



Mountain Brook Schools Technology Usage Policy

J-43

Technology Usage Policy

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POLICY J-43 Technology Usage Policy

POLICY STATEMENT:

The purpose of the Mountain Brook Schools (MBS) is to provide an effective, challenging, and engaging education for every one of our students. The primary goal of the MBS' technology environment is to support the educational and operational endeavors of both MBS students and *employees using technology resources both on and off campus. Use of any and all MBS' technology resources by "any user" is a privilege and not a right. Failure to comply with this policy may result in termination of said privilege.

** Qualifying contract workers, substitutes, and part-time workers doing work for or on behalf of the school system are referred to as "employees" in this document for simplicity's sake.*

INTRODUCTION:

To ensure that our students receive a quality education and that employees are able to work in a professional and intellectually stimulating environment, it is the policy of the Mountain Brook school district to provide all students and employees with access to a variety of technology resources. **All users of Mountain Brook Schools technology resources must acknowledge and adhere to this policy.**

The creation of a large and varied technology environment demands that technology usage be conducted in legally and ethically appropriate and responsible ways, consistent with the Policy Statement and instructional goals of the Mountain Brook school district. We recognize that the use of technology always requires attempts to balance the benefits against the possibilities of danger, security problems, and abuse. Rapid changes in technology and growth in the range of content available makes this a constant challenge.

Thus, it is the intention of Mountain Brook Schools that all technology resources be used in accordance with any and all school system policies and procedures as well as local, state, and federal laws and/or guidelines governing the responsible use of technology and its component parts. For example, users cannot use MBS technology in any way to defame, to bully, or to harass someone based on that person's gender, race, religion, ethnic group, national origin, disability, sexual orientation, or any other category protected by law. Additionally, it is implied that all students and adult users of Mountain Brook Schools will use the provided technology resources so as not to waste them, abuse them, interfere with or cause harm to other individuals, institutions, or companies. The administrators of each school are responsible for establishing specific practices to enforce this policy at individual schools.

Aspects of this policy may specifically address technology equipment personally owned by the user that is used to access school or personal resources, whether it is brought to campus or not. All personal technologies used to access MBS technology or brought to any Mountain Brook campus are subject to this policy and may be used only if such use is in compliance with all school system policies, procedures, and guidelines as well as local, state, and federal laws. No technologies may be purchased, brought on campus, downloaded, installed, or used to access school system resources that interfere with or adversely affect functions or operations of school system technology resources/infrastructure.

All electronic content stored on any external storage medium or personal and/or school provided off-site storage location that is brought to or accessed from a Mountain Brook Schools campus or location is subject to all school system policies and guidelines, as well as local, state, and federal laws.

Employees are prohibited from downloading/exporting, sharing or communicating personally identifiable

data outside the school system. Employees are prohibited from storing or saving personally identifiable information on external storage devices or portable devices that do not remain on campus. This information includes, but is not limited to, data containing social security numbers, information protected by FERPA, and any other sensitive and/or protected information. In the event that this type of information is stored on a portable or external device and said device is lost or stolen or if the security of this data is believed to have been breached in any way, the Technology Director and school administration should be notified immediately.

Any questions about this policy, its interpretation, or specific circumstances shall be directed to the Technology Director before proceeding. Violations of this policy will be handled in a manner consistent with MBS policies and rules regarding discipline and/or legal action.

The Mountain Brook Schools Technology Department issues further specific guidelines detailing appropriate and legal use of copyright, email, technology resource purchasing and disposal, web page creation and maintenance, and the publication of student work. These guidelines are updated periodically as determined by the Technology Director. These guidelines are considered appendices of the Mountain Brook Schools Technology Responsible Use Policy. Students and employees are expected to be aware of and follow the guidelines, which are updated annually and posted on the Mountain Brook Schools web site's Technology page and referenced in the Employee Handbook and/or the Student Code of Conduct.

