Student Data Privacy & FERPA
What Coaches Need to Know

As a coach, you play a key role in protecting student privacy. Here's a guideline of what you can and can't share under FERPA and the standard privacy policies when using digital tools or posting team content.

You can share the following information:

Unless the family doesn't allow it

These can be considered **directory information**, check with your district policy:
- Student **name, age,** and **grade level**
- Participation in sports or activities
- Team **photos** and **videos**
- Height and weight for athletes
- **Performance data** (e.g., stats, scores, game highlights)
- Honors and awards received
- **Recorded sound or images**, as long as it's not harmful or invasive

Important: These can NOT be shared publicly (e.g., Hudl, team social media account) **if the family has opted out** of directory information sharing.

You May NOT Share the Following Without Parental Consent:

- Any **student information** (including directory info) for families who **opted out**
- **Private team notes**, evaluations, or behavioral observations
- **Health or injury information**
- **Academic data** (grades, eligibility status)
- Anything that could be considered harmful or invasive

Know Who Opted Out

Families who OPT OUT do not want their child's data shared. **Before posting names, stories, photos, or video highlights on websites, apps, or social media:**
- Check with your admin for a list.

Before sharing or importing student information with third party vendors:
- Confirm a student data privacy agreement has been signed, or follow the process to obtain parent permission.

Work with administrative or SIS staff who can assist with checking family preferences.

Using Team Management Apps

Apps for team management may only be used by teams within these guidelines:
- Content must follow FERPA guidelines
- Parent-permission forms must be signed
- Public team pages should be managed carefully
- Non-directory information not shared (like notes, academic info)
- Private team access unless cleared by admin

Any app or software that contains player information must be approved by an administrator. Check with your athletic director and technology services team to determine who that is at your school who protects student privacy.

Think of it This Way

Media exclusion is like a student saying:
"Don't put my picture on the wall."

Vendor data sharing is like giving that picture to a company who can make copies, analyze it, or even share it with partners—unless it has been locked down with a privacy agreement.

Thanks to Tammy Hasheider with Pattonville R-III for putting this information together.