STUDENT PRIVACY COMPASS

# Adopting EdTech:

# Privacy Vetting

# Objectives

1. Understand the responsibilities of teachers and school officials in adopting commercial edtech platforms, products, and services.
2. Understand the responsibilities of teachers and administrators in protecting student data that is shared with third parties.

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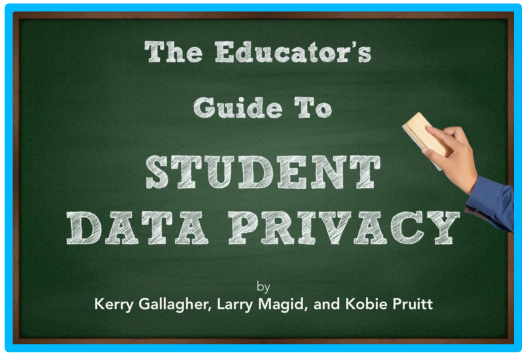
**Suggested Resource:**



# Privacy-Protective Adoption of EdTech

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See if your school or district...

- Has a policy for when you, as an educator, can use a new edtech tool with your students;
- Has a process for vetting edtech tools for privacy, security, and alignment with pedagogy;
- Maintains a list of approved or vetted edtech products that you can safely adopt

# Vetting

**As you saw in the video before this training...Ask before you App!**

- Determine who in your school or district has the authority to approve new ed tech products
- Review to see if this app or service already been evaluated and approved
- If it's an approved product: Is there a contract in place?
- If not: is one likely to be required (review with administrator)?

# If you have to review it yourself...

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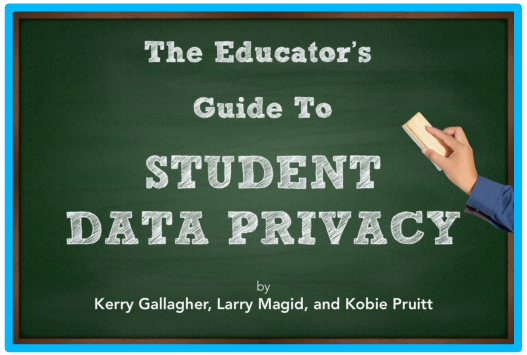
**Suggested Resources:**




There are resources available for you to go through the process of evaluating an app for privacy and security if your school does not have a process in place. Some key questions to ask:

- Does the product collect Personally Identifiable Information?

# What Type of Data is Being Collected?

There are **4 general types** of student data:

1) **Personally identifiable information (PII):** Data which can be used to identify individuals. This includes direct identifiers such as name and indirect identifiers such as demographics or socio-economic information.
2) **De-identified data:** Information about individual students that has enough information removed that a student cannot be identified. *(Ex: data shared for a specific purpose with a trusted public or private entity with strict legal and contract protections)*
3) **Aggregate data:** Information about groups of students at a summary level. *(Ex: data which gets shared as part of the school's federal reporting requirements)*
4) **Metadata:** Data that describes and gives information about other data. *(Ex: how long a student took to perform on a test vs. their actual grade)*

# More questions...

- Does the vendor commit not to further share student information other than as needed to provide the educational product or service?
- Does the vendor create a profile of students, other than for the educational purposes specified?
- When you cancel the account or delete the app, will the vendor delete all the student data provided or created?
- Does the product show advertisements to student users?
- Does the vendor allow parents to access data it holds about students or enable schools to access data so the school can provide the data to parents in compliance with FERPA?

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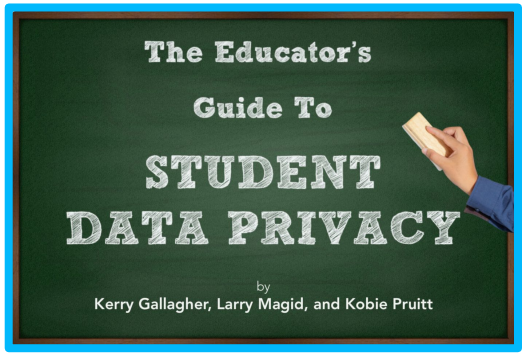
**Suggested Resource:**



# More questions...

- Does the vendor promise that it provides appropriate security for the data it collects?
- Does the vendor claim that it can change its privacy policy without notice at any time?
- Does the vendor say that if the company is sold, all bets are off?
- Do reviews or articles about the product or vendor raise any red flags that cause you concern?

