

### PPRA Model Notice and Consent/Opt-Out for Specific Activities

The Protection of Pupil Rights Amendment (PPRA), 20 U.S.C. § 1232h, requires **Apple Creek School District** to notify you and obtain consent or allow you to opt your child out of participating in certain school activities. These activities include a student survey, analysis, or evaluation that concerns one or more of the following eight protected areas (“protected information surveys”):

1. Political affiliations or beliefs of the student or student’s parent/guardians;
2. Mental or psychological problems of the student or student’s family;
3. Sex behavior or attitudes;
4. Illegal, anti-social, self-incriminating, or demeaning behavior;
5. Critical appraisals of others with whom respondents have close family relationships;
6. Legally recognized privileged or analogous relationships, such as with lawyers, doctors, or ministers;
7. Religious practices, affiliations, or beliefs of the student or the student’s parent/guardian; or
8. Income, other than as required by law to determine program eligibility.

This parental notification requirement and opt-out opportunity also applies to the collection, disclosure or use of personal information collected from students for marketing purposes (“marketing surveys”). Please note that parents are not required by PPRA to be notified about the collection, disclosure, or use of personal information collected from students for the exclusive purpose of developing, evaluating, or providing educational products or services for, or to, students or educational institutions. Additionally, the notice requirement applies to the conduct of certain physical exams and screenings. This includes any non-emergency, invasive physical exam or screening required as a condition of attendance, administered by the District or its agent, and not necessary to protect the immediate health and safety of a student. This does not include hearing, vision, or scoliosis screenings, or any physical exam or screening permitted or required by State law.

The following is a schedule of activities requiring parental notice and consent or opt-out for the upcoming school year. This list is not exhaustive and, for surveys and activities scheduled after the school year starts, the District will provide parents, within a reasonable period of time prior to the administration of the surveys and activities, notification of the surveys and activities, an opportunity to opt their child out, as well as an opportunity to review the surveys. This notice and consent/opt-out transfers from parents to any student who is 18 years old or an emancipated minor under State law.

*NOTE: The following are only examples of PPRA notices and consent/opt-outs that may be used by districts for protected information surveys or marketing surveys. The school will need to tailor their notices and consent/opt outs depending on their specific activities, as required by PPRA.*

**Example 1: This notice is for surveys that contain questions from one or more of the eight protected areas noted above. If the survey is not administered as part of an applicable program of the U.S. Department of Education or the student is not required to submit to the survey, then the school should remove the consent section and include the opt-out notice.**

Date: [Date]

Grades: [Grade levels]

Activity: [Name of survey]

**Summary**

**[Provide the purpose of the survey and what is being requested.]**

This survey is administered as part of an applicable program of the U.S. Department of Education. Students are required to submit to this survey. Prior written consent is required.

Parents or eligible students who wish to exercise their right to inspect the survey and/or instructional materials may do so by sending a written request to the building principal at **[provide the building principal’s telephone number, email address, etc. ]**. The principal shall respond to requests within a reasonable period of time after receiving the request and arrange for the parent or eligible student to inspect the applicable materials at the school or district administrative office.

**Consent**

*NOTE: Include this section only for protected information surveys that are administered as part of an ED program and to which the student is required to submit. Delete the opt-out section of this fom prior to distributing to parents.*

A parent must sign and return the consent below no later than **[insert return date]** so that your child may participate in this survey.

I \_\_\_\_\_ give my consent for my child, \_\_\_\_\_, to participate in the **[survey name]** on **[date]**.

\_\_\_\_\_  
Parent’s signature

\_\_\_\_\_  
Date

Please return this form no later than **[date]** to the following school official: **[Provide school official title and mailing address.]**



**Opt-out**

*NOTE: If the survey is not administered as part of an applicable program of the U.S. Department of Education or the student is not required to submit to the survey, then the school must include the opt-out notice. Delete the consent section of this form prior to distributing to parents.*

**[Option 1: A parent must sign and return this opt-out form no later than {return date}.] [Option 2: Contact {school official title} at {telephone number, email, address, etc.} no later than {date} if you do not want your child to take the {survey name} on or about {date}.]**

I, \_\_\_\_\_, do not grant permission for my child, \_\_\_\_\_, to participate in the **[survey name]** on **[date]**.

\_\_\_\_\_  
Parent's signature

\_\_\_\_\_  
Date

**Example 2: For marketing surveys**

*NOTE: Certain information that would not generally be considered harmful or an invasion of privacy if disclosed – such as names, addresses, and telephone listings – may be designated as “directory information” in a public notice under the Family Educational Rights and Privacy Act (FERPA) and subsequently disclosed if the parents do not opt out of the disclosure. Instead of using a format similar to that set forth in these Model Notices, the District may meet PPRA notice requirements for specific marketing activities that involve only the disclosure of designated “directory information” by allowing parents to opt out of the disclosure of the designated “directory information” at the start of each school year; if the parents opt-out of the disclosure of their children’s or their “directory information,” then the school may not disclose their children’s or their “directory information” for marketing activities. In addition to the “directory information” notice discussed above, under applicable PPRA requirements, please note, however, that the District must also directly notify parents of the specific or approximate dates during the school year when the marketing activities are scheduled or expected to be scheduled.*

Date: [Date]  
 Grades: [Grade levels]  
 Activity: [Name of survey]

**Summary**

**[Provide the purpose of the survey and what is being requested.]**

Parents or eligible students who wish to exercise their right to inspect the marketing survey may do so by sending a written request to the building principal at **[provide the building principal’s telephone number, email address, etc. ]**. The principal shall respond to requests within a reasonable period of time after receiving the request and arrange for the parent or eligible student to inspect the applicable materials at the school or district administrative office.

**Opt-out**

**[Option 1: A parent must sign and return this opt-out form no later than {return date}.] [Option 2: Contact {school official title} at {telephone number, email, address, etc.} no later than {date} if you do not want your child to participate in this marketing activity on {date}.]**

I, \_\_\_\_\_, do not grant permission for my child, \_\_\_\_\_, to participate in the **[survey name]** on **[date]**.

\_\_\_\_\_  
 Parent’s signature

\_\_\_\_\_  
 Date

Please return this form no later than **[insert date]** to the following school official:  
**[School official title and mailing address.]**

**Exhibit****Descriptor Code: GCC-E2**

*NOTE: While some of the information – names, addresses, and telephone listings – may be designated and disclosed as “directory information” under the Family Educational Rights and Privacy Act (FERPA), Districts that permit marketing activities that involve the disclosure of students’ Social Security numbers may not use an opt-out procedure and must obtain prior written consent in accordance with § 99.30 of the FERPA regulations.*