

Privacy Procedure

RATIONALE:

Traditional notions of privacy are being challenged by new media that offer rich opportunities to network, communicate, and share information with vast audiences. By creating social network profiles and sharing at least some personal information online, young people can reach out to others, share their ideas and experiences, and form support networks around various struggles. At the same time, disclosing too much online can be harmful, given that information can persist indefinitely and can be shared with unintended audiences. Deception intended to protect one's privacy can also have unintended negative effects on relationships with others

All members of HWDSB must be mindful of their own privacy, and the privacy and protection of personal information of those around them. With the ability to share information online, the ability to breach privacy becomes both easier to accomplish, and more difficult, or impossible, to repair. While sharing of student work, posting multimedia (photos, videos, audio recordings) and making connections with the local or global community can have widespread advantages for teaching and learning, they must be measured against our ability to protect the personal information of others, especially minors under our care. It is important that we limit the amount of personal information that we share, that we model the importance of keeping our private lives private, and that we help students to understand the consequences of sharing too much personal information, recognizing the value of their digital footprint.

TERMINOLOGY:

Personal Information: Information that can't be used to identify you, such as your age, gender, how many brothers and sisters you have, your favorite food, etc.

Private Information: Information that can be used to identify you, such as your Social Insurance number, postal address, email address, phone number, etc.

PROCEDURES:

1.0 Standards of Behaviour

- 1.1 Understand that specific permission must be provided whenever personal or private information is involved and clearly communicate the purpose, use, distribution, audience and potential reach of shared information.
- 1.2 Weigh the risks and benefits (to oneself and others) of anonymity (or a lack thereof) in different contexts.
- 1.3 Make informed choices about whether to disclose personal or private information.

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- 1.4 Understand that the digital nature of the internet allows portability of content beyond the intended audience.
- 1.5 Understand that one's own standards of privacy may differ from others.
- 1.6 Every attempt should be made to protect private information (e.g. strong passwords, password protection).
- 1.7 Understand and abide by the Terms of Service and Privacy Policy of digital tools and resources and be mindful of how third-party tools collect and share information.

2.0 Key Roles and Responsibilities

2.1 Principals:

- Principals will hold everyone to the highest standard of respectful/responsible behaviour and will take a daily leadership role in the school by:
 - Explain why it is necessary to collect specific personal and private information and clearly communicate the purpose, use, distribution, audience and potential reach of shared information.
 - Understand that specific permission must be provided whenever personal or private information is involved or being shared.
 - Understand, and help mentor an understanding of the risks and benefits (to oneself and others) of anonymity (or a lack thereof) in different contexts.
 - Secure consent from parents, or for students over 18, from the student, for the collection, storage and use of personal and private information.
 - Store personal and private information securely.
 - Ensure that the Consent to Disclose Personal Information Form (formerly Permission to Photograph) have been received from all staff members and students.
 - Use a variety of strong passwords and keep private information -- and the devices and online tools that house that information -- secure.
 - Consider and respect the privacy of others when contributing -- and monitoring the contributions of others -- in digital spaces.
 - Support staff and students in understanding the Terms of Service and Privacy Policy of digital tools and resources and be mindful of how third-party tools collect and share information.

2.2 Teachers and Staff:

- Teachers and staff will hold everyone to the highest standard or respectful/responsible behaviour by:

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- Understand that specific permission must be provided whenever personal or private information is involved or being shared.
- Understand, and help mentor an understanding of the risks and benefits (to oneself and others) of anonymity (or a lack thereof) in different contexts.
- Secure consent from parents, or for students over 18, from the student, for the collection, storage and use of personal and private information.
- Store personal and private information securely.
- Ensure that the Consent to Disclose Personal Information Form (formerly Permission to Photograph) have been received from all students.
- Use a variety of strong passwords and keep private information -- and the devices and online tools that house that information -- secure.
- Consider and respect the privacy of others when contributing -- and monitoring the contributions of others -- in digital spaces.
- Support students in understanding the Terms of Service and Privacy Policy of digital tools and resources and be mindful of how third-party tools collect and share information.

2.3 Students:

- Students demonstrate respect and responsibility when they:
 - Understand why it is necessary for HWDSB, and select digital tools and resources, to collect specific personal and private information and recognize your right to understand the purpose, use, distribution, audience and potential reach of that information
 - Understand that specific permission must be provided whenever personal or private information is involved or shared
 - Understand that you have a right to opt out if you are uncomfortable sharing in certain contexts
 - Understand -- or ask questions about -- the risks and benefits (to oneself and others) of anonymity (or a lack thereof) in different contexts
 - Store personal and private information securely
 - Use a variety of strong passwords and keep personal and private information -- and the devices and online tools that house that information -- secure
 - Consider and respect the privacy of others when contributing -- and viewing the contributions of others -- in digital spaces
 - Report instances where you feel personal or private information is being inappropriately shared

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- Understand the Terms of Service and Privacy Policy of digital tools and resources and be mindful of how third-party tools collect and share information

2.4 Parents/Guardians:

- Parents/Guardians support a safe and respectful learning environment when they:
 - Understand why it is necessary for HWDSB, and select digital tools and resources, to collect specific personal and private information and recognize your right to understand the purpose, use, distribution, audience and potential reach of that information
 - Understand that specific permission must be provided whenever personal or private information is involved or shared
 - Understand that you have a right to opt out if you are uncomfortable sharing in certain contexts
 - Understand -- or ask questions about -- the risks and benefits (to oneself and others) of anonymity (or a lack thereof) in different contexts
 - Consider and respect the privacy of others when contributing in digital spaces
 - Report instances where you feel personal or private information is being inappropriately shared

2.5 Trustees and Executive Council:

- Trustees and Executive Council members will model behaviour consistent with the Code of Conduct and character attributes of Hamilton-Wentworth District School Board.
 - Explain why it is necessary to collect specific personal and private information and clearly communicate the purpose, use, distribution, audience and potential reach of shared information
 - Understand that specific permission must be provided whenever personal or private information is involved or being shared
 - Understand, and help mentor an understanding of the risks and benefits (to oneself and others) of anonymity (or a lack thereof) in different contexts
 - Store personal and private information securely.
 - Use a variety of strong passwords and keep private information -- and the devices and online tools that house that information -- secure
 - Consider and respect the privacy of others when contributing -- and monitoring the contributions of others -- in digital spaces