES to publish on their websites, a parents bill of rights for data privacy and security and to include such information with every contract a school district enters into with a third party contractor where the third party contractor receives student data or teacher or principal data.

- State and federal laws protect the confidentiality of personally identifiable information, and safeguards associated with industry standards and best practices, including encryption, firewalls and password protection, must be in place when data is stored or transferred.
- A student’s personally identifiable information cannot be sold or released for any commercial purposes.
- Parents shall have the right to inspect and review the complete contents of their child’s education record.
- A complete list of all student data elements collected by the State is available for public review at NYSED or by writing to the Chief Privacy Officer at NYSED.
- Parents have the right to have complaints about possible breaches of student data addressed. Complaints should be directed to the District Superintendent of HFM BOCES.
- This bill of rights is subject to change based on regulations of the commissioner of education and the NYSED chief privacy officer.

I **DO NOT** want my child _____’s

Student’s Name, Please print

directory information (including photographs) to be used for any form of HFM BOCES publications or media use.

Parent/Guardian Signature

Date

Please return this form to your HFM BOCES teacher, mail it to the director or principal of your child’s program at the address above. This is an annual agreement, effective from the date signed, or no later than October 1, through September 30 of the following year.

If you have any questions, please contact us.