

DOWNINGTOWN AREA SCHOOL DISTRICT
SCHOOL BOARD POLICY
SECTION: OPERATIONS

815.1 WEB SITE

1
2
3 1. PURPOSE

4 In a continuing effort to fulfill the mission of the Downingtown Area School District
5 by preparing students to meet the challenges of a global society, the School Board
6 endorses and promotes the establishment of web sites as a valid format for
7 communication. Web sites will increase intra-district and community
8 communication and enable the District to communicate with people throughout the
9 world.

10
11 2. AUTHORITY

12 The District may establish web sites and develop web pages at the District,
13 building, classroom, teacher, and student levels in order to communicate
14 information, programs, and activities that support the mission and strategic plan of
15 the District. The Superintendent of the District through the Director of Technology
16 will oversee web site development, implementation, and evaluation. Within each
17 physical originating site (*i.e.* school building, District office, etc.), the building
18 principal or an administrator appointed by the Superintendent, will approve all web
19 content and site activities, will ensure teachers and support staff have proper
20 training, and will orient and enforce the guidelines and responsibilities of this
21 policy.

22
23 3. PUBLIC AND SECURE SITES

24 The district differentiates between secure-areas of the internet and non-secure
25 areas. Secure sites can and will contain information about students and staff that
26 is not available to the general public. The district defines a secure area of the web
27 to mean a site that is password protected and has either Transport Layer Security
28 or Secure Sockets Layer protocols in place to secure the transmission of the data
29 across the internet. Transport Layer Security (TLS) or Secure Sockets Layer (SSL),
30 are cryptographic protocols that provide secure communications on the Internet for
31 such things as web browsing, e-mail, Internet faxing, instant messaging and other
32 data transfers.

33
34 4. RESPONSIBILITIES

35 It is the responsibility of the Superintendent or designee to annually communicate,
36 in writing, the policies of the District for web site use.

37
38 A. ESTABLISHMENT

- 39 • The Director of Technology is responsible for the management
40 and organization of all District web sites and sets parameters

DOWNINGTOWN AREA SCHOOL DISTRICT
SCHOOL BOARD POLICY
SECTION: OPERATIONS

1 and guidelines in conjunction with the Board and other
2 committees.

- 3
- 4 • The Site Manager is responsible for the organization of the
5 individual web site pages, determines content and authorizes
6 other publishing efforts.
- 7
- 8 • District employees, Board members, or guests may not establish
9 personal or commercial use web pages using District equipment,
10 resources, or identification.
- 11
- 12 • Any organization dedicated to communicating information (*e.g.*
13 home and school, student council, band boosters, etc.) about
14 Downingtown Area School District should be cleared and
15 monitored at the building level.
- 16
- 17 • All web sites are considered the property of Downingtown Area
18 School District and therefore, are subject to monitoring.

19 **5. PRIVACY**

20 The protection of individual privacy is a concern to the Downingtown Area School
21 District. The School District has created this privacy statement in order to
22 demonstrate its firm commitment to privacy. The following discloses our
23 information gathering and dissemination practices for this site.

24

25 **A. INFORMATION YOU PROVIDE TO US**

26 The School District does not keep any personal information about you
27 or your visit to our Internet site unless you have specifically supplied it
28 to us.

29

30 **B. OTHER INFORMATION ABOUT YOUR VISIT**

31 Like most Internet sites, our web site reads some information from
32 your computer that helps us analyze traffic patterns, perform routine
33 maintenance, maintain site security, and to help you navigate through
34 our site. Generally the information we collect is temporary and
35 deleted when you leave our system. Some of the information the
36 School District collects and maintains is the following:

- 37
- 38 • total number of visitors to our site
- 39 • types of computer systems used to access our site
- 40 • web browser type and version
- 41 • date and time of access

DOWNINGTOWN AREA SCHOOL DISTRICT
SCHOOL BOARD POLICY
SECTION: OPERATIONS

- the web site you visited prior to coming to this web site
- information about possible system security threats

Occasionally the School District may have a survey on the web site that allows a visitor to vote only once. In order to keep track of whether your vote, a cookie (a simple text file) will be created and stored on your computer. This cookie is created on your computer by voting on the survey. It will not contain personally identifiable information and will not compromise your privacy or security. The only information that is contained is the name of the survey and how you voted. This cookie will remain on your computer for the duration of the survey. The cookie has an expiration date. When that date occurs it will be deleted from your computer.

