STUDENT PRIVACY COMPASS

Student Privacy 101:

How to Protect Student Data

Objective

Understand different ways to **evaluate and manage student privacy risks, and weigh those risks against the benefits** to students.

Risk/Benefit Analysis

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- 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.

Benefits to you

- Think about how you are using student data or technology to accurately assess student **engagement**, **performance**, and **progress**.
  - Is it helping you identify your students' **skill gaps** or **better ways to help them learn**?
  - Is it changing or supporting you in making **evidence-based instructional choices**?

Benefits beyond your classroom

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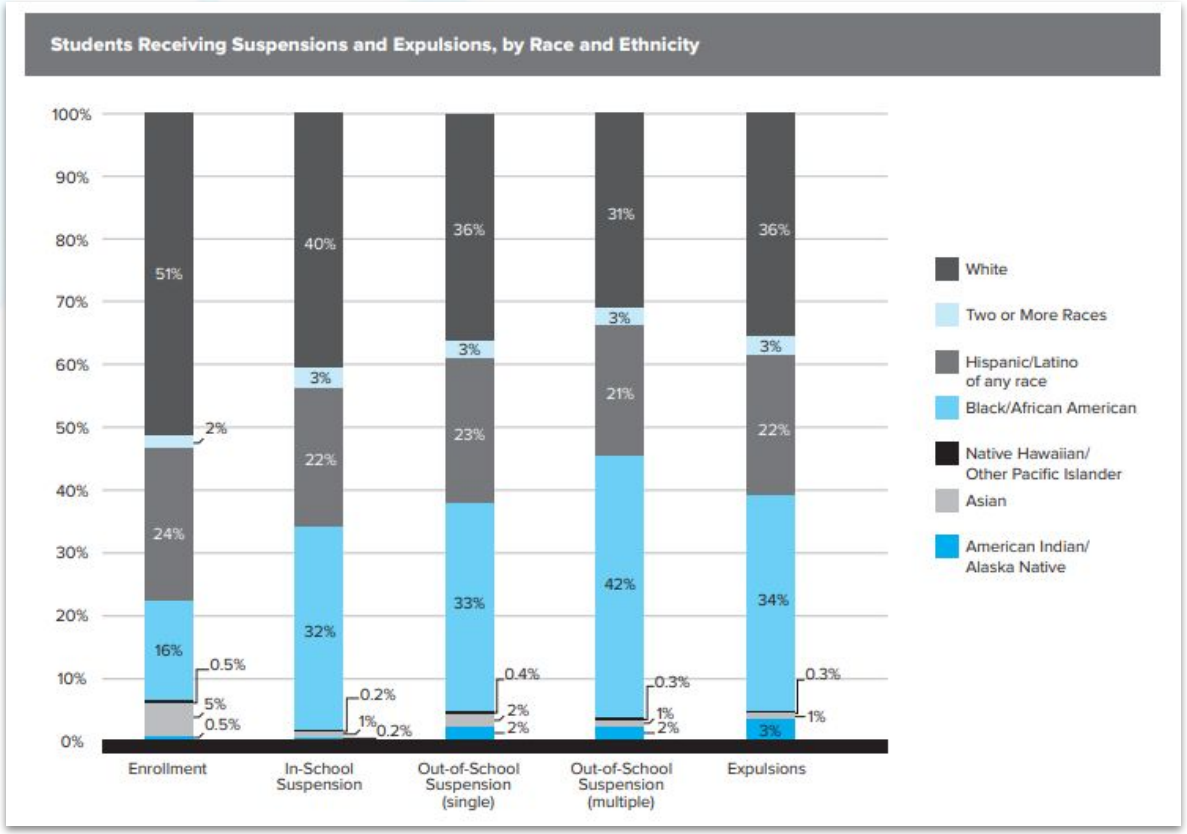
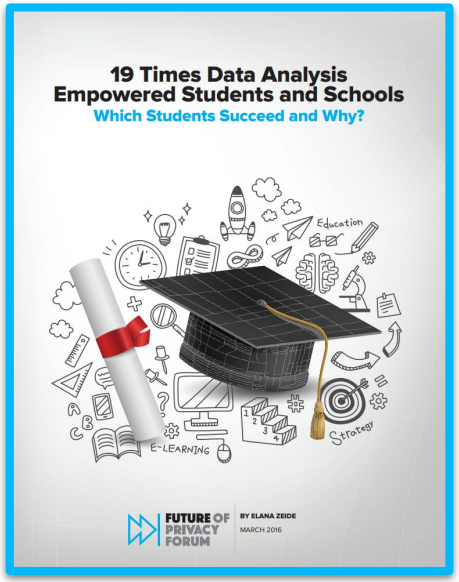