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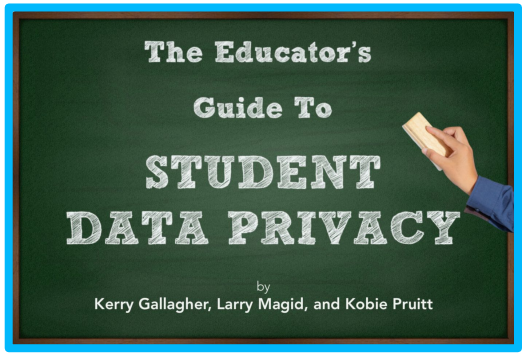
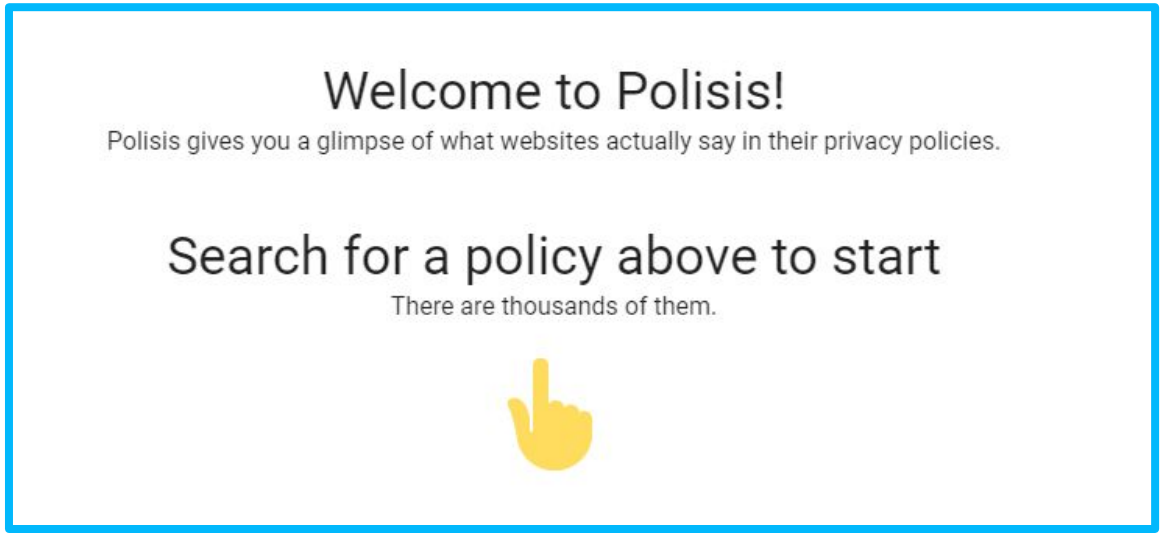
**Suggested Resource:**



