

**Hickman County School District  
Protection of Pupil Rights Amendment (PPRA)  
Annual Notice to Parents**

Dear Parent/Guardian:

It is very important to us to let you know of your rights regarding district surveys, collection and use of student information for marketing purposes, and certain physical examinations. These rights include:

1. *Consent* before students are required to complete a survey that concerns one or more of the following protected areas if the survey is funded in whole or in part by a program of the U.S. Department of Education.
  - Political affiliations or beliefs of the student or student's parent;
  - Mental or psychological problems of the student or student's family;
  - Sex behavior or attitudes;
  - Illegal, anti-social, self-incriminating or demeaning behavior;
  - Critical appraisals of others with whom respondents have close family relationships;
  - Legally recognized privileged relationships, such as with lawyers, doctors or ministers;
  - Religious practices, affiliations or beliefs of the student or parents; or
  - Income, other than is required by law to determine program eligibility.
2. *Receive notice and an opportunity to opt a student out of –*
  - Any other protected information survey, regardless of funding;
  - Any non-emergency, invasive physical exam or screening required as a condition of attendance, administered by the school or its agent, and not necessary to protect the immediate health and safety of a student, except for hearing, vision or scoliosis screenings, or any physical exam or screening permitted or required under State law; and
  - Activities involving collection, disclosure, or use of personal information obtained from students for marketing or to sell or otherwise distribute the information to others.
3. *Inspect*, upon request and before administration or use –
  - Protected information surveys of students;
  - Instruments used to collect personal information from students for any of the above marketing, sales or other distribution purposes; and
  - Instructional material used as part of the educational curriculum.

When a student reaches the age of 18 or is an emancipated minor under State law, the parent's rights transfer to the student.

The district has adopted policies, in consultation with parents, regarding these rights as well as arrangements to protect student privacy in the administration of protected information surveys and the collection, disclosure, or use of personal information for marketing, sales or other distribution purposes. Parents will be notified of these policies at least annually at the start of each school year and after any substantive changes. The district will also inform parents at the beginning of the school year if the district has identified the specific or approximate dates of activities or surveys and will provide an opportunity for the parent to opt his or her child out of participating in a specific activity or survey.

For activities scheduled after the school year starts, parents will be provided reasonable notification of the planned activities and surveys and will be provided an opportunity to opt their child out of such activities and surveys. Parents will also be provided an opportunity to review any pertinent surveys. The following are specific activities and surveys covered under this requirement:

- collection, disclosure or use of personal information for marketing, sales or other distribution;
- administration of any protected information survey non funded by the U.S. Department of Education; and
- any non-emergency, invasive physical examination or screening as described above.

Attached, if scheduled at this time, is a "Scheduled Activities and Surveys" notice. For your convenience, we have also attached a "Parent Consent and Opt-Out Response" form that must be returned to the office.

To file a complaint with the U.S. Department of Education concerning alleged failures by the district to comply with the requirements of PPRA, contact:

*Family Policy Compliance Office  
U.S. Department of Education  
400 Maryland Avenue SW  
Washington, DC 20202-5901*