Being Proactive: Making Student Data Privacy A Priority November 8, 2019

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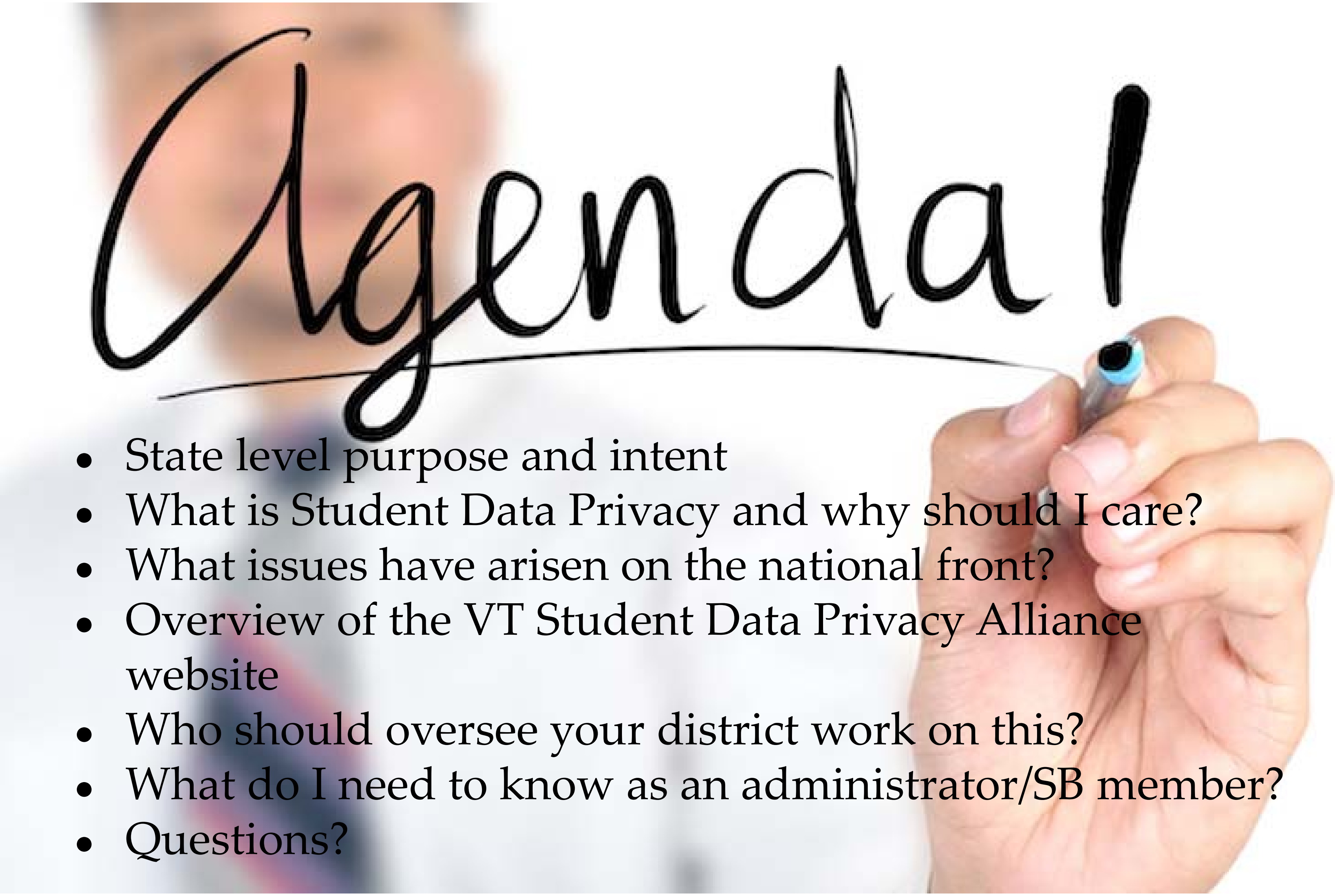
VERMONT SCHOOL BOARDS ASSOCIATION

VERMONT AGENCY OF EDUCATION



- State level purpose and intent
- What is Student Data Privacy and why should I care?
- What issues have arisen on the national front?
- Overview of the VT Student Data Privacy Alliance website
- Who should oversee your district work on this?
- What do I need to know as an administrator/SB member?
- Questions?