I. ACCESS:

- A. The use of all Mountain Brook Schools technology resources is a privilege, not a right, and inappropriate or suspected inappropriate use will result in a cancellation of those privileges, pending investigation. Moreover, users of Mountain Brook Schools' technology must be aware that Mountain Brook Schools does not assume any liability arising out of the illegal or inappropriate use of technology resources.
- B. Mountain Brook Schools' network should not be used for non-school related matters and specifically may not be used for an individual's political activity, personal gain, commercial purposes, or profit.
- C. Users should not purchase or dispose of software applications or code, hardware, peripherals, or other technology-related devices without consulting the Technology Director or his/her designee. Regardless purchase date, location, or funding source, all personnel should adhere to the *Electronics Purchasing and Disposal Guidelines* about all purchases and disposals.
- D. Individuals may use only accounts, files, applications, and/or other technology resources that are assigned to, provided, or approved for him/her. Any applications (Apps) used for or with students should follow the approved App vetting process. All data exports from the student information system should be approved and performed by the district Technology Department or designee.
- E. Individuals identified as a real or suspected security risk will be denied access.
- F. Any use of MBS technology resources, regardless of ownership, that reduces the efficiency of use for others is not permitted.
- G. Individuals must not disrupt or attempt to disrupt any technology services or data integrity by engaging in inappropriate activities. Examples include, but are not limited to, spreading viruses, spamming, excessive network and/or Internet activity, or modification of equipment or infrastructure.
- H. Individuals must not attempt to modify technology resources, utilities, and configurations, and/or change the restrictions associated with his/her accounts, or attempt to breach any technology resources security system or filtering systems, either with or without malicious intent.
- I. Personal technology-related devices used to access MBS technology resources (whether used on MBS grounds or not) are subject to all items covered in this policy and other applicable published guidelines. The permission for personal, portable devices to be brought to school, and the use of such devices, will be at the discretion of the local school administration. Only portable devices will be considered. The user should not access local area network or wide area network resources that require authentication without following the guidelines of the Technology Department. Guest Internet access is available for visiting devices and is subject to the conditions outlined in this policy and all other school system policies and guidelines as well as local, state, and federal laws.
- J. With reasonable cause, the Technology Director may deny, revoke, or suspend specific user accounts

without notice.

- K. Badge/Key card is a security token that grants an individual access to specific Mountain Brook Schools and at specific times. The badge/keycard should not be shared with any other individuals and must be reported to local school administrator if badge/key card is lost or stolen.

II. PRIVACY:

- A. To maintain network integrity and to ensure that the network is being used responsibly, if any policy violation or inappropriate behavior is suspected, the Technology Director, local school Technology Coordinators, other designated technology staff and/or school or district administrator reserve the right to inspect data, including data stored by individual users on relevant individual school or personal devices. Users should be aware that activities may be monitored at any time, without notice.
- B. Users should not have any expectation that their use of technology resources, including files stored by them on the MBS network, will be private and will be secure from access by others. Reasonable steps will be taken to maintain the security of technology resources, but no assurance can be given that penetration of such security will not occur. Additionally, as noted above, technology staff and administration have the right to look at any data on the MBS network.
- C. Relevant applications and/or storage of personal devices are subject to search by school officials when reasonable suspicion is determined.
- D. The collection of personally identifiable information (PII) can only be used for the purpose for which it is intended.
- E. Because communications on the Internet are public in nature, all users should be careful to maintain appropriate and responsible communications.
- F. Mountain Brook Schools cannot guarantee the privacy, security, or confidentiality of any information sent or received, either via the Internet, an email facility, telephone, or otherwise.
- G. Users should not store personal and/or private information on the district and/or school's technology resources.
- H. Employees, students or visitors on MBS campuses are prohibited from recording video or audio of students and/or employees without their consent unless in the public arena.
- I. MBS uses video recording and surveillance devices to ensure the health, welfare and safety of all staff, students and visitors to Mountain Brook Schools' property, and to safeguard district facilities and equipment. MBS will release such videos only as permissible pursuant to applicable laws and to law enforcement officials with the permission of the Superintendent or his/her designee.

III. DATA SECURITY:

- A. Students and staff are expected to follow all local, state and federal laws and system policy regarding the protection of student and staff confidential data.
- B. Reasonable efforts, as outlined in the Mountain Brook Schools Data Governance Policy, will be taken to maintain the security of technology resources and information. Mountain Brook Schools cannot ensure that such security will not be penetrated or breached. In the event of a data breach, Mountain Brook Schools will follow all state and national laws and will follow the applicable disclosure procedures.
- C. Users must take all reasonable precautions to prevent unauthorized access to accounts and data and any other unauthorized usage within and outside of the Mountain Brook Schools. Any such unauthorized usage shall be reported immediately to the local school Technology Coordinator and/or the district Technology Director.
- D. All users shall be responsible for reporting suspected or actual breaches of data security whether due to inappropriate actions, carelessness, and loss/theft of devices or failures of technical security measures.
- E. Individuals may not attempt to log into the network using any network account and/or password other than the login(s) assigned to him/her. Individuals may not allow someone to use his/her network account and/or password to access the network, email, specific software packages, or the Internet.
- F. Reasonable steps and procedures will be taken to secure student records, media center collections, child nutrition, and accounting information, and such information shall be backed up in a routine

manner, with such information being maintained in secure offsite storage.

- G. The system-wide technology staff performs routine backups in an effort to assure continuity of business. There can be no assurance, however, that technology resources will be available within a particular time frame following an outage. There is no guarantee that information that existed prior to an outage, malfunction, or deletion, can be recovered. Snapshots of school server data are taken on a regular basis but are not backed up to the cloud storage.

