



AP XXX Technology – Web Page Publishing Regulation

Legislative References:

Policy Reference:

Collective Agreement References:

Date:

RE: FORMER POLICY 3035R5 TECHNOLOGY – WEB PAGE PUBLISHING REGULATION

The Boundary School Board encourages the use of the Internet/Intranet servers and the publishing of Web pages to enhance the teaching and learning process and to foster communication within and outside the School District. Subject to the following regulations, schools in the Boundary School District have full control over the posting of Web pages and may update or change School Web pages at any time. The posting of Web pages is a form of electronic publication, and is subject to all laws, including the Copyright Act and the Freedom of Information and Protection of Privacy Act. School Web pages must also be designed to respond to concerns for student safety, privacy and security.

These regulations are intended to protect the privacy, safety and security of students and employees.

1. All web page information from District schools must reside on School Board servers. Departure from this procedure must be sought in writing from the Superintendent or designate prior to posting any School or District web page on third party provider servers.
2. Each Principal or designate must identify a person(s) as the school web administrator who will be responsible for the content of school web pages.
3. Names: full, informed consent from a parent or guardian is required each time a student's name is referenced on the District or a school web page.
4. Student work: Full, informed consent from a parent or guardian is required before student work is posted on District or school web pages. When student work is posted, authorship must be acknowledged.
5. Photographs: To protect the privacy of students, the use of identifiable photographs of students, without full, informed consent from a parent or guardian, is not permissible. Employee photographs may be used when their full, informed written consent has been obtained.
6. Information: To prevent harassment and to protect the privacy of students, no personal information beyond the student name may be disclosed on the school page (e.g., address,



phone number, etc.) that would further identify a student. A school may publish employee names and e-mail addresses when full and informed written consent has been obtained.

7. Sponsorship: Schools wishing to pursue web page sponsorship may do so conditional on the following:
 - The sponsorship must have a relevant educational benefit.
 - No links to a sponsor's website are to be provided through school web pages.
 - Sponsor logos must be presented in a tasteful manner. Up to two sponsor logos may appear on the school main web page.
 - Sponsor's logos on school web pages may not contain scripts or applets such as Java or ActiveX.
8. Obtaining Full and Informed Consent and Written Authorization
Before using and student or employee materials on school or District web pages, parents, guardians or employees must know and then provide written authorization for its use.
 - For each specific publishing activity where a student name or photograph is used or that activity is a unique event, not covered by the conditions set forth in the annual authorization form.
 - The purpose for the use of appropriate personal information (e.g., name, photograph, etc.)
 - The purpose of gathering the information (e.g., education, sale, publicity, etc.)
 - The audience for whom it is intended.
 - The method of distribution of the information (e.g., web page, email, etc.)
9. Copyright
All graphic, photographic, video, audio and multimedia content appearing on a school District web page must be original source material. Materials owned through other sources or copyright materials must be accompanied by written authorization from the owner or copyright holder before publication or posting on school or District web servers.
10. Each school main web page must contain an official and recognizable District logo. The District logo may not be altered in any way and must have separate status by being placed in a corner unoccupied by any other graphic or portion of text.
11. All published materials on District servers become the property of the Boundary School District. Boundary School District retains full copyright on all posted web content.
12. The District reserves the right to determine links posted on the District web page. All requests for link postings must be forwarded to the Superintendent of Schools.
13. Permission is required before displaying registered logos on web pages.