



**STUDENT
PRIVACY
COMPASS**

Student Privacy 101:

How to Protect Student Data

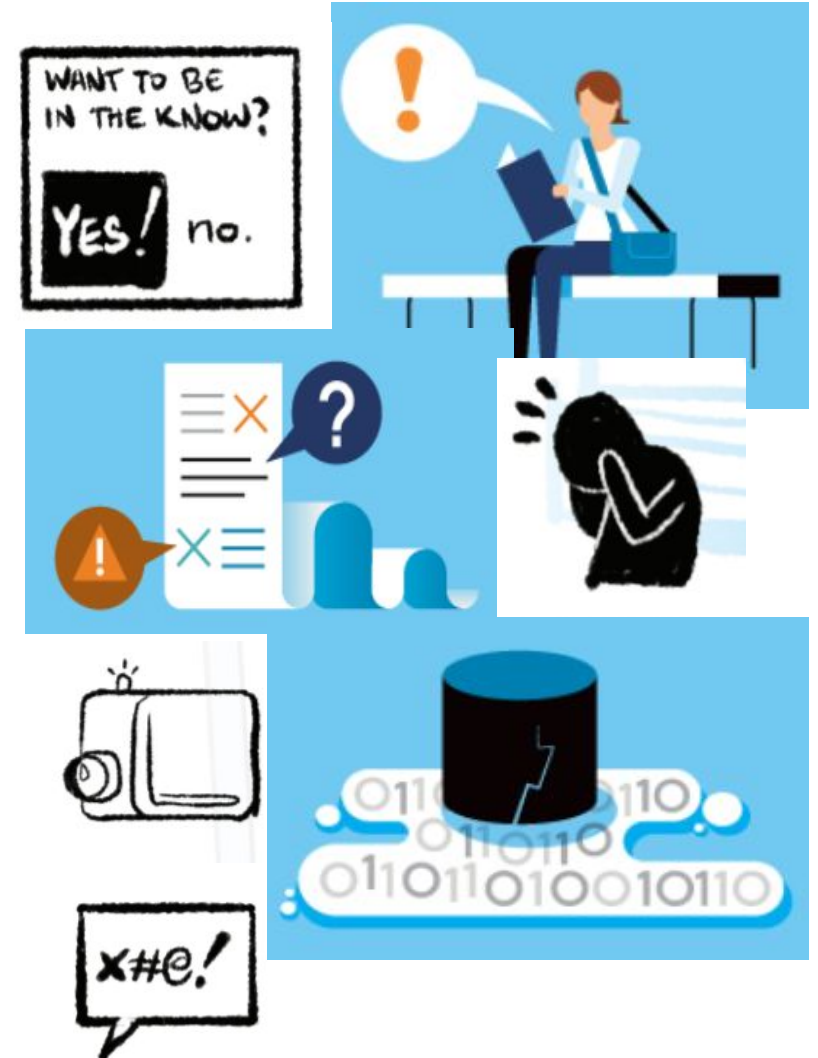
Activity: Fill in the Chart (1/2)



| What is happening? | Privacy risk(s) and possible consequences | Examples of parties to whom personal information might be exposed |
|---|---|---|
| Picture of school choir singing posted on social media | | |
| EdTech app collects student data to market to them | | |
| School security cameras stream video to local police station | | |
| All teachers can access all of the Student Information System information | | |

Common Privacy Concerns

- Commercialization
- Age-inappropriate content
- Physical safety
- Discrimination and equity concerns
- Loss of opportunity
- Social harm
- Over-surveillance



Activity: Fill in the Chart (2/2)