IV. COPYRIGHT:

- A. Illegal copies of software/media may not be created or used on school equipment.
- B. Any questions about copyright provisions should be directed to the district Technology Director, local school Technology Coordinator, or local school Media Specialist.
- C. Legal and ethical practices of appropriate use of technology resources are reviewed with students and employees in the system (i.e., as part of the Technology Education Curriculum, during orientation sessions, faculty meetings, or through online methods, etc.). All questions regarding legal and ethical practices of appropriate use should be directed to the local school Technology Coordinator and/or district Technology Director.
- D. Copyright is implied for all information (text, data, and graphics) published on the Internet. Student and employee web page authors will be held responsible for the contents of their pages. Do not "borrow" icons, sounds, or graphics from other pages without documented permission. It is the student's or employee's responsibility to secure proper usage permission and/or review the terms and conditions of any site being linked.
- E. Duplication of any copyrighted materials is prohibited unless specifically allowed in the license agreement and, then, should occur only with the knowledge of the appropriate staff.
- F. Digital media and all applications must be used in accordance with the licensing agreement.
- H. The district technology staff, local Technology Coordinator or their designee is responsible for the installation of all software on Mountain Brook Schools' devices.
- I. Written permission to post student work on the Internet is obtained through the ***Mountain Brook Schools Technology Usage Agreement***.

V. EMAIL:

- A. Mountain Brook Schools provides access to MBS email accounts for employees, long-term substitutes, and, in our secure cloud (secure online applications and storage), for students. Email accounts may be granted for school-related organizations or classes with designated employee sponsors.
- B. The Mountain Brook Schools district makes a reasonable effort to maintain (backup) email for normal business operations. Backups of email are maintained for 365 days.
- C. Technical support is provided for MBS email accounts used to conduct educational and/or instructional business.
- D. Use of MBS email accounts for bullying, harassment, intimidation or threat of violence is strictly prohibited.
- E. MBS email accounts should be used for school and educational purposes and may not be used for personal political activity, gain, commercial purposes, or profit.
- F. Mountain Brook Schools email accounts may not be used for attempting to send or sending anonymous messages.
- G. MBS email accounts may not be used for sending mass emails unless to parent lists or for other approved educational purposes.
- H. MBS email accounts may not be used for posting or forwarding another user's personal information or communications without the author's consent.
- I. MBS email accounts may not be used for illegal purposes.
- J. Mountain Brook Schools Exchange email is encrypted; however, there is no expectation that that other email systems are secure. Discretion must be used when sending, or encouraging the receipt of email containing sensitive information about students, families, school system employees, or any individuals. There can be no assurance that email will be confidential and/or private.
- K. There is a system-imposed limit on storage for employee email accounts. Accounts meeting or

exceeding the limit will be unable to send or receive emails.

- L. Employees required to maintain an email for more than 365 days should print said emails and file it or store it electronically in a different format.
- M. The technology staff, administrative staff, or Mountain Brook Board of Education do not provide technical support for or maintain individual user initiated email archives.
- N. Incoming and outgoing email is filtered by the district for inappropriate content, viruses, phishing, and/or malware. However, no filtering system is foolproof, and material deemed inappropriate by individual users or harmful may be transmitted in spite of filtering. Mountain Brook Schools cannot assume any liability for such breaches of the filter.
- O. Employee email accounts will automatically expire on the last full day of employment. Student email accounts will expire the last full day of enrollment. Limited time extensions may apply to graduating seniors.
- P. With reasonable cause, the Technology Director may disable email accounts without notice.
- Q. All employees and students shall use only district approved communication systems to conduct school-related business.

VI. INTERNET USE:

- A. The intent of Mountain Brook Schools is to provide access to resources available via the Internet with the understanding that staff and students will access and use information that is appropriate for their various curricula.
- B. All school rules and guidelines for appropriate technology usage, as well as local, state, and federal laws apply to usage of the Internet.
- C. Teachers shall screen all Internet resources before projecting them in the classroom.
- D. Internet activity is monitored, along with other aspects of technology usage. However, no filtering or monitoring system is foolproof, and material deemed inappropriate or harmful may sometimes be accessed in spite of the systems in place. Mountain Brook Schools cannot assume any responsibility for such breaches.
- E. Internet access for all users is filtered through one central point by URL (web address) and by IP address and may be filtered by keyword.
- F. URLs (web addresses) and IP addresses may be added to or deleted from the filtered list by the Technology Director.
- G. Users wishing to seek a change to filtered categories may submit a written request to the Data Governance Committee.
- H. Successful or unsuccessful attempts to bypass the Internet filter by using proxies or other resources are not permitted.
- I. Internet use refers to internet access via all Mountain Brook Schools/Private and public networks.
- J. Mountain Brook Schools' internet access is CIPA compliant.