This privacy policy does not apply to web sites operated by third parties that you may access through a link from our web site.

6. INFORMATION POSTED ABOUT STUDENTS

The Web Site shall not include personally identifiable information about any student and shall not include students' phone numbers, addresses, e-mail addresses, names of other family members, or names of friends, except in areas that are identified as secure. Information about students in grades K-12 that might reasonably be expected to be published by the local media (recognition, awards, competition results, etc.) may be posted and may include students' first and last names. Through secure access, authorized personnel (parent, teacher, student, etc.) may view student information.

7. INFORMATION POSTED ABOUT STAFF

The full name, Downingtown Area School District mailing address, DASD telephone number, DASD email address, job title and responsibilities, and professional background of any DASD faculty member or staff person may be published on the DASD web site in connection with the publication of (1) a general listing and profile of DASD faculty and staff, (2) faculty or student work, (3) text, art photographs, graphic images, sound or other material concerning school-related activities or events.

8. USE OF PHOTOGRAPHS, VIDEOS, AND AUDIO RECORDINGS ON THE WEB

Photographs, videos, or audio recordings of any student shall not be used without the prior written approval of parents or guardians or students who are eighteen years of age (18) or older except in areas that are identified as secure. Release of Student Information on District/School Websites shall be used and must be submitted to the building office.

DOWNINGTOWN AREA SCHOOL DISTRICT
SCHOOL BOARD POLICY
SECTION: OPERATIONS

1 Permission may be given to District-approved community non-profit and non-profit
2 motivated groups to post links on the School District’s site in accordance with Policy
3 707 – Use of Facilities. The phrase “District-approved community non-profit and
4 non-profit motivated groups” is defined by reference to Policy 707’s definition of
5 Class”C” organizations, which incorporated herein.
6

7 The Director of Technology is responsible for ensuring that links posted on the
8 School District’s web sites for District-approved community non-profit and non-
9 profit motivated groups’ sites are in compliance with policy 815.1 and with Policy
10 707. District-approved community non-profit and non-profit motivated group that
11 violates the conditions for access under Policy 707 or whose web site violates Policy
12 815.1 will have its link to the School District’s web site immediately removed.
13

14
15 **12. PROHIBITIONS**

16 The Downingtown Area School District will not link to any website that exhibits
17 hate, bias, or discrimination. Furthermore, the district reserves the right to deny or
18 remove any link that contains misleading information or unsubstantiated claims, or
19 is determined to be in conflict with the district’s mission or policies.
20

DOWNINGTOWN AREA SCHOOL DISTRICT
SCHOOL BOARD POLICY
SECTION: OPERATIONS

Release of Student Information on District/School Websites

Downingtown Area School District has established websites at both the district and building levels. On occasion, the district and schools may wish to post student work, including photographs and information such as student name, grade level, and school. **Under no circumstance will personal information be displayed for public access, such as home address, home phone number, or home email address.**

_____ I permit my child's work, including student name, student photograph(s) and other school related information (grade level, school name, etc.) to be posted on the district/school website(s). I understand that personal student information will NOT be posted on the public website(s).

_____ I do **NOT** permit my child's work or school related information to be posted online for public access. I understand that I may still access personal information through a secure website through the district's Parent Portal, etc.

This permission form will remain in effect—

- a) for the duration of a student's residency at a building or
- b) until the building level principal revokes the form or
- c) until the parent/guardian revises the form.

Parent/Guardian Name (printed): _____

Parent/Guardian Signature: _____ Date: _____

ADOPTED: 01/08/1997
REVISED: 08/22/2001
REVISED: 07/16/2003
REVISED: 12/01/2004
REVISED: 05/14/2008