

**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.

*(cf. 0000 - Vision)*

*(cf. 0440 - District Technology Plan)*

*(cf. 1100 - Communication with the Public)*

*(cf. 1112 - Media Relations)*

*(cf. 1114 - District-Sponsored Social Media)*

*(cf. 6020 - Parent Involvement)*

**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.

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.

*(cf. 0410 - Nondiscrimination in District Programs and Activities)*

**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.

*(cf. 1325 - Advertising and Promotion)*

**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.

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*(cf. 1340 - Access to District Records)*

*(cf. 4119.23/4219.23/4319.23 - Unauthorized Release of Confidential/Privileged Information)*

*(cf. 5022 - Student and Family Privacy Rights)*

*(cf. 5125 - Student Records)*

Telephone numbers and home and email addresses of students and/or their parents/guardians shall not be published on district or school websites.

*(cf. 5125.1 - Release of Directory Information)*

The district regards photographs as a category of directory information that would not generally be considered harmful or an invasion of privacy if disclosed. Therefore, a student's photograph, together with his/her 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, 6254.21, 6254.24)

No public safety official shall be required to consent to the posting on the Internet of his/her 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 his/her family. (Government Code 3307.5)

*(cf. 3515.3 - District Police/Security Department)*

**DISTRICT AND SCHOOL WEBSITES**

*Legal Reference:*

EDUCATION CODE

35182.5 - Contracts for advertising

35258 - Internet access to school accountability report cards

48907 - Exercise of free expression; rules and regulations

48950 - Speech and other communication

49061 - Definitions, directory information

49073 - Release of directory information

60048 - Commercial brand names, contracts or logos

BUSINESS AND PROFESSIONS CODE

22580-22582 - Digital privacy

22584-22585 - Student Online Personal Information Protection Act

22586 - Preschool and prekindergarten privacy

GOVERNMENT CODE

3307.5 - Publishing identity of public safety officers

6254.21 - Publishing addresses and telephone numbers of officials

6254.24 - Definition of public safety official

11135 - Nondiscrimination; accessibility to state web sites

PENAL CODE

14029.5 - Prohibition against publishing personal information of person in witness protection program

UNITED STATES CODE, TITLE 17

101-122 - Subject matter and scope of copyright

504 - Penalties for copyright infringement

UNITED STATES CODE, TITLE 20

1232g - Federal Family Educational Rights and Privacy Act

UNITED STATES CODE, TITLE 29

705 - Definitions; Vocational Rehabilitation Act

794 - Section 503 of the Rehabilitation Act of 1973; accessibility to federal web sites

UNITED STATES CODE, TITLE 42

12101-12213 - Americans with Disabilities Act

CODE OF FEDERAL REGULATIONS, TITLE 16

312.1-312.12 - Children's Online Privacy

CODE OF FEDERAL REGULATIONS, TITLE 34

99.1-99.67 - Family Educational Rights and Privacy

104.1-104.61 - Nondiscrimination on the basis of disability

COURT DECISIONS

*City of San Jose v. Superior Court*, (2017) 2 Cal.5th 608

*Aaris v. Las Virgenes Unified School District*, (1998) 64 Cal.App.4th 1112

*Management Resources:*

U.S. DEPARTMENT OF EDUCATION OFFICE FOR CIVIL RIGHTS PUBLICATIONS

*Dear Colleague Letter*, May 26, 2011

**DISTRICT AND SCHOOL WEBSITES**

*Joint Dear Colleague Letter: Electronic Book Readers, June 2010*

U.S. DEPARTMENT OF JUSTICE PUBLICATIONS

*Accessibility of State and Local Government Websites to People with Disabilities,  
June 2003*

WORLD WIDE WEB CONSORTIUM PUBLICATIONS

*Web Content Accessibility Guidelines, December 2008*

WEB SITES

CSBA: <http://www.csba.org>

California Department of Education, Web Accessibility Standards:

<http://www.cde.ca.gov/re/di/ws/webaccessstds.asp>

California School Public Relations Association: <http://www.calspra.org>

U.S. Department of Education, Office for Civil Rights:

<http://www2.ed.gov/about/offices/list/ocr>

U.S. Department of Justice, Americans with Disabilities Act: <http://www.ada.gov>

World Wide Web Consortium, Web Accessibility Initiative:

<http://www.w3.org/wai>

**Policy**

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**PASADENA UNIFIED SCHOOL DISTRICT**

Pasadena, California