VII. WEB PUBLISHING:

- A. The Mountain Brook Schools website is limited to usage associated with activities of Mountain Brook Schools. The website cannot be used for commercial purposes, to express personal opinions, to editorialize, or for profit other than school sponsored events.
- B. The Technology Staff reserves the right to reject all or part of a proposed or posted web page.
- C. All pages posted on the Mountain Brook Schools website must be designed and written with approved software.
- D. It must be easy to determine the name or title of the person responsible for the content on each web page or sections of web pages housed on the Mountain Brook Schools website.
- E. A staff member's primary web page should be housed on the Mountain Brook Schools website.
- F. Links from pages housed on the Mountain Brook Schools' website to personal blogs, social networking sites, advertisements unrelated to school system business or programs, and/or personal web pages are prohibited. Only external sites authorized by the Data Governance Committee and linked from Mountain Brook Schools website are acceptable.
- G. All Mountain Brook Schools web pages must be ADA compliant.
- H. Public facing video must include closed captioning.

- I. Student pictures or other personally identifiable information can be used in accordance with the “Mountain Brook City Schools Technology Usage Agreement” and in accordance with FERPA guidelines and the Mountain Brook Schools’ Data Governance Policy. Full names may only be used in reporting student participation in school-sponsored extracurricular activities, achievements, and other positive recognition.
- J. No written permission is required to list faculty/staff names and their school contact information (phone extension, email address, etc.)
- K. Permission for publishing employee photographs on the MBS website is assumed unless the employee specifies otherwise in writing to his or her principal or direct supervisor.
- L. Infringement of copyright laws, obscene, harassing or threatening materials on websites are against the law and are subject to prosecution.

Adopted: September 11, 1995

Revised: July 6, 1998

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Mountain Brook Schools Email, Messaging, and Social Media Guidelines

The purpose of these guidelines is to ensure the proper use of Mountain Brook Schools' email and messaging systems, as well as social media platforms. We reserve the right to amend these guidelines as necessary. In case of revisions, users will be informed by email, by posting on the District Technology web page, through professional development, at faculty meetings, grade level or department meetings, assemblies, in class, and/or by other means deemed appropriate by the administration.

Employee Email

Mountain Brook Schools considers email as an important means of communication and recognizes the importance of proper email content and prompt replies in conveying a professional image and in delivering good customer service. Email is a school business or educational communication tool, and users are obligated to use this tool in a responsible, effective, and lawful manner. Although by nature, email seems to be less formal than other written communication, the same laws apply. Any email is discoverable in a due process situation or other legal action and is seen as official communication. In addition, any email exchanged by a school system employee is public record. By following the guidelines in this document, the email user can minimize the legal risks involved in the use of email. If any user disregards the rules outlined in these guidelines, he or she does so without MBS approval and the user will be fully liable for the consequences.

The following information should be used as guidelines for the use of MBS email.

- Do not send or forward emails containing defamatory, harassing or obscene material or offensive material based on an individual's gender, race, religion, ethnic group, national origin, disability, sexual orientation, or any other category protected by law. If you receive an email containing this type of communication, promptly notify your supervisor or administrator.
- Do not forward confidential information unless the intended party is a member of Mountain Brook Schools and falls under "need to know" basis.
- Use caution if you forward a message without implied permission or without acquiring permission from the sender first, especially if it contains sensitive or personal information.
- Do not forge or attempt to forge email messages.
- Do not send email messages using another person's or an unauthorized email account.
- Do not copy a message or attachment belonging to another user without the permission or implied permission of the originator.
- Do not disguise or attempt to disguise your identity when sending email.
- Employees should not use a school provided email account for retail and other commercial purposes unrelated to school business.
- Do not knowingly send an attachment that contains a virus or malicious code.
- Employees must be cautious of phishing emails and should report any incident to your Technology Coordinator or the Technology Director.
- The forwarding of chain emails, junk mail, inappropriate jokes, and executables is strictly forbidden.
- Do not send personal mass mailings.
- Do not send emails for personal gain, to solicit business for friends, family, etc., or for political purposes.
- All messages distributed via the school system's email and Internet communication systems, even personal emails, are Mountain Brook Schools' property.
- Reasonable, personal use of MBS email should not interfere with work. When using MBS resources, personal emails must adhere to the guidelines in this policy.

