Objective

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

“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.”

“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.”

“Data analysis exposed how zero tolerance discipline policies disproportionately affected minority students in practice, prompting a paradigm shift in schools nation-wide.”
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?
Best Practices

- 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

<table>
<thead>
<tr>
<th>Risk</th>
<th>Examples of possible consequences</th>
<th>Examples of parties to whom personal information might be exposed</th>
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<tbody>
<tr>
<td>Unsolicited marketing</td>
<td>Unwanted email, postal mail, and telephone calls; time wasted deleting email, throwing away mail, answering calls</td>
<td>Employees of personalized web site; employees of companies to whom marketing lists are sold; employees of companies that perform marketing services</td>
</tr>
<tr>
<td>Computer “figuring things out” about me</td>
<td>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</td>
<td>Employees of personalized web site; any other parties that gain access to profile</td>
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<tr>
<td>Price discrimination</td>
<td>Individuals are treated differently based on profile; higher prices</td>
<td>Employees of personalized web site</td>
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<td>Information revealed to other users of same computer</td>
<td>Other users of computer may learn confidential information; other users of computer may be able to gain access to accounts</td>
<td>Other users of computer such as family members or co-workers</td>
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<td>Unauthorized access to accounts</td>
<td>Identity theft, fraud, stalking</td>
<td>People that run personalized website, someone who steals password</td>
</tr>
<tr>
<td>Subpoena</td>
<td>Information used against individual in court case</td>
<td>Law enforcement officers or participants in legal dispute; public (if information obtained becomes part of public record)</td>
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<td>Government surveillance</td>
<td>Individual could be detained by law enforcement for questioning or arrested</td>
<td>Law enforcement officers</td>
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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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<th>Privacy risk(s) and possible consequences</th>
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Common Privacy Concerns

- Commercialization
- Age-inappropriate content
- Physical safety
- Discrimination and equity concerns
- Loss of opportunity
- Social harm
- Over-surveillance
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<td>Examples of ways to manage the privacy risks and possible consequences</td>
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