

DISTRICT AND SCHOOL WEBSITES

To enhance communication with students, parents/guardians, staff, and community members, the Governing Board encourages the Superintendent or designee to develop and maintain district and school websites. The use of district and school websites shall support the district's vision and goals and shall be coordinated with other district communications strategies.

Design Standards

The Superintendent or designee shall establish design standards for district and school websites in order to maintain a consistent identity, professional appearance, and ease of use.

District design standards shall require an evaluation of products, features, and content accessible to students on district and school websites to prevent access to harmful or potentially harmful material.

The district's design standards shall address the accessibility of district and school websites to individuals with disabilities, including compatibility with commonly used assistive technologies.

Website Content

The Superintendent or designee shall develop content guidelines for district and school websites and assign staff to review and approve content prior to posting.

Board policy pertaining to advertising in district and school publications, as specified in BP 1325 - Advertising and Promotion, shall also apply to advertising on district and school websites.

Privacy Rights

The Superintendent or designee shall ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on district and school websites.

Telephone numbers and home and email addresses of students and/or their parents/guardians shall not be published on district or school websites.

The district regards photographs as a category of directory information that would not generally be considered harmful or an invasion of privacy if disclosed.

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Therefore, a student's photograph, together with the student's name, may be published on district or school websites unless the student's parent/guardian has notified the district in writing to not release the student's photograph without prior written consent, in accordance with BP/AR 5125.1 - Release of Directory Information.

If students' names are not included, photographs of individual students or groups of students, such as at a school event, may be published on school or district websites.

Employees' home addresses, personal telephone numbers, and personal email addresses shall not be posted on district or school websites.

The home address or telephone number of any elected or appointed official including, but not limited to, a Board member or public safety official, shall not be posted on district or school websites without the prior written permission of that individual. (Government Code 3307.5, 7928.205, 7920.535)

No public safety official shall be required to consent to the posting on the Internet of the public safety official's photograph or identity as a public safety officer for any purpose if that officer reasonably believes that the disclosure may result in a threat, harassment, intimidation, or harm to the officer or the officer's family. (Government Code 3307.5)

Policy Reference Disclaimer:

These references are not intended to be part of the policy itself, nor do they indicate the basis or authority for the board to enact this policy. Instead, they are provided as additional resources for those interested in the subject matter of the policy.

State

Bus. and Prof. Code 22580-22582
 Bus. and Prof. Code 22584-22585
 Bus. and Prof. Code 22586-22587
 Civ. Code 1798.99.31
 Ed. Code 32096
 Ed. Code 32526
 Ed. Code 35182.5
 Ed. Code 35258
 Ed. Code 48852.6
 Ed. Code 48907

Description

[Privacy rights for California minors in the digital world](#)
[Student Online Personal Information Protection Act](#)
[Early Learning Personal Information Protection Act](#)
 California Age-Appropriate Design Code Act
 COVID-19 testing in schools
 COVID Emergency Appropriations for Education
[Contracts for advertising](#)
[Internet access to school accountability report cards](#)
[Information regarding homelessness](#)
[Exercise of free expression; time, place and manner rules and regulations](#)

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<i>Ed. Code 48950</i>	<u>Speech and other communication</u>
<i>Ed. Code 49061</i>	<u>Definitions; directory information</u>
<i>Ed. Code 49073</i>	<u>Release of directory information</u>
<i>Ed. Code 60048</i>	<u>Commercial brand names, contracts or logos</u>
<i>Gov. Code 11135</i>	<u>Prohibition of discrimination</u>
<i>Gov. Code 12950</i>	<u>California Civil Rights Department posters</u>
<i>Gov. Code 3307.5</i>	<u>Publishing identity of public safety officers</u>
<i>Gov. Code 7920.000 - 7930.170</i>	<u>California Public Records Act</u>
<i>Pen. Code 14029.5</i>	<u>Prohibition against publishing personal information of person in witness protection program</u>
<i>Pub. Res. Code 21082.1</i>	<u>California Environmental Quality Act environmental review documents</u>

Federal

<i>16 CFR 312.1-312.13</i>	Description <i>Children's Online Privacy Protection Act</i>
<i>17 USC 101-122</i>	<i>Subject matter and scope of copyright</i>
<i>17 USC 504</i>	<i>Penalties for copyright infringement</i>
<i>20 USC 1232g</i>	<i>Family Educational Rights and Privacy Act (FERPA) of 1974</i>
<i>29 USC 705</i>	<i>Definitions; Vocational Rehabilitation Act</i>
<i>29 USC 794</i>	<i>Rehabilitation Act of 1973; Section 504</i>
<i>34 CFR 104.1-104.61</i>	<i>Nondiscrimination on the basis of disability</i>
<i>34 CFR 99.1-99.67</i>	<i>Family Educational Rights and Privacy</i>
<i>42 USC 12101-12213</i>	<i>Americans with Disabilities Act</i>

