

### **Canon 3: Be aware of applicable statutes, regulations, practices, and ethical standards governing data collection and reporting**

The local business club had a reputation for doing good works throughout the community, so the district's data manager wasn't surprised when the superintendent told him to pitch in with the organization's latest charitable activity. Club members had asked for student socioeconomic data to help identify families in need so that they could offer financial help with books, school snacks, extracurricular activities, and other worthy initiatives. The data manager wanted to support these laudable efforts, but knew that he couldn't disclose the confidential data. When he informed the superintendent, his boss asked him to bend the rules this one time, "You know they're trying to do something good here. I really don't want us turning away people who want to help our neediest kids." The data manager agreed that everyone's intentions were pure, so he asked if his boss might consider an opt-in program, whereby all families would be notified of the program and invited to sign up if they were interested. The superintendent agreed that it was a fair idea, but noted that the yield on opt-in programs was usually low. "Can't we just bend the rules this one time to try to do a good thing?" The data manager knew that he faced quite a dilemma—doing good versus doing right.