

VII. STUDENT RECORDS

A. Rights to Privacy

B. Directory Information

C. Service Providers and Personally Identifiable Information (PII):

Arkansas law requires that a data privacy agreement be made with any district-contracted service providers to which students' personal information is provided. A parent or guardian may request a list of all district-contracted or on-demand service providers by contacting the Student Services department.

Personal information may be provided to contracted service providers for the purpose of identifying for students institutions of higher education or scholarship providers that are seeking students who meet specific criteria, regardless of whether the identified institutions of higher education or scholarship providers provide consideration to the district service contract provider.

Personal information may also be provided to contracted service providers for the purpose of providing students access to employment opportunities, educational scholarships or financial aid, or postsecondary education opportunities, regardless of whether the school service contract provider receives consideration from one or more third parties in exchange for the student personally identifiable information.