*"Data analysis exposed **how zero tolerance discipline policies disproportionately affected minority students** in practice, prompting a paradigm shift in schools nation-wide."*

*"Recent research on retained learning suggests the importance not just of learning specific skills or information but also "deeper learning" that focuses on critical thinking, communication, collaboration, academic mindsets, and learning how to learn… **researchers found that deeper learning instruction promoted on-time school graduation and increased four-year college enrollment** for lower achieving populations as well."*

Suggested Resource:



*"Georgia State University serves a large student body with predominantly minority students. To address retention issues, the school analyzed 2.5 million grades of former students to learn what may trip up current ones and used this information to create **an early warning system to catch at-risk students before they fail… This analysis prompted school advisors to meet with students one-on-one and create a more appropriate course list.** Since these changes, GSU's six-year graduation rate have increased from 32 percent in 2003 to 54 percent in 2014, and they conferred 30% more degrees in 2013 than five years earlier."*

Risk Management

- Don’t do it/use it
- Reduce the likelihood or amount of the risk
- Share or outsource the risk
- Accept the risk and plan accordingly

This might look like...

- Using a different system/app/software/assignment;
- Not using certain aspects of a system/app/software/ assignment
- Deciding not to collect/enter certain types of data;
- Reducing how long data is kept;
- Offering students or parents an opportunity to opt-out if possible; Helping students or parents use in a privacy-protective way;
- Adding additional security measures (physical, technical, or administrative);
- Training to minimize risks;
- Adding policies or processes; or
- Asking your district to have the company sign a privacy-protective contract.

Risk/Benefit Analysis

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Stop, Maybe, or Go?

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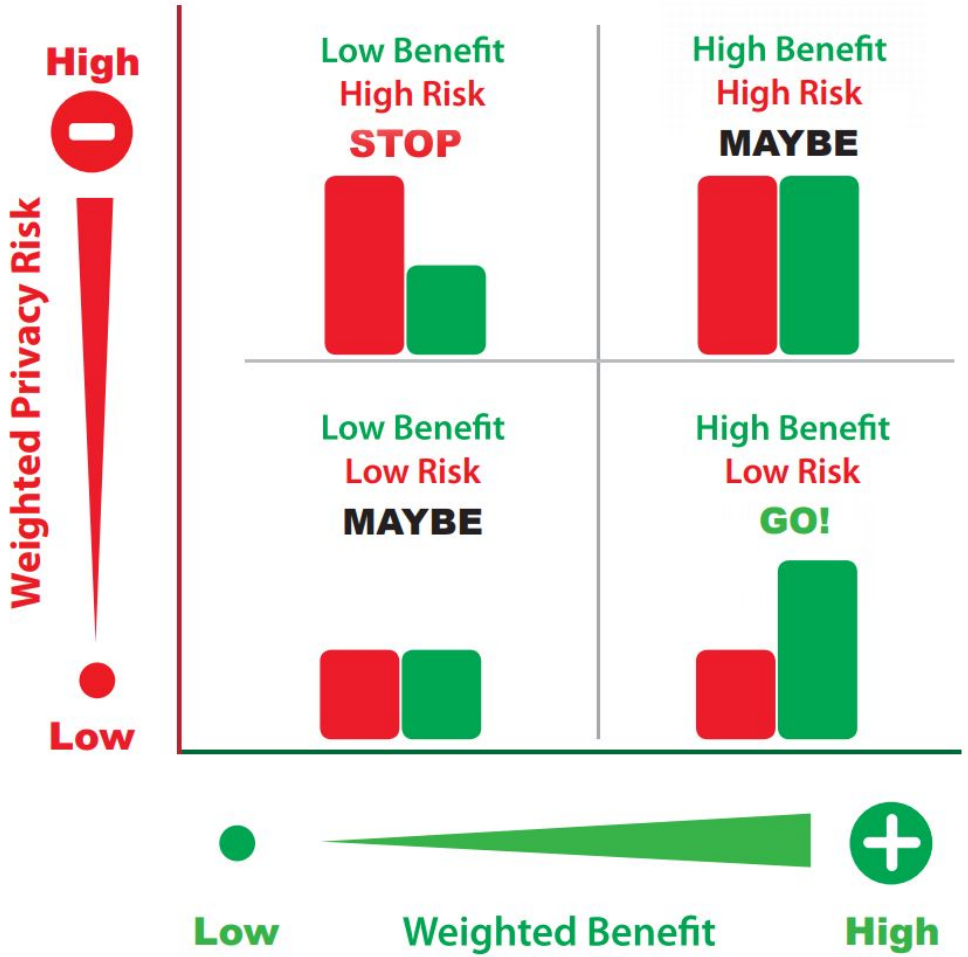

