

COMMERCIAL ACTIVITIES AND ADVERTISING

It is the policy of the Board to encourage and approve paid advertisements that promote products, services, activities or programs in the community. The Board recognizes that the funds that the schools and the District may derive from such paid advertisements will benefit the District, its schools, students, employees, programs and the community. Consistent with this policy and procedure, no advertisement may be placed in or used by the District or a school unless such advertisement is a paid advertisement as defined herein and no paid advertisement may be placed in or used by the District or a school that, among other things, undermines the District's efforts to provide an exceptional educational program, targets or attempts to exploit students or compromises the reputation or mission of the District.

No paid advertisement shall be construed as or constitute an endorsement by the Board, District or school of any product, service or activity or program in the community and the Board and school reserve the right to reject any paid advertisement for any reason.

Paid advertisement is defined as the payment of money or other economic benefit to the District for promoting the sale of any product, service, activity or program in the community by the District placing a sign, display, etc., on District property, placing a written message in District publications, such as newsletters, programs of District events, the District web site, student newspapers, school yearbooks, etc. and making an announcement at District/school events.

Prohibited Commercial Activities

The District shall provide no personally identifiable data about a student to the sponsor of a commercial activity without the written consent of the student's parent/guardian and approval of the Superintendent. Likewise, no student, in order to participate in a school program or school-sponsored activity, shall be required to provide personally identifiable data to the sponsor of a commercial activity without the written consent of a parent/guardian and approval of the Superintendent or his/her designee. Students shall not be required to complete any survey or questionnaire that is designed to provide marketing information to a vendor or business about their interests or preferences for a particular vendor, business or product.

Any commercial activity allowed by this policy shall be respectful of all people without regard to disability, race, color, gender, national origin, ethnicity, sexual orientation, age, religion, marital status, socioeconomic status, cultural background, familial status, physical characteristics or linguistic characteristics.