

Hermosa Montessori School Image Use Policy (Proposal For Board Meeting 8/21)

Purpose: Hermosa Montessori School, a public charter school in Arizona, is committed to protecting student privacy while fostering a vibrant school community through the responsible use of photographs, audio, and video recordings. This policy ensures compliance with the Family Educational Rights and Privacy Act (FERPA), Arizona Revised Statutes (A.R.S. Title 15), and standards set by the Arizona State Board for Charter Schools.

Scope: This policy applies to all media (photographs, audio, and video) captured on school premises or during school-sponsored activities involving students, staff, or families.

1. Parental Consent for Media Use:

- **Explicit Consent Required:** Hermosa Montessori School requires written parental/guardian consent before using any media containing a student's personally identifiable information (PII), including photographs, audio, or video, for any purpose.
- **Consent Process:** During enrollment, parents/guardians will complete a Media Consent Form specifying whether their child's media may be used for:
 - **Internal Use:** School newsletter (Hermosa Headlines), private school-managed platforms (e.g., password-protected parent portals), and classroom displays.
 - **External Use:** School yearbook, School website, marketing materials (e.g., GreatSchools.com, school brochures), and public social media accounts managed by the school.
- **Opt-Out Option:** Parents/guardians may opt out of any media use by indicating their preference on the Media Consent Form. If no consent is provided, the school will not use the student's media for any purpose beyond educational records (e.g., security footage or incidental classroom documentation not shared publicly).
- **Revoking Consent:** Parents/guardians may update or revoke consent at any time by submitting a written request to the school office. Changes will take effect within five business days.

2. Notification of FERPA Rights:

- Hermosa Montessori School complies with FERPA (20 U.S.C. § 1232g), which protects student PII, including photographs. The school designates student photographs as directory information under FERPA, but parents/guardians may opt out via the Media Consent Form or by contacting the school office.
- An annual FERPA notification will be provided to parents/guardians, detailing their rights to inspect, amend, and restrict the use of their child's PII.

3. Internal Media Use:

- Media of students without external-use consent may be used only for internal purposes, such as:
 - Hermosa Headlines (school newsletter, distributed only to enrolled families).
 - Private, school-managed online platforms with restricted access (e.g., password-protected parent portals or private Google Classroom groups).
 - Classroom projects or displays not shared publicly.

- Access to internal media is limited to school staff, enrolled families, and authorized personnel. All platforms are secured with access controls to prevent unauthorized sharing.

4. External Media Use:

- Media may be used externally only with explicit parental consent, as indicated on the Media Consent Form. External use includes:
 - School yearbook.
 - School website (www.hermosamontessori.org).
 - Marketing platforms (e.g., GreatSchools.com, school brochures, public social media accounts).
- All external media will be reviewed to ensure it does not disclose sensitive PII (e.g., full names paired with images) without additional consent.

5. Data Security and Storage:

- All media containing student PII is stored securely on school-managed servers or platforms compliant with Arizona data security standards (A.R.S. § 15-183).
- Media is retained only for the duration necessary for its intended use and securely deleted thereafter, unless part of permanent educational records (e.g., yearbook archives).
- The school employs encryption and access controls to protect digital media from unauthorized access.

6. Photography and Recording on School Premises:

- Photography, audio, and video recording may occur on school premises or during school-sponsored events for educational, promotional, or documentation purposes.
- Signs will be posted at school entrances and events notifying attendees of potential media capture. However, student media will not be used without adhering to the consent requirements outlined above.
- Parents/guardians or visitors wishing to take media for personal use must obtain permission from the school office and ensure no other students are captured without their parents' consent.

7. Compliance and Oversight:

- This policy aligns with FERPA, A.R.S. Title 15, and Arizona State Board for Charter Schools requirements. The school undergoes annual audits to ensure compliance with state and federal laws (A.R.S. § 15-183, § 15-914).
- Questions or concerns about this policy may be directed to the school office at [insert contact information].

8. Public Access:

- This policy is available on the school website and in the parent handbook, ensuring transparency as recommended by the Arizona School Boards Association.