

The Family Educational Rights and Privacy Act (FERPA), and federal law, requires the Board of Directors, with certain exceptions, to obtain your written consent prior to the disclosure of personally identifiable information from your child's education records. However, the School may disclose appropriately designated "directory information" without consent, unless you have advised the School to the contrary in accordance with its procedures. "Directory information" means information contained in a student's education record that would not generally be considered harmful or an invasion of privacy if disclosed. Because the School and its educational service provider (ESP) maintain educational records or student directory information for any student attending the school, the law requires the School to disclose to you a list of uses or instances in which the School or its ESP may commonly disclose your student's directory information. In addition, the law gives you the opportunity to elect not to have your student's directory information disclosed for 1 or more of these uses or instances.

Directory information can include the following types of information:

- Student's name, address and telephone number;
- Names of student's parents;
- Student's date and place of birth;
- Student's class designation (i.e. 1st grade, 8th grade, etc.);
- Student's extra-curricular participation;
- Student's achievement awards or honors;
- Student's weight and height if a member of an athletic team;
- Student's photograph;
- Previous educational institutions attended by the student;
- Student's dates of attendance;
- Name of school student currently attends;
- Student's electronic mail address;
- Student projects, artwork, web pages, and photographic or video images created by the school or students in conjunction with school sponsored activities may be used for information and/or instructional purposes including, but not limited to, video and audio playback, internet and print publication, and cable television transmission.
- Other information generally found in yearbooks.

The School and/or its ESP, National Heritage Academies (NHA), and/or the School commonly use student photos and videos for the purposes below. Except for photographs or video/audio recordings taken by the media, the School or NHA will own the photographs, video/audio, printed materials, and websites that include your child's image. The photographs and video/audio recording may be viewed by members of the general public.

- Parent and community outreach to promote the school, other NHA-managed schools, and NHA and its educational environment
- Photos/videos of classroom events and student presentations may be placed on the school website or social media, to include but not limited to Facebook, Instagram, YouTube, and Twitter, to enable you to experience your child's school activities
- Recruitment, training and development of teachers, staff and volunteers
- To keep school boards, authorizers, and other interested parties informed about the school and NHA

**The school may disclose any of the above without prior written consent unless the school is notified to the contrary by you in writing.**

#### **How to Refuse Disclosure of Your Student's Directory Information:**

Any parent or legal guardian (or student if 18 years of age or an emancipated minor) is entitled to separately refuse disclosure of student directory information noted above by completing the attached opt-out form or by sending a copy to to the School. If you have any questions regarding this policy, please contact the School.

# DIRECTORY AND MEDIA OPT-OUT FORM

---

Student Name: \_\_\_\_\_

Items with a check or an "x" are to be removed by the School and/or its ESP from its list of uses for student directory information for the 2024-2025 school year:

- No restrictions
- Remove all student directory information
- Remove the following specific items:
  - \_\_\_ Student's name, address and telephone number;
  - \_\_\_ Names of student's parents;
  - \_\_\_ Student's date and place of birth;
  - \_\_\_ Student's class designation (i.e. 1st grade, 8th grade, etc.);
  - \_\_\_ Student's extra-curricular participation;
  - \_\_\_ Student's achievement awards or honors;
  - \_\_\_ Student's weight and height if a member of an athletic team;
  - \_\_\_ Student's photograph;
  - \_\_\_ Previous educational institutions attended by the student;
  - \_\_\_ Student's dates of attendance;
  - \_\_\_ Name of school student currently attends;
  - \_\_\_ Student's electronic mail address;
  - \_\_\_ Student projects, artwork, web pages, and photographic or video images created by the school or students in conjunction with school sponsored activities may be used for information and/or instructional purposes including, but not limited to, video and audio playback, internet and print publication, and cable television transmission.
  - \_\_\_ Other information generally found in yearbooks.
  - \_\_\_ Parent and community outreach to promote the school, other NHA-managed schools, and NHA and its educational environment
  - \_\_\_ Photos/videos of classroom events and student presentations may be placed on the school website or school Facebook page to enable you to experience your child's school activities
  - \_\_\_ Recruitment, training and development of teachers, staff and volunteers
  - \_\_\_ To keep school boards, authorizers, and other interested parties informed about the school and NHA

Parent/Legal Guardian/Student Name: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Legal Guardian/Student Signature: \_\_\_\_\_

## **Participation Card (Optional Section):**

By placing a check or an "x" in this box:

I hereby inform the school that I have a participation card issued by the department of the attorney general under the address confidentiality program act. I hereby request that the school use the following designated address as the address of record:

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

To the extent I have chosen to provide our confidential address where we reside, it is for internal purposes only. The school and educational service provider shall use the designated address for all communications and external disclosures.



## Family Educational Rights and Privacy Act (FERPA) Request to Withhold Directory Information

FERPA allows the release of certain pieces of “directory information” without the prior written consent of a student’s parent/guardian. The parent/guardian (or student if over 18 years of age) has the legal right to “opt out” of the directory so that no information is released to anyone at any time unless written consent is granted.

Directory information includes, but is not limited to: name, address, phone number, email address, date and place of birth, participation in officially recognized activities and sports, weight and height of members of athletic teams, dates of attendance, honors and awards received, grade level, most recent previous school attended, photo, student ID number (that standing alone, can’t be used to access records).

**From time to time, the GVSU Charter Schools Office (CSO) may publish charter school student directory information in the following ways:**

- **Photo or video of student in a newsletter, publication, or social media post (a separate media release will be obtained if student is photographed)**
- **Name, school, and grade in a GVSU CSO newsletter, publication, or social media post (both GVSU CSO original pieces and re-printed stories sent to us by GVSU authorized charter schools)**

---

### Instruction to Withhold Directory Information

Please do not release any of my student’s directory information.

\_\_\_\_\_  
Student’s Printed Name

\_\_\_\_\_  
Student’s School Name

\_\_\_\_\_  
Parent/Guardian’s Printed Name

\_\_\_\_\_  
Parent/Guardian’s Signature

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

**If opt-out is chosen, please return this completed form to: GVSU CSO, Attn: Gretchen LaHaie, 201 Front Avenue SW, Suite 310, Grand Rapids, MI 49504 OR via email at [lahaiegr@gvsu.edu](mailto:lahaiegr@gvsu.edu)**