Email Security and Technical Specs

- Messages in the Deleted Items folder will be automatically removed in 14 days.
- User deleted emails will be permanently purged in 7 days.
- Emails older than 365 days will be removed from all email folders.
- Incoming emails may be blocked if the message size is over 25 MB or if there are multiple attachments.
- Quota limits are set to 1GB for Outlook. This includes Inbox, Sent items, Calendar and folders.
- Incoming and outgoing emails sent to or received from Mountain Brook Schools' Outlook Exchange email server are scanned for viruses, spam, and content.
- Users must have no expectation of privacy in anything they create, store, send or receive on the Mountain Brook Schools' computer system. Emails can be monitored without prior notification if Mountain Brook Schools deems this necessary. If there is evidence that users are not adhering to the guidelines set out in this policy, Mountain Brook Schools reserves the right to take appropriate action, including disciplinary action, termination and/or legal action.
- Email accounts are assigned to new employees when their employment is approved by the Board of Education and when the new employee has completed the Mountain Brook Schools onboarding process. All email accounts maintained on the MBS email and Internet communication systems are the property of Mountain Brook Schools. MBS maintains student accounts, employee accounts and employee-sponsored accounts. Only contract employees working 15 hours or more per week will be issued a district email account.
- Passwords should not be given to other people and should be changed if the user believes his/her password is no longer secure.
- MBS email accounts are disabled and deleted when employees retire, resign, or leave the school system. The Technology Coordinator may disable an account if an employee is on extended leave.

Disclaimer

Mountain Brook Schools recommends that employees add a disclaimer to outgoing emails or automatically attach a disclaimer such as the one below to each email sent outside the school system.

"This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to which they are addressed. If you have received this email in error please notify the system manager. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of the Mountain Brook Schools. Finally, the recipient should check this email and any attachments for the presence of viruses. The company accepts no liability for any damage caused by any virus transmitted by this email."

Student Digital Communication

Mountain Brook Schools considers digital communication an important means of communication and recognizes the importance of proper content. Users are obligated to use tools in a responsible, effective, and lawful manner. All student email and partial cloud content created or received using school accounts are scanned for inappropriate content, self-harm and harm to others. If any user disregards the rules set out in these guidelines or other student governing documents, the user will be assigned discipline as outlined in the student code of conduct.

The following information should be used as guidelines for the use of digital communication tools.

- Do not send or forward content containing defamatory, harassing or obscene material or offensive material based on an individual's gender, race, religion, ethnic group, national origin, disability, sexual orientation, or any other category protected by law. If you receive content containing this type of communication, promptly notify your administrator.
- Do not forward, send or post sensitive, personal, or inappropriate information.

- Do not send or post messages or content using another person's account.
- When representing Mountain Brook Schools, only school authorized accounts may be used.
- Do not impersonate or attempt to disguise your identity when sending or posting digital content.
- Do not knowingly send or access content that contains a virus or malicious code.
- Students must be cautious of phishing emails and should report any incident to your teacher or Technology Coordinator.
- Do not send personal mass communications.
- Do not send communication to solicit business for yourself, friends, family, etc., or for political purposes.
- When using Mountain Brook Schools resources, personal emails must adhere to the guidelines in this policy.

Messaging and Social Media for Employees

Digital messaging and the use of social media platforms are recognized as powerful tools to engage students and parents. However, an employee's online actions and conduct reflect upon them personally, as well as professionally. The following are employee guidelines regarding the use of these tools.

General Guidelines:

- MBS employees should not post or update personal social media statuses or content during school hours.
- MBS employees should avoid posting pictures of students on personal social media accounts.
- Never accept currently enrolled students as "friends" on personal social media accounts. Cautiously filter who is allowed to view your social media.
- School approved communication resources should be the path for communication between faculty, students, and parents. Personal texts or personal email accounts should not be used.
- Any communication between faculty and students via social media or messaging should be in a group format, avoiding individual messaging when possible.
- The posting of student pictures or student work should comply with the Mountain Brook Schools Technology Usage Policy agreement. Do not post pictures of students receiving special education and homeless services without parental/guardian permission.
- Do not say or post anything on a personal social media account that would undermine or reflect negatively on your position as a MBS employee.
- Any posts or messages that violate board policy, disrupt the school environment, impede an employee's ability to do his or her job, or are not in accordance with local, state, and federal laws may lead to disciplinary consequences or termination.
- Messaging and social media should never be used to discuss school related confidential information.
- Notify an administrator if a student attempts to contact you with any alarming concerns or information.
- Be clear about the purpose of digital media expectations for users.
- Be aware of security settings and data governance requirements when using social media for instructional purposes.
- School or district sponsored social media accounts must be created and authorized through Mountain Brook Schools. Private social media accounts should not be utilized for the promotion of any Mountain Brook school or instructional activity not occurring in a public arena.

As with all technology, new devices and programs are constantly emerging that challenge standard operating procedures in a school and classroom. While we work to stay informed of new trends, there is personal and professional judgment that is called upon in dealing with emerging technologies. Please note that any new technologies should be discussed with the Technology Director, Technology Coordinator, and administrator before being utilized for instructional purposes.