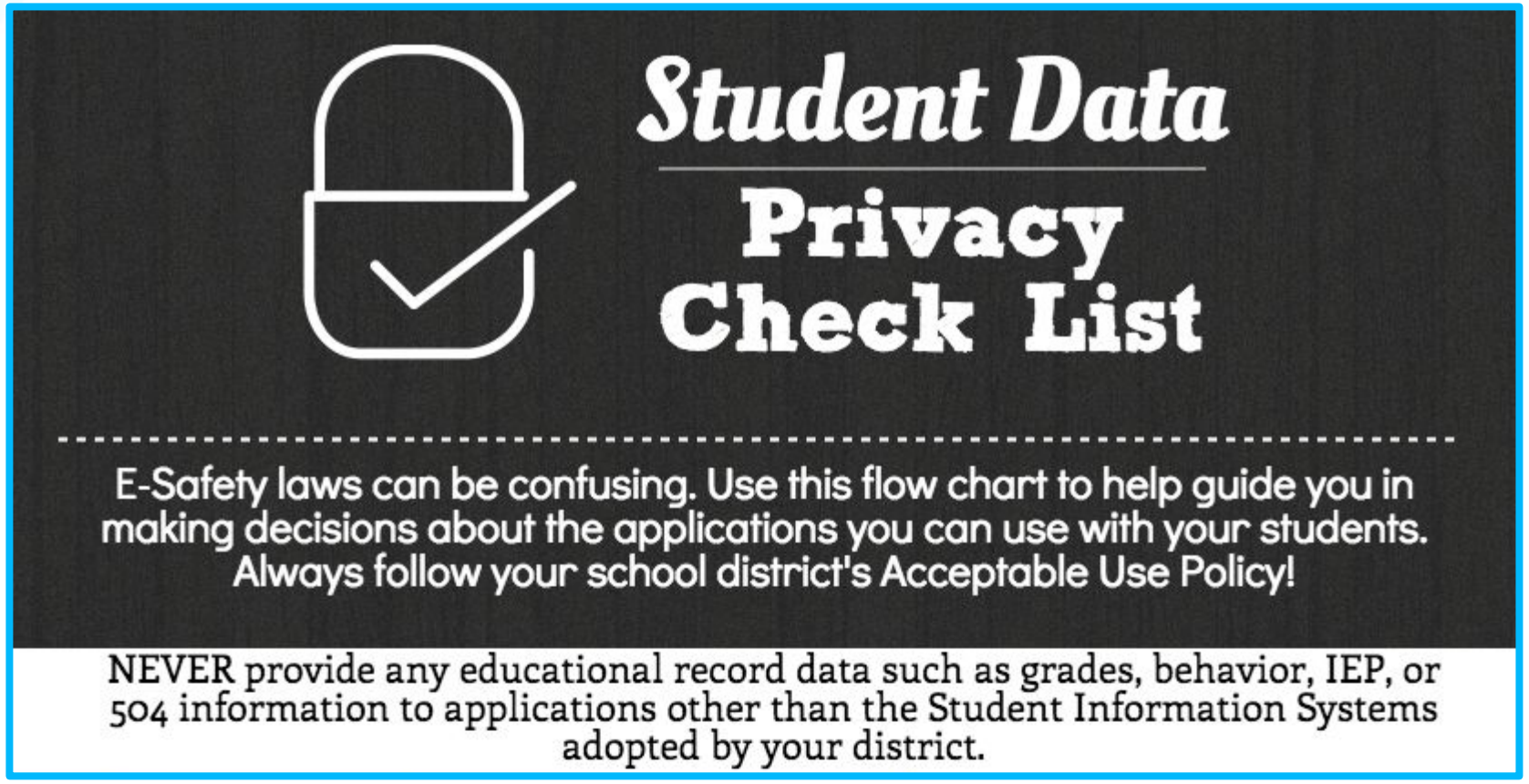
# Vetting - Resources

- US Dept of Ed Model Terms of Service Checklist
- Student Data Privacy Consortium
- Common Sense Media
- Student Privacy Pledge

## Additional Suggested Resources:

# A (slightly adapted) Checklist for Educators




**Ventura County Office of Education**
https://www.vcoe.org/Technology-Services/Data-Privacy-Safety-and-Security/Teacher-Flowchart

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"I found a great, age-appropriate, educational app. Can I use it?"

Does this app collect personal student information?*

**NO**

**You can probably use it... but be careful.**

**YES**

Is that personal information displayed publicly?

**NO**

**YES**

**STOP**
**Refer to your district or school policy. Parental consent may be appropriate**

*Like first and last name, date of birth, email, home address, phone number, test results, special education data, grades, medical records, text messages, documents, student ID number, search activity, location info, and much more!