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Data Privacy

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Soc Sec #

Full Name

Parent information

Address

Date of Birth

Age

Physical attrubutes

You know how it goes…..

That Great Professional Development session

Christa McAuliffe
Transforming
Teaching
Technology
Conference
33rd Annual

That Math conference

The ELA Professional Learning Network meeting

ISTE

Terms of Service

- When was the last time you read…..?
- "We can change these terms of service at any time"
- "We will collect all data, we reserve the right to sell said data"
- "Data on this site becomes the sole property of Company X, with full rights of disposition"

National Front-- Student Data Privacy-- Why Now?

- Awareness
- Vast number of apps/tools and the collections they foster
- There are people and companies "mining" and selling this data
- The number of very public "breaches" that occur and the behind the scenes ones that never get reported…..
- Questions raised here in VT by parents, community members about how/why/where data goes and who owns...

2015 Student Privacy Pledge: Obama Initiative

At a glance, the Student Privacy Pledge requires that education tech companies:

- Not sell student information
- Not use behavioral advertising
- Use data for authorized education purposes only
- Not change privacy policies without notice and choice
- Enforce strict limits on data retention
- Support parental access to, and correction of errors in, their children's information
- Develop comprehensive security standards
- Be transparent about collection and use of data
- TO DATE: 352

We Commit To:

✗ Not collect, maintain, use or share student personal information beyond that needed for authorized educational/school purposes, or as authorized by the parent/student.

Family Education Rights and Privacy Act --- 1974

……..guarantees that parents have *access to their child's education record* and *restricts who can access and use student information*. FERPA protects the access to and sharing of a student's education record, which is all information directly related to a particular student as part of his or her education.

Student level data can only be shared without parental consent under specific exceptions; Audit, Research, Safety, & "School Official".

FERPA gives parents specific rights to their child's education records and when a child turns 18, the rights belong directly to the student.

AN OPPORTUNITY: Educate your staff: Nov 13 and 14

FTC may revisit current language

☑ COPPA

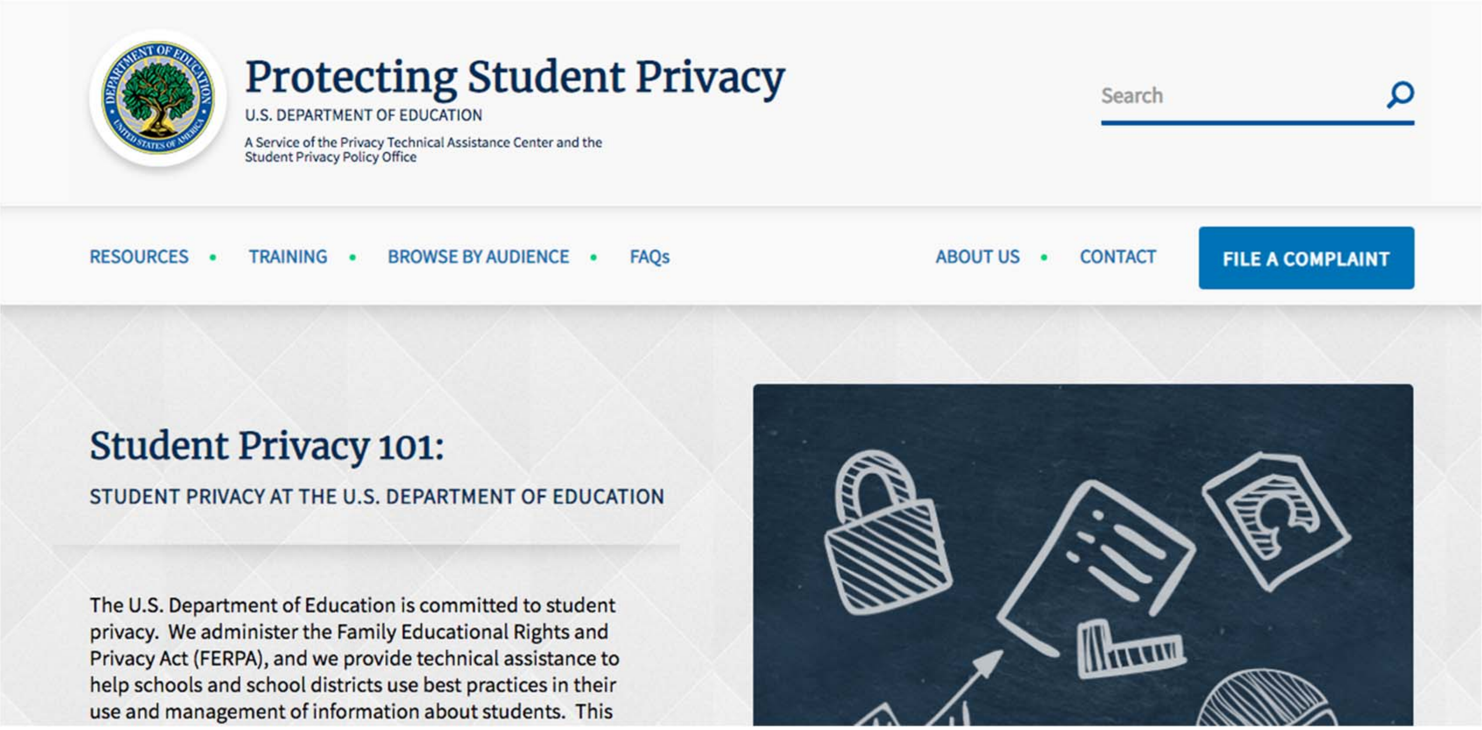
Children's Online Privacy Protection Act

……controls what information is collected from young children by companies operating websites, games, and mobile applications *directed toward children under 13.*

COPPA requires companies to have a clear privacy policy, provide direct notice to parents, and obtain parental consent before collecting information from children under 13. Teachers and other school officials are authorized to provide this consent on behalf of parents for use of an educational program, but only for use in the educational context.

Great resource for all things Student Privacy

https://studentprivacy.ed.gov/



Protecting Student Privacy

U.S. DEPARTMENT OF EDUCATION

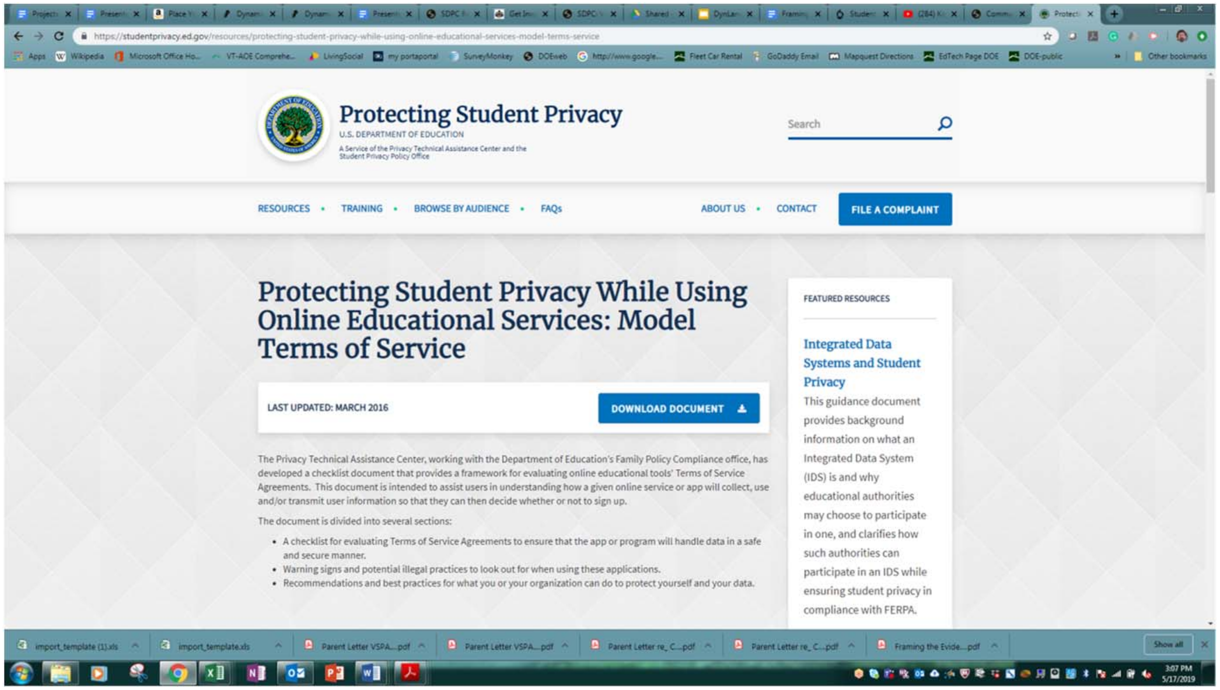
A Service of the Privacy Technical Assistance Center and the Student Privacy Policy Office

Student Privacy 101:

STUDENT PRIVACY AT THE U.S. DEPARTMENT OF EDUCATION

The U.S. Department of Education is committed to student privacy. We administer the Family Educational Rights and Privacy Act (FERPA), and we provide technical assistance to help schools and school districts use best practices in their use and management of information about students. This

Resource specific to reading Terms of Service


https://studentprivacy.ed.gov/resources/protecting-student-privacy-while-using-online-educational-services-model-terms-service
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Protecting Student Privacy

U.S. DEPARTMENT OF EDUCATION

A Service of the Privacy Technical Assistance Center and the Student Privacy Policy Office

Protecting Student Privacy While Using Online Educational Services: Model Terms of Service

LAST UPDATED: MARCH 2016

The Privacy Technical Assistance Center, working with the Department of Education's Family Policy Compliance office, has developed a checklist document that provides a framework for evaluating online educational tools' Terms of Service Agreements. This document is intended to assist users in understanding how a given online service or app will collect, use and/or transmit user information so that they can then decide whether or not to sign up.

The document is divided into several sections:

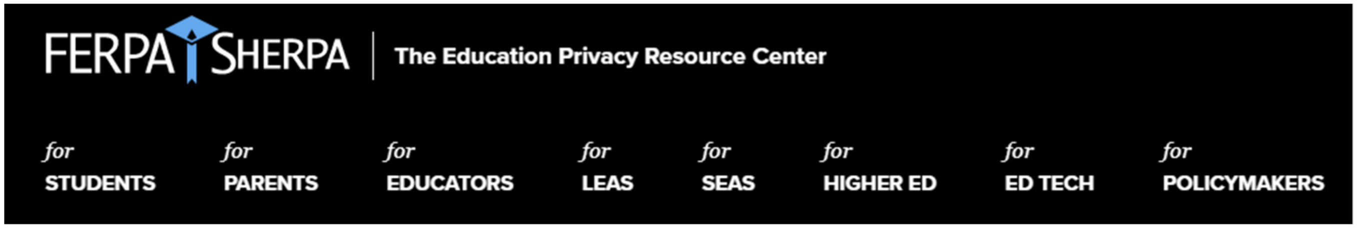
- A checklist for evaluating Terms of Service Agreements to ensure that the app or program will handle data in a safe and secure manner.
- Warning signs and potential illegal practices to look out for when using these applications.
- Recommendations and best practices for what you or your organization can do to protect yourself and your data.

FEATURED RESOURCES

Integrated Data Systems and Student Privacy

This guidance document provides background information on what an Integrated Data System (IDS) is and why educational authorities may choose to participate in one, and clarifies how such authorities can participate in an IDS while ensuring student privacy in compliance with FERPA.

FERPA SHERPA and other resources on topic…



FERPA SHERPA | The Education Privacy Resource Center

for STUDENTS

for PARENTS

for EDUCATORS

for LEAS

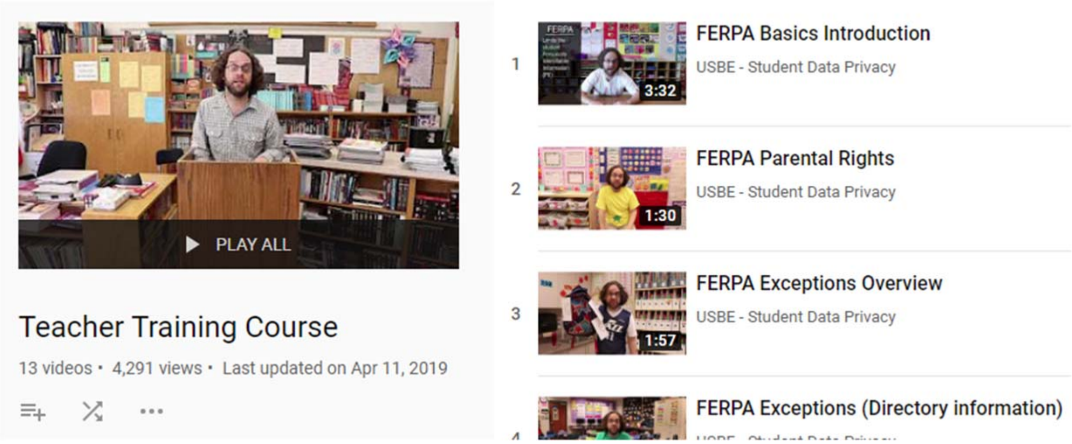
for SEAS

for HIGHER ED

for ED TECH

for POLICYMAKERS

https://ferpasherpa.org/



Teacher Training Course

13 videos • 4,291 views • Last updated on Apr 11, 2019

1 FERPA Basics Introduction
USBE - Student Data Privacy
3:32

2 FERPA Parental Rights
USBE - Student Data Privacy
1:30

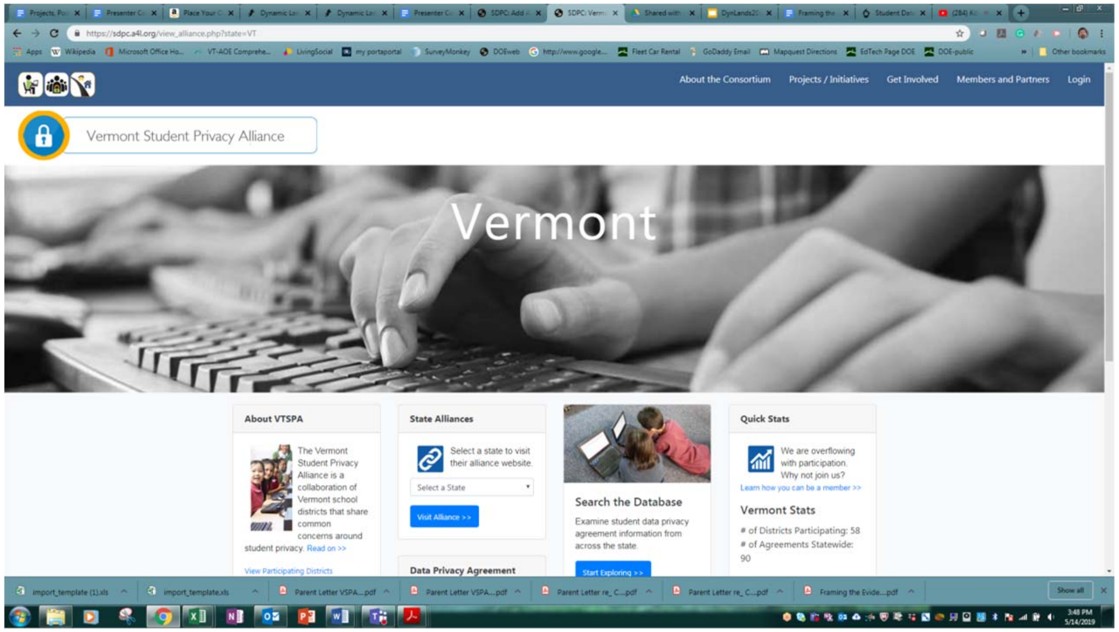
3 FERPA Exceptions Overview
USBE - Student Data Privacy
1:57

4 FERPA Exceptions (Directory information)

A great set of videos

Vermont efforts….

- Our statewide site…



About VTSPA

The Vermont Student Privacy Alliance is a collaboration of Vermont school districts that share common concerns around student privacy. Read on >>

View Participating Districts

State Alliances

Select a state to visit their alliance website.

Select a State

Data Privacy Agreement

Search the Database

Examine student data privacy agreement information from across the state.

Quick Stats

We are overflowing with participation. Why not join us?

Learn how you can be a member >>

Vermont Stats

# of Districts Participating: 58

# of Agreements Statewide: 90

VERMONT SCHOOL BOARDS ASSOCIATION

VERMONT AGENCY OF EDUCATION

