



The purpose of this communication is to notify you of how the Avon Maitland District School Board and your school use the personal information you provide to us for the following consistent purposes or to comply with legislation. In accordance with the [Education Act \(R.S.\) 1190, c.E.2](#) and the [Municipal Freedom of Information and Protection of Privacy Act \(MFIPPA\)](#) schools collect, use and/or disclose students' personal information.

The Education Act sets out duties and powers of the Board and authorizes school boards to collect personal information for the purpose of planning and delivering educational programs and services and give information to employees to carry out their job duties. In addition, the information may be used to deal with matters of health and safety, prevalent medical/health conditions or discipline which best meet students' needs and for reporting to the [Ministry of Education](#) as required. This Act requires that the school principal maintain an Ontario Student Record (OSR) for each student attending the school. The OSR is a record of a student's educational progress through school in Ontario and follows students when they transfer schools. The Ontario Student Record Guideline sets out how record is to be managed. The Avon Maitland District School Board adheres to this OSR guideline.

Student information that is collected at registration as well as other data such as attendance, timetables, and achievement is stored in an electronic database called a Student Information System where school and board staff can access the information they need to perform their duties and report to the Ministry of Education. It is our practice to include a notice statement on forms used to collect personal information to advise you how we will use and disclose the information.

To help you understand how we use the information you provide to us without collecting specific consent from you, we draw your attention to the following routine uses and/or disclosures of student personal information, and so that you may express any concerns you may have regarding the release and sharing of the information.

Student personal information such as name, grade, home address, phone numbers, photo, life-threatening medical emergency information, accessibility and safety needs may be shared with Huron-Perth Student Transportation Services (HPSTS), contracted bus company operators and bus drivers for the purpose of administering the board's contracted bus program and for the safety of students.

Personal information such as a child's name, birth date, grade, name of parents/guardians, home address and phone numbers will be shared with the Huron and Perth Public Health Units in accordance with the [Immunization of School Pupils Act](#). Communicable diseases (e.g., Measles, Tuberculosis) are reported in accordance with the [Health Promotion and Protection Act](#) and the Education Act.

Student medical health information provided by parents/guardians or adult students is used by school staff to address student medical needs, plan for medical emergencies at school or during school activities. Specifically, important medical/health information is used for the purposes of developing an Individual Medical Management Plan of Care and/or Transportation Individual Medical Management Plan (i.e. for students who are bused) which provides instruction to school staff and others to support the daily management and emergency response required for the safety and well-being of the student. Your consent on these plans, provides school staff with the authority to share the signs, symptoms, triggers and responses required of all those that come into direct and indirect contact with the student.

School-Based Services address the comprehensive health care needs of students including counseling. School-based Services are accessed on a referral basis. Students may be referred by parent/guardians, school staff or by the student.

In the event of an injury or other health emergency, student medical information will be turned over to emergency first responders as required. In compliance with the Personal Health Information Protection Act (PHIPA), Ontario Health Numbers are not collected at that time of registration in school. Student accidents that take place during school or on a school-sponsored activity are reported to the board's insurer. Reports include the name of the injured student and details of the incident as well as the name and contact information of witnesses to the accident.

School boards use third party service providers for many purposes. Sometimes, personal information is required by the service providers in order to fulfil their duties. For example, student names, school, and classroom designations may be required by school picture companies so that they can organize their photos and get the proofs back to individuals as well as prepare files for uploading student pictures into their profiles in the board's Student Information System. Student work may be stored on board approved web app providers' servers for the purposes of online student collaboration, creation and presentation. The board endeavours to ensure that its third party service providers securely destroy identifying information that we provide once its function is complete.

School pictures, taken by third party Photographers, are used for administrative purposes, for student cards, in school yearbooks, and are also offered to parents for purchase. Examples of "administrative purposes" include: on severe allergy alerts posted in staff areas throughout schools, in student profiles in our electronic Student Information System, for supply teachers when they enter a classroom for the first time, by principals and vice-principals when they are dealing with incidents in and around the school. The third party photographer is provided with student names, school, and classroom designations and sometimes date of birth so that they can organize their photos and get the proofs back to individuals as well as prepare files for uploading student pictures into their profiles in the board's Student Information System. Parents will be provided the ability to opt out of other marketing materials from the vendors.

Students may be recorded or photographed electronically by their classroom teacher and other students in school or during school activities for assessment and instructional purposes. These images may be shared with the class. Students may be provided with iPads and images of classroom learning experiences could potentially be captured on those devices. Students and parents are provided with an extensive guideline that includes consents for use and “responsible use” agreements. Students are also educated about the responsible use of technology and it is our expectation that images and personal information captured on the devices are for educational purposes only.

Yearbooks chronicle the activities of the school and student body; they are produced for sale, primarily to students, and may be placed in the school library, public library, or made available in electronic format. Student and class photos, snapshots of school events and activities (sports teams, clubs, plays/performances, field trips, and assemblies), writing by students and student artwork may be included in the yearbook along with the student’s full name.

Parents are reminded that visitors, other parents and other students of the school might take photographs or videos of their child during special events or while on school property. Visitors are reminded to be respectful of other individual’s privacy but the school is not able to control the images captured in these situations and the image may be shared by that individual on social media websites. If you are attending a school event, it is important that when taking pictures or video to be respectful of the privacy rights of anyone captured in your recording, and to practice good **digital citizenship** by only posting photos involving other students with permission of the individual or their parent/guardian.

Avon Maitland uses a messaging services designed to enhance communication.