Best Practices

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- Focus on the best interests of each student
- Data minimization
- Transparency
- Edtech should be checked for privacy and security
  - Before adoption
  - During set-up
  - During and after use
- Limit data sharing
- Embed privacy lessons throughout your teaching

Example: *Privacy Risks of E-Commerce Personalization*

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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*

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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

Activity: Fill in the Chart (1/2)

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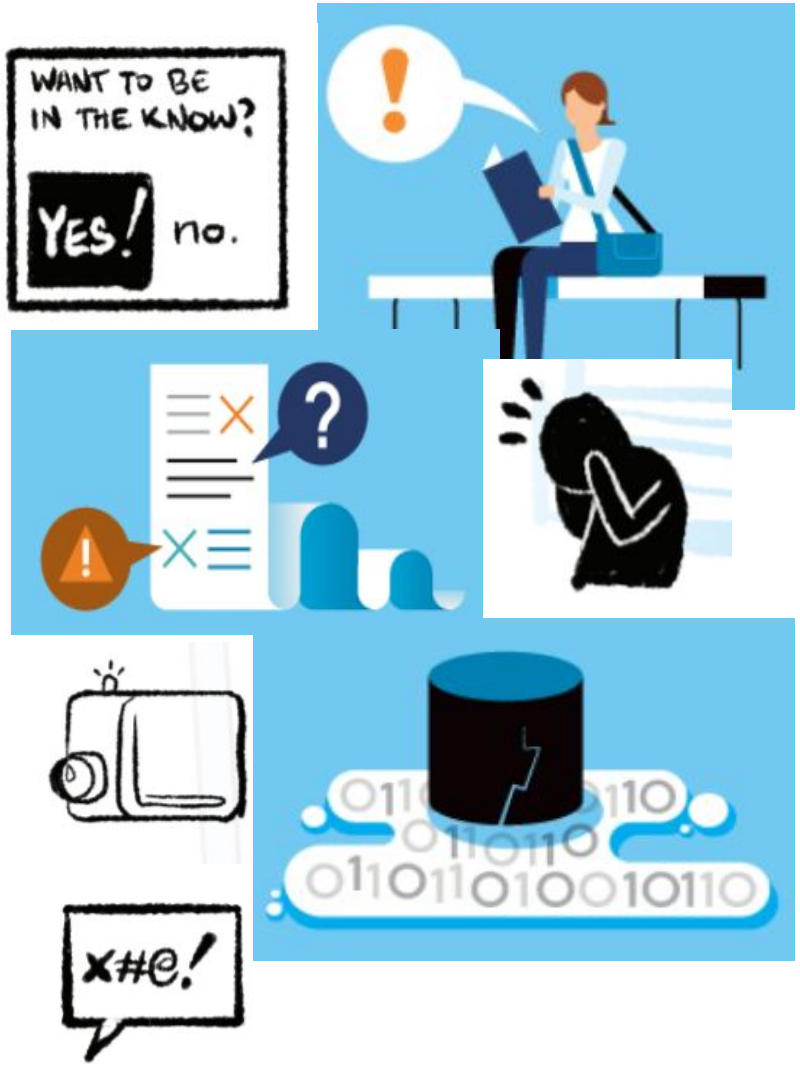
What is happening?	Privacy risk(s) and possible consequences	Examples of parties to whom personal information might be exposed
Picture of school choir singing posted on social media		
EdTech app collects student data to market to them		
School security cameras stream video to local police station		
All 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 (1/2)

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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		

Activity: Fill in the Chart (2/2)

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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		