

EAST BRUNSWICK PUBLIC SCHOOLS
District Media and Internet Publicity Permission Agreement

We are sending you this parental agreement to both inform you and to request permission for your child's photo/image and personally identifiable information to be published on the district and/or school web sites. This permission slip also allows the Visual Arts Department to include your child's artwork if chosen in local, regional and National Art Shows. If your child's artwork is chosen to be displayed in an art show, their art will be displayed with their name and school. It also seeks permission to publish this information for publicity and/or promotional purposes in newsletters, presentations, flyers, press releases, and to broadcast/publish this information on the local television station (EBTV, Comcast Channel 26, EBPS Comcast Channel 28 and Verizon FIOS Channel 37 and 38) and any social media sites managed by the district. We are also requesting permission to release this information to outside media such as newspapers, news magazines, broadcast media outlets and online news outlets/magazines. Please be advised that the majority of newspapers today archive/publish their print editions on their own websites.

As you are aware, there are potential concerns associated with the posting of personally identifiable information on a web site since global access to the Internet does not allow us to control who may access such information. These dangers have always existed; however, we as schools do want to celebrate your child and his/her work. The law requires that we ask for your permission to use information about your child.

Pursuant to law, we will not release any personally identifiable information without prior written consent from you as parent or guardian, which is granted through this form. Personally identifiable information *as described by the state* includes student names, photo or image, residential addresses, e-mail address, phone numbers and locations and times of class trips.

Please be aware that the *East Brunswick Public School District's practices in publishing/releasing student information are actually more restrictive than the state law.* **The East Brunswick Public School District only publishes and/or releases to the media your child's name, image and school/grade.** The other personally identifiable information described above will not be released. Student work (e.g. art, writing, concert/drama performances, and athletic events) and interviews may also be published/broadcast/released in the methods described above.

If you, as the parent or guardian, wish to rescind this agreement, you may do so at any time in writing by sending a letter to the principal of your child's school and such rescission will take effect upon receipt by the school.

*Questions? Contact the East Brunswick School District Community Outreach
Office at
732-613-6706*

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