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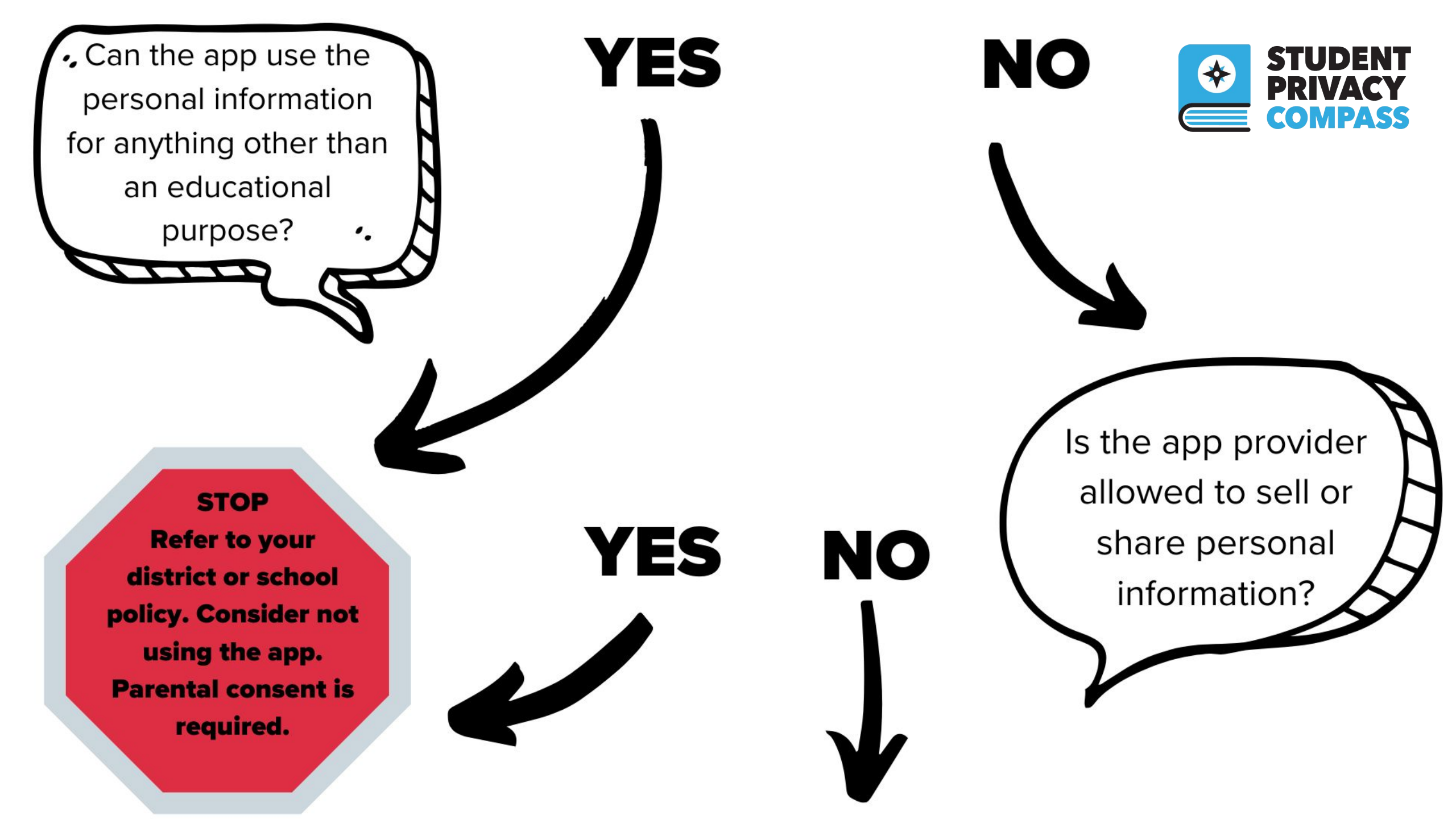
Can the app use the personal information for anything other than an educational purpose?
YES
NO
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STOP
Refer to your district or school policy. Consider not using the app. Parental consent is required.
YES
NO
Is the app provider allowed to sell or share personal information?

Can the app use the personal information for targeted or behavioral advertising?

