



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

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**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 website 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.

HFM BOCES is committed to ensuring student privacy in accordance with local, state and federal regulations and district policies. To this end and pursuant to U.S. Department of Education (DOE) regulations (Education Law §2-d), the district is providing the following Parents’ Bill of Rights for Data Privacy and Security:

- 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.
- 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 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/Adirondack Academy/PTECH publications or media use.

\_\_\_\_\_  
Parent/Guardian Signature

\_\_\_\_\_  
Date

Please return this form to your HFM BOCES teacher or 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 through the end of the school year. A new form must be submitted each school year if you do not want your child’s directory information released. If you have any questions, please contact us.