

## **Haverhill Public Schools: Student Media Opt-Out Policy**

**I. Purpose** The Haverhill Public Schools (HPS) recognizes the importance of celebrating student achievements and sharing school activities with the community through various media outlets, including the district website, social media, local news, and printed publications. This policy establishes a standardized "Opt-Out" procedure to ensure student privacy is respected while streamlining administrative tasks for district staff.

**II. General Policy** A. The Haverhill Public Schools assumes parental/guardian consent for the use of a student's image, likeness, spoken words, student work, performances, and movement in district-approved media unless a formal **Haverhill Public Schools Media Opt-Out Form** is submitted for the current school year.

B. This policy applies to all forms of media, including but not limited to:

1. Official Haverhill Public Schools' websites and department web pages.
2. Official Haverhill Public Schools' Social Media sites (as defined in the HPS Social Media Policy).
3. District and school-level newsletters, yearbooks, and brochures.
4. Local news media coverage of school-sanctioned events.

C. At the start of each school year, Haverhill Public Schools will provide notice of this policy to all parents, guardians, and eligible students. This notice will include instructions on how to access and submit the Media Opt-Out Form.

D. A submitted Media Opt-Out Form remains in effect for the duration of the current school year. A new form must be submitted annually to ensure records remain accurate and up to date.

E. Each School shall maintain a centralized list of students who have opted out. This list shall be accessible to staff members responsible for creating content to ensure compliance before any media is published. A copy of each year's Opt-Out list will be shared with the Superintendent's office and the Technology Department.

**III. Content Standards & Staff Responsibility** A. It is the responsibility of the staff member or site administrator (as defined in the Social Media Policy) to cross-reference the district-wide Opt-Out list before posting recognizable images or videos of students.

B. Transitioning to an Opt-Out model allows staff to focus on protecting the privacy of a specific, manageable list of students, thereby reducing the risk of human error associated with tracking thousands of individual affirmative permission slips.

C. Even in the absence of an Opt-Out form, HPS staff shall exercise professional judgment to ensure that no student is portrayed in a way that is profane, obscene, or compromises the safety and security of the student.

D. Parents/guardians may rescind their Opt-Out request at any time during the school year by providing written notice to the school principal.