**YES**

**STOP**
**Refer to your district or school policy. Consider not using the app. Parental consent is required.**

**NO**

**All the obvious red flags are out of the way, but that doesn't mean it's safe. Go through a district vetting process if at all possible.**

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# Transparency is Key

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**Remember It's all about Transparency**

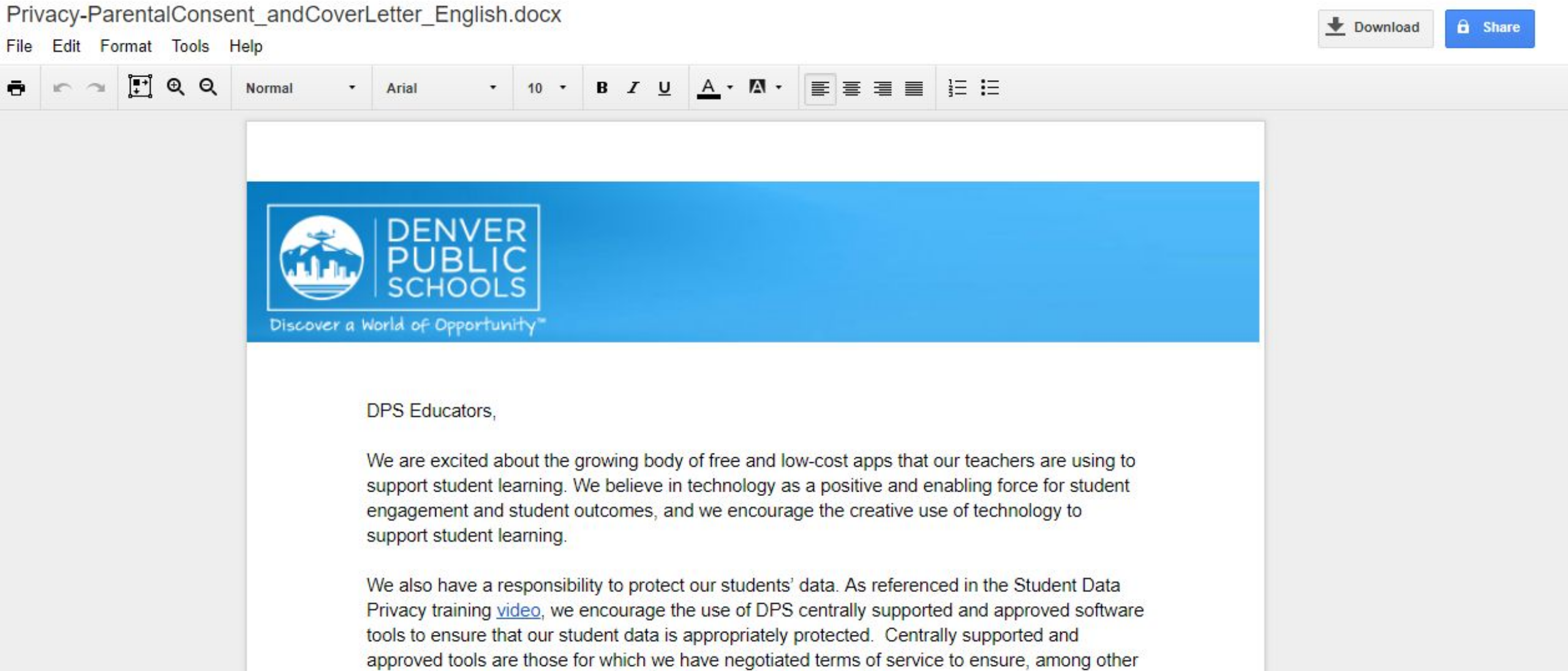
As partners, we can continue to build trust with our parents by proactively communicating what technology tools are being used in your classroom and what you are doing to protect student data. Show that we are using the right tools, gathering the right data, using that data correctly, and keeping it safe!!

There are many ways in which you can communicate with parents such as: websites, Friday folders, and school messenger updates. The following information should be included to inform parents, in whatever method you choose.

- Name of tool
- Why the tool is being used - instructional intent
- How do students interact with tool, how do students access tool?
- Do they create a profile? What data is required to enter?
- Link to tool website
- Link to privacy policy

Source: Jeffco Public Schools

# Privacy Parental Consent and Cover Letter for Teachers



# Activity

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**Search online for the name of an education app you use with your students combined with the words “student privacy” or “data breach.” Did you find anything that surprised you?**