General Guidelines

- Emerging technologies, such as wearable technologies, should only be allowed if a similar device were allowed in the same situation. (i.e., a smart watch would be allowed in situations when a cell phone would be allowed).
- Smart speaker and digital voice assistance technologies are not appropriate for classroom settings. (i.e. Alexa, Google Home).
- Devices used to communicate health related situations with school personnel are allowed.
- Data Governance Committee approved location monitoring technologies are only used in situations where students are monitored related to a school sponsored event or activity.
- Parents must give the school system permission to collect data about a student using health related or location monitoring technologies. The data collected should only be used for the purpose for which it is intended.
- Be increasingly cautious of asking students to register in software or other technologies. Data privacy approval must be vetted through the data governance process.
- Before using any new technology, ensure that it has been approved by the Technology Department and administration.

Mountain Brook Schools Use of Student Audio, Video, Digital Images Guidelines

Student audio, video, and digital images add significantly to the communication value of district and school publications, productions, and web sites. It is the district's desire to share the achievements and recognition earned by students with the broader community. This effort can be aided by the use of photos, video, and audio showing students involved in the classroom and school-related activities.

For use of any audio, video, or digital images for 3rd parties not included in the Technology Usage Policy or excepted under FERPA, a Media Release signed by the parent and/or guardian is required.

If any student PII is requested to identify the student in said media, a Data Export Form shall be completed by the school administrator requesting the data.

Unless notified in writing of an objection by a parent, legal guardian, or student of age 18, audio, video and digital media of students and/or names may be posted in district-produced materials including printed and online publications, productions, and websites as in accordance with the Mountain Brook Schools Technology Usage Policy and Data Governance Policy.

If parents do not wish audio, video, and/or digital images of their student to be used in these materials, they should indicate that they would like to opt out when completing the online enrollment and annual data verification process. Please be aware that opt-out requests are valid for the current school year and must be renewed during the April data verification process for the next school year.

School and district staff will always seek parent/guardian permission before using audio, video, and digital images which identifies a student receiving special education or homeless services.

General Web Page Guidelines

Mountain Brook Schools requires that departments, schools, and faculty have a web presence on our district provided website. MBS web pages are developed for curriculum and instructional use, school-authorized activities, or information about the Mountain Brook Schools district or its purpose.

- Web pages, images, and/or video/audio must adhere to *Mountain Brook Schools Technology Usage Policy*
- All digital content should follow WCAG web content accessibility guidelines 2.0 level AA. <https://www.w3.org/WAI/standards-guidelines/wcag/>
 - When using multimedia, we must provide means for everyone to consume the media. Multimedia is anything that uses audio and video.
 - All images should have alt attributes for screen readers. An example would be naming the images.
 - Text has sufficient color contrast according to web page contrast guidelines. The current MBS web page provided templates and font meets color contrast guidelines.
 - Site is keyboard accessible
 - Site is free of keyboard traps
 - All form inputs have explicit labels
 - All public video must include closed captioning so it meets alternative use guidelines.
- Contact information and feedback email must be listed on all webpages.
- No student pictures may be posted unless parent permission was obtained during data verification process.
- Text, graphics, audio, and/or video posted on any online page such as but not limited to web pages, on-line journals, blogs, twitter, etc. qualify as “web pages” and should follow the guidelines in this document.
- MBS web pages cannot be used for profit, commercial purposes, or political purposes.
- All posted work must be of publishable quality with regard to spelling, usage, and mechanics.
- All web page authors are responsible for the maintenance of their own pages, including, but not limited to, adding new content, updating existing content, and deleting outdated content.
- All links should be checked regularly to make sure they are current and working.
- Pages that are not updated in a timely fashion, that contain inaccurate or inappropriate information, that violate copyright laws, or that contain links which do not work will be removed.
- Unfinished pages should not be posted until they are fully functional.
- Staff and/or student work may be published only as it relates to a class project, course, or other school-related activity.
- Written permission must be obtained from the student and guardian via the Technology Resource Agreement before posting student work on the Internet.
- Student personal information, including but not limited to, phone numbers, email addresses, or mailing addresses may not be posted on MBS web pages.
- Staff is prohibited from linking to personal blogs, journals and/or personal web pages from class or organization web pages and should only post and use school-sponsored email accounts for communicating with students and/or parents.
- Web pages are subject to approval by the district Technology Director, local school Technology Coordinator, and building principal and must adhere to the regulations and restrictions established by Mountain Brook Schools.
- Each school’s main page, at a minimum, should include the school’s name, address, phone number, fax number, and a link to Mountain Brook Schools district main page.