Parent’s contact information, including phone and email addresses may be used for the purpose of school newsletter distribution or student absence notification. Avon Maitland schools strive to be environmentally-conscious by reducing the sending home of paper notifications. Instead, where possible, we try and use electronic communications to relay information to students and families. Parents are provided with an opt-in process.

The Ministry of Education has provided integrated learning platforms for schools to use with their students. These online tools create a workspace for distributing homework, collaboration and learning support. Student names, DOB, OEN, class information and email address is shared in order to create logins and workspaces for the student. Students may include their own personal thoughts and images as content.

Students may participate in video conferencing/google hangouts (a technology which allows for two or more locations to interact via simultaneous two-way video and audio transmissions) to support the classroom program. Conferences may be organized with students in other AMDSB schools, students in other countries and or as virtual field trips. In addition, the use of collaboration tools such as blogs, wikis, Google and social media may be part of your child’s learning experience and may include your child’s work and/or name.

The student's OSR will be used by school and board staff to support the classroom teacher in developing an educational program which best meets the student's needs. Staff working with the classroom teacher or directly with the student may include individuals working in areas such as Special Education, guidance counseling and student success. Student information is shared in order to design and deliver programming to meet the needs of all students in our schools. To that end, learning profiles and student achievement levels may be shared between staff within a school in order to better address student needs as they progress through grade levels.

As students' progress from elementary school to secondary school, important information is shared which eases a student's transition to secondary school. Sharing it also improves our ability to program effectively to the benefit of all students. Select student information will be shared at different times as required. Please note that all information used for the transition process is limited, secure and protected at all times. Please contact your principal if you would like more information about the transition process. The secondary school may share information about each student's progress through secondary school with the student's previous elementary school to support continuous improvement of the elementary school program for all students.

Student names and/or photographs may be printed in school or classroom newsletters or programs (e.g. commencement or graduation programs, school arts productions, student awards and plaques, school brochures, honour roll and classroom assignment during school and semester start-up) and in school yearbooks (print or digital).

Personal Information for students such as first, middle and last name, date of birth, gender, OEN, and credits achieved will be used within the approved student information systems to allow for the creation of student records and for students to plan their course choices and pathway for the next academic year

In keeping with the 21st century students in our classroom will be supplied with a GAFE (Google Apps for Education) account through the AMDSB domain: [ed.amdsb.ca](mailto:ed.amdsb.ca) Google Apps for Education (GAFE) is a set of online tools for communication (email address), collaboration, time-management and document storage. Google continues to add new tools and AMDSB will evaluate each for its educational potential. Similar to the use and disclosure of student personal information on paper, digital personal information that students create (e.g., their work, their group projects, submissions to student discussion forums) sometimes goes beyond the classroom walls when using approved internet tools and is visible online within the school or throughout other schools across the board. Annual parent/guardian permission will be sought for student personal information (e.g., their name attached to their written work, photos they take, videos and presentations they create) to appear on sites that are public, i.e., visible outside of the school board.

First Nations, Métis and Inuit ancestry information will be used by Avon Maitland DSB to allocate resources; to improve student learning and student success; and to offer individualized supports and opportunities to students and families. First Nations, Métis

and Inuit ancestry information will also be reported to the Ministry of Education and the Education Quality and Accountability Office. Families and students should be assured that the confidentiality of this identification will be protected.

Names of graduating students, as well as students, who have achieved special accomplishment, may be shared with the offices of a Member of Parliament and/or a Member of Provincial Parliament for the purpose of the student receiving a congratulatory letter.

Personal Information such as first and last name, date of birth, gender and entry date to grade 9 may be given to OFSAA (Ontario Federation of Secondary Athletic Association) for students that express a desire to participate in school athletics.

Personal Information such as first, middle and last name, date of birth, OEN, gender, and credits achieved may be given to OCAS and OUAC (Ontario College Application Service and Ontario University Application Centre) for students that plan to apply for post-secondary education.

Video surveillance equipment is used in schools to enhance the safety of students and staff, to protect property from theft or vandalism, and to aid in the identification of intruders or persons who endanger the health, well-being or safety of school community members. Signs informing students and guests that surveillance cameras are in use are posted in the areas under surveillance.

Students' work with their first and last name and possibly grade levels, may be displayed in the classroom or school hallways, or may be shared with the public through science fairs, art projects, bulletin board displays, school newsletters, Board Publications and at the Education Centre.

The media may be invited to the school to take photos of students and write articles about student achievements, graduations or special events. Once again, the student may be identified by first and last name and grade level. The information gathered is used as part of the school's communication plan to share newsworthy events that occur at the school. Media may choose to use the Internet as a communication tool and as a result photos or articles written about these events may be available online. Students participating in extra-curricular activities or events where the public is invited or otherwise attends (i.e. field trips, school concerts, school teams) may be. The board cannot always control which students the media or members of the public choose to film/photograph/interview, especially during public or semi-public events. This may result in photos or recordings being posted on social media sites, websites and other publications.

Where information is shared with external organizations, the organizations are governed by privacy legislation and/or specific privacy agreements with the Avon Maitland District School Board. Prior to releasing confidential information for any other purpose, the school will endeavour to seek informed consent from the parent/guardian for children

under 18 years of age, from the parent/guardian and the student where the student is 18 years of age and older.

Questions regarding the information contained in this notification may be addressed to the school principal or the Manager of Enrolment and Information Management, 519-527-0111 ext. 111. Please communicate any concerns you have with regards to the sharing of personal information in any or all of the above-mentioned by contacting the school principal as soon as possible. The above will apply unless an objection is filed with the principal and an alternative resolution can be found.