Management Resources

<i>CA Civil Rights Department Publication</i>	Description <i>Sexual Harassment</i>
<i>CA Civil Rights Department Publication</i>	<i>Family Care and Medical Leave and Pregnancy Disability Leave</i>
<i>CA Civil Rights Department Publication</i>	<i>California Law Prohibits Workplace Discrimination and Harassment</i>
<i>CA Civil Rights Department Publication</i>	<i>Transgender Rights in the Workplace</i>
<i>CA Civil Rights Department Publication</i>	<i>Your Rights and Obligations as a Pregnant Employee</i>
<i>Court Decision</i>	<i>Aaris v. Las Virgenes Unified School District, (1998) 64 Cal.App.4th 1112</i>
<i>Court Decision</i>	<i>City of San Jose v. Superior Court, (2017) 2 Cal.5th 608</i>
<i>U.S. Department of Agriculture Publication</i>	<i>Unpaid Meal Charges: Local Meal Charge Policies, SP 46-2016, July 2016</i>
<i>U.S. Department of Justice Publication</i>	<i>Accessibility of State and Local Government Websites to People with Disabilities, June 2003</i>

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U.S. DOE Office for Civil Rights Publication	Joint Dear Colleague Letter: Electronic Book Readers, June 29, 2010
U.S. DOE, Office for Civil Rights Publication	Dear Colleague Letter, May 26, 2011
Website	<u>CSBA District and County Office of Education Legal Services</u>
Website	<u>Governor's Office of Planning and Research, The California Environmental Quality Act</u>
Website	<u>California Department of Education, Web Accessibility Standards</u>
Website	<u>California School Public Relations Association</u>
Website	<u>U.S. Department of Justice, Civil Rights Division, Disability Rights Section</u>
Website	<u>World Wide Web Consortium, Web Accessibility Initiative</u>
Website	<u>CSBA</u>
Website	<u>U.S. Department of Education, Office for Civil Rights</u>
Website	<u>California Civil Rights Department</u>
World Wide Web Consortium Publication	Web Content Accessibility Guidelines, December 2008

Cross References

Policy	Description
0000	<u>Vision</u>
0410	<u>Nondiscrimination In District Programs And Activities</u>
0440	<u>District Technology Plan</u>
0450	<u>Comprehensive Safety Plan</u>
0460	<u>Local Control And Accountability Plan</u>
0500	<u>Accountability</u>
0510	<u>School Accountability Report Card</u>
1100	<u>Communication With The Public</u>
1112	<u>Media Relations</u>
1114	<u>District-Sponsored Social Media</u>
1114	<u>District-Sponsored Social Media</u>
1312.3	<u>Uniform Complaint Procedures</u>
1312.3-E(1)	<u>Uniform Complaint Procedures</u>
1312.3-E(2)	<u>Uniform Complaint Procedures</u>
1325	<u>Advertising And Promotion</u>
1340	<u>Access To District Records</u>
3290	<u>Gifts, Grants And Bequests</u>
3311	<u>Bids</u>
3513.3	<u>Tobacco-Free Schools</u>
3515	<u>Campus Security</u>

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3515.3	<u>District Police/ Security Department</u>
3515.7	<u>Firearms On School Grounds</u>
3516	<u>Emergencies And Disaster Preparedness Plan</u>
3516.5	<u>Emergency Schedules</u>
3551	<u>Food Service Operations/ Cafeteria Fund</u>
3551	<u>Food Service Operations/ Cafeteria Fund</u>
3552	<u>Summer Meal Program</u>
3580	<u>District Records</u>
4030	<u>Nondiscrimination In Employment</u>
4040	<u>Employee Use Of Technology</u>
4040-E(1)	<u>Employee Use Of Technology</u>
4119.21	<u>Professional Standards</u>
4119.21-E(1)	<u>Professional Standards</u>
4119.23	<u>Unauthorized Release Of Confidential/ Privileged Information</u>
4231	<u>Staff Development</u>
4232	<u>Publication or Creation of Materials</u>
4261.8	<u>Family Care And Medical Leave</u>
4319.21	<u>Professional Standards</u>
4319.21-E(1)	<u>Professional Standards</u>
4319.23	<u>Unauthorized Release Of Confidential/ Privileged Information</u>
4331	<u>Staff Development</u>
4332	<u>Publication or Creation of Materials</u>
4361.8	<u>Family Care And Medical Leave</u>
5022	<u>Student And Family Privacy Rights</u>
5125	<u>Student Records</u>
5125.1	<u>Release Of Directory Information</u>
5125.1-E(1)	<u>Release Of Directory Information</u>
5131.2	<u>Bullying</u>
6020	<u>Parent Involvement</u>
6145.2	<u>Athletic Competition</u>
6152.1	<u>Placement In Mathematics Courses</u>
6162.6	<u>Use Of Copyrighted Materials</u>
6163.4	<u>Student Use Of Technology</u>
6163.4-E(1)	<u>Student Use Of Technology</u>
6173	<u>Education For Homeless Children</u>
6173-E(1)	<u>Education For Homeless Children</u>
6173-E(2)	<u>Education For Homeless Children</u>
6190	<u>Evaluation Of The Instructional Program</u>
7150	<u>Site Selection And Development</u>
7150	<u>Site Selection And Development</u>
7214	<u>General Obligation Bonds</u>
7214	<u>General Obligation Bonds</u>

DISTRICT AND SCHOOL WEBSITES

9010	<i>Public Statements</i>
9012	<i>Board Member Electronic Communications</i>
9310	<i>Board Policies</i>
9320	<i>Meetings And Notices</i>
9322	<i>Agenda/ Meeting Materials</i>

Policy

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PASADENA UNIFIED SCHOOL DISTRICT

Pasadena, California