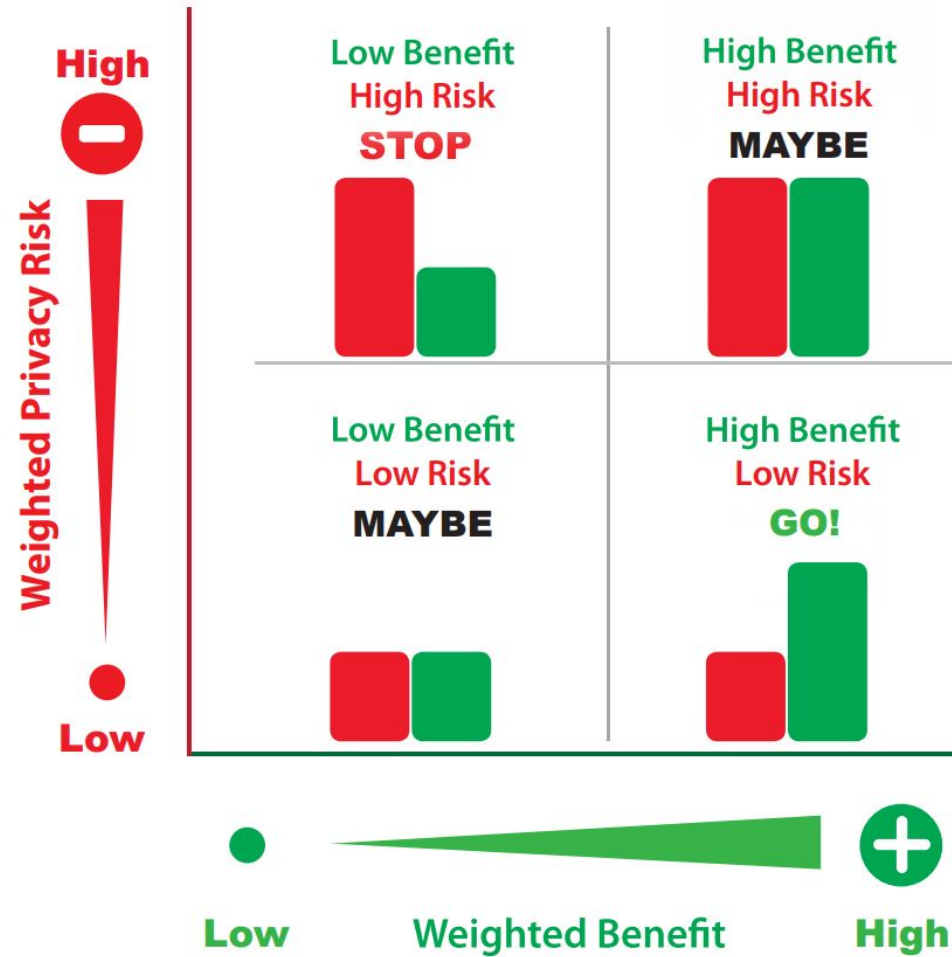
| What is happening? | Examples of potential benefits to weigh against risks or consequences | Examples of ways to manage the privacy risks and possible consequences |
|---|---|--|
| Picture of class posted on social media | | |
| EdTech app collects student data to market to them | | |
| School security cameras stream video to local police station | | |
| All teachers can access all of the Student Information System information | | |

Risk/Benefit Analysis



- What are the potential benefits?
- What are the potential privacy risks?
- Who might benefit?
- Whose privacy is potentially at risk?
- What is the anticipated size or scope of the potential benefit(s)?
- What is the likelihood that the benefit(s) will occur?
- What is the likelihood that privacy risk(s) will occur?
- How could you lower or eliminate the privacy risk(s)?
- What is the likelihood that you will successfully lower or eliminate the privacy risks?
- How might lowering or eliminating some of the privacy risk(s) affect the potential benefits?
- Using your answers to the above questions, compare the benefits to the risks.

Stop, Maybe, or Go?



Example: Privacy Risks of E-Commerce Personalization



| Risk | Examples of possible consequences | Examples of parties to whom personal information might be exposed |
|---|---|---|
| Unsolicited marketing | Unwanted email, postal mail, and telephone calls; time wasted deleting email, throwing away mail, answering calls | Employees of personalized web site; employees of companies to whom marketing lists are sold; employees of companies that perform marketing services |
| Computer “figuring things out” about me | Individuals feel uncomfortable or embarrassed; characteristics inferred by computer become available to people who would otherwise not know this information; inaccurate information inferred by computer becomes available to people who believe it to be accurate | Employees of personalized web site; any other parties that gain access to profile |
| Price discrimination | Individuals are treated differently based on profile; higher prices | Employees of personalized web site |

Example: Privacy Risks of E-Commerce Personalization



| Risk | Examples of possible consequences | Examples of parties to whom personal information might be exposed |
|--|--|---|
| Information revealed to other users of same computer | Other users of computer may learn confidential information; other users of computer may be able to gain access to accounts | Other users of computer such as family members or co-workers |
| Unauthorized access to accounts | Identity theft, fraud, stalking | People that run personalized web site, someone who steals password |
| Subpoena | Information used against individual in court case | Law enforcement officers or participants in legal dispute; public (if information obtained becomes part of public record) |
| Government surveillance | Individual could be detained by law enforcement for questioning or arrested | Law enforcement officers |

Table 1: Privacy risks from ecommerce personalization
Article: [I Didn't Buy It For Myself: Privacy and ECommerce Personalization](#), Lorrie Cranor