

**CLOVIS UNIFIED  
SCHOOL DISTRICT****COMMUNITY RELATIONS  
DISTRICT AND SCHOOL WEBSITES**

**PURPOSE:** To establish design standards, content guidelines, and privacy rights on District and school websites

To enhance communication with students, parents/guardians, staff, and community members, the Board encourages the Superintendent or designee to develop and maintain District and school web sites. The use of District and school web sites shall support the District's vision and goals and shall be coordinated with other District communications strategies.

A. Design Standards

The District and school websites will address, as appropriate, design standards to maintain a consistent identity, professional appearance, and ease of use.

The contents of the District and school websites shall comply with applicable laws and standards regarding accessibility for individuals with disabilities, including compatibility with commonly used assistive technologies.

B. Web Site Content

The Superintendent or designee shall develop content guidelines for District and school web sites and assign staff to review and approve content prior to posting.

The 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 web sites.

C. 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 web sites.

Photographs of individual students shall not be published on District or school web sites accompanied by the student's name or other personally identifiable information without the prior written consent of the student's parent/guardian.

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 web sites.

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 web sites without the prior written permission of that individual. (Government Code 3307.5, 6254.21, 6254.24)

## CLOVIS UNIFIED SCHOOL DISTRICT

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)

Adopted: 09/23/2020

### 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

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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

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