- Each web page should contain a link back to the previous level in the school's site, and a link to the site's main navigational page.
- Pages that contain time-sensitive information, such as calendars, school events, staff information, etc., should be updated regularly.
- Unauthorized use of copyrighted material is prohibited.
- Web page counters may be added on a site only if an "invisible" counter type and approved by school Technology Coordinator.
- Links to sites that are not accessible inside the network (blocked by school filter) may not be used.
- The district technology staff and/or local school Technology Coordinator may remove any web page(s) or content that is deemed inappropriate.
- "Guest books," "chat areas," "message boards," or similar tools must have curriculum value and should be evaluated by and approved by the district Technology Director and/or local school Technology Coordinator prior to use.

Technical Web Publishing Guidelines

- Mountain Brook Schools websites use responsive design. All web pages should be formatted to be viewed in a variety of screen sizes and resolution (i.e., mobile, computer and screen).
- All digital content should follow WCAG web content accessibility guidelines 2.0 level AA, as listed in under the Mountain Brook School General Web Page Guidelines, <https://www.w3.org/WAI/standards-guidelines/wcag/>.
- Regular text entries on web pages should be limited to the standard fonts.
- Avoid color schemes or backgrounds that make the information on the page hard to read.
- Rotating images on the district and schools and district main webpage should be 885x386
- Colors should be "web safe" as much as possible, so they will display.
- Photos should be sized and named appropriately.
- Graphics should be used judiciously.
- Animated GIF files should be used very sparingly and need to be relatively small. The amount, size, and type of graphics used have the most direct effect on the "load time" of web pages.
- Video and audio files may be used when they are appropriate and are compressed properly. Best practice is to upload to video to Mountain Brook Schools video site and use the link or embed code from the Mountain Brook Schools video site. They are generally large files that take long "load times" for the user, and many times require some users (non-district networked machines) to have special plug-ins or viewers/players, in order to view or hear the files.
- Web pages should be easy to navigate and quick to load. Paths of information should be clearly defined, while allowing for non-sequential browsing.
- Web pages should not be overcrowded.
- Avoid direct links to files such as Word documents (as not all users will have access to the same software). Consider uploading the files using the document viewer app within the Mountain Brook Schools web editor.
- Full screen images should be avoided. For multiple images, consider using the photo album app included in Mountain Brook Schools web page editor.
- Web page content and links should be checked and updated frequently.

Publishing Student Information

- Individual students may be identified by full name unless the parent or guardian denies permission to do so on the Technology Resource Agreement form completed during the annual online data verification or enrollment process. Full names may be used in reporting student participation in school sponsored extracurricular activities, achievements, and other positive recognitions.
- Group photographs of students may be identified by the group name.
- Student photos or videos of students may be posted on the web with parent or guardian

Mountain Brook Schools Copyright Guidelines

The purpose of these guidelines is to ensure all staff and students in Mountain Brook Schools are aware of and adhere to the provisions of the copyright law (Title 17, United States Code). We reserve the right to amend/modify these guidelines as necessary. In the case of revisions, staff and students will be informed appropriately.

General Information

Copyright regulations pertain to all types of materials including print and non-print.

The “Copyright and Fair Use Guidelines for Teachers” chart available from your school Media Specialist may be used to inform staff and students of what is permissible under the law.

The four criteria of fair use for copyrighted works are:

1. The purpose and character of the use of the work (whether the use is of a commercial nature or is for nonprofit educational purposes),
2. The nature of the copyrighted work (factual work versus fictitious work),
3. The amount and substantiality (extent) of the portion used in relationship to the copyrighted work as a whole (quantity and quality of portion used), and
4. The effect of the use upon the potential market for or value of the copyrighted work.

Teachers and staff are responsible for copyright compliance for themselves and for their students in their students' assigned work.

Multimedia

Multimedia refers to the combining of different types of media, including, but not limited to, text, music, film, digitized images, and graphics. Teachers and students must follow copyright guidelines for each type of media used in creating a multimedia production or project. In addition to listing all of their sources in a concluding bibliography, authors must include on the opening screen a statement that the presentation contains copyrighted material, which has been used under the fair use exemption of the United States Copyright Law. Students may use their own multimedia projects that contain copyrighted material only in the class or course for which they were created. An educator is required to obtain permission for each portion of copyrighted material after two years of fair use.

Web Publishing

The fair use provisions of the Copyright Law do not extend to Web publishing. Written permission from the owner of each piece of copyrighted material **must** be obtained before any work is published on the Internet. Information about obtaining permission is available from local school Media Specialists.

Student Work

Written permission must be obtained from the student and parent before posting student work on the Internet via the Technology Usage Agreement form or signed note.

Citations

Examples of bibliographic citations for use in Mountain Brook Schools are based on MLA format and are available in each school and online.

Mountain Brook Schools Electronic Purchasing and Disposal Guidelines

This procedure is designed to provide purchasing and disposal guidelines for technology equipment in its entirety or in parts (including but not limited to, computers/laptops, copiers, mobile devices, flat panels, data projectors, bulbs and batteries, document cameras, sound systems, printers, network equipment, etc.) hereafter referred to in these guidelines as technology equipment.

Purchasing Guidelines

All technology equipment, services, and software purchased for use in Mountain Brook Schools or for Mountain Brook Schools employees, regardless of funding, should be purchased in accordance with Alabama bid laws and be vetted and approved by the Technology Director or his/her designee. Failure to obtain prior approval may result in lack of technical support, denied access to other technology resources, or disciplinary measures.

All approved technologies over \$200 and any other technology equipment that is not considered a consumable should be inventoried as follows:

- use Mountain Brook Schools fixed asset tags,
- complete the district technology information form supplying the specific device and financial information, and
- email the information form to the Technology Department Administrative Assistant for uploading into the department's inventory program.

It is the responsibility of the local school Technology Coordinator to inventory technology-related equipment used in the local school. The district technology staff is responsible for ensuring that any network equipment, servers, or district technologies are inventoried.

Disposal Guidelines

Equipment should be considered for disposal for the following reasons:

- end of useful life,
- lack of continued need,
- obsolescence,
- wear, damage, or deterioration,
- excessive cost of maintenance or repair.

The local school Principal, Technology Director, and the Director of Finance must approve school disposals by discard or donation. Written documentation including Fixed Asset Tag number, description, serial number, purchase order number, account code, and per unit cost must be provided to the district Technology Office using the appropriate form. All technologies submitted to the Board for approval must be to the District Technology Office no later than end of business day on Wednesday before the following Monday's Board meeting.

It is the responsibility of the local school Technology Coordinator to modify the record in the department's inventory program to reflect any in-school transfers, donations, or discards and must coordinate with the District office for any in-district transfers. The district technology staff is responsible for modifying the inventory records for any central office transfers, donations, or discards.

Transfer/Redistribution

If the equipment has not reached the end of its estimated life, an effort should be made to redistribute the equipment to locations where it can be of use, first within an individual school or office, and then within the district. Service requests may be entered to have the equipment moved and reinstalled and, in the case of devices with internal storage, to have the equipment wiped and re-imaged.

Discard

All electronic equipment in the Mountain Brook Schools district must be discarded in a manner consistent with applicable environmental regulations. Electronic equipment may contain hazardous materials such as mercury, lead, and hexavalent chromium.

A district-approved vendor must be contracted for the disposal of all electronic equipment. The vendor must provide written documentation verifying the method used for disposal and a certificate stating that no data of any kind can be retrieved from the hard drive or any other component capable of storing data.

Under no circumstances should any electronic equipment be placed in the trash. Doing so may make Mountain Brook Schools and/or the employee who disposed of the equipment liable for violating environmental regulations or laws.

Donation

If the equipment is in good working order, but no longer meets the requirements of the site where it is located, and cannot be put into use in another part of a school or system, it may be donated upon the written request of the receiving public school system's superintendent or non-profit organization's director.

It should be made clear to any school or organization receiving donated equipment that Mountain Brook Schools is not agreeing to and is not required to support or repair any donated equipment. It is donated AS IS.

Mountain Brook Schools staff should make every effort before offering donated equipment, to make sure that it is in good condition and can be re-used. Microsoft licenses are not transferable outside the Mountain Brook school system.

Any equipment that is being donated should be completely wiped of all data. This step will not only ensure that no confidential information is released, but also will ensure that no software licensing violations will inadvertently occur. For non-sensitive machines, all hard drives should be fully wiped using a wiping program approved by the district technology office, followed by a manual scan of the drive to verify that zeros were written.

A district-approved vendor MUST handle all disposals that are not redistributions, transfers, or donations. Equipment should be stored in a central location prior to pick-up.

Donations are prohibited to individuals outside of the school system or to current faculty, staff, or students of Mountain Brook Schools. The donation of or sale of portable technology-related equipment is permissible to retiring employees if the following criteria have been met: a) the portable equipment has been used solely by the retiring employee for over two years; b) the equipment will not be used by the employee assuming the responsibilities of the retiring employee, and c) the equipment has reached or exceed its estimated life. All donations and/or sales must be approved by the Finance Director and Technology Director.

Data Exports and Online Apps Vetting

Mountain Brook Schools takes student data privacy very seriously. For exports of any student data from the district's student information system, the school administrator or his/her designee or directors should complete the [Data Export](#) form. Only data classified as student directory information will be included in the export without review by the Data Governance Committee. Data is not provided for solicitation or political purposes except in the rare case that the Data Governance Committee provides explicit permission.

All online apps should be vetted by the district Technology Team and approved prior to uploading or manually entering student PII. Staff should submit apps for review using the approved [Review App](#) form. Apps are reviewed based on an approved list of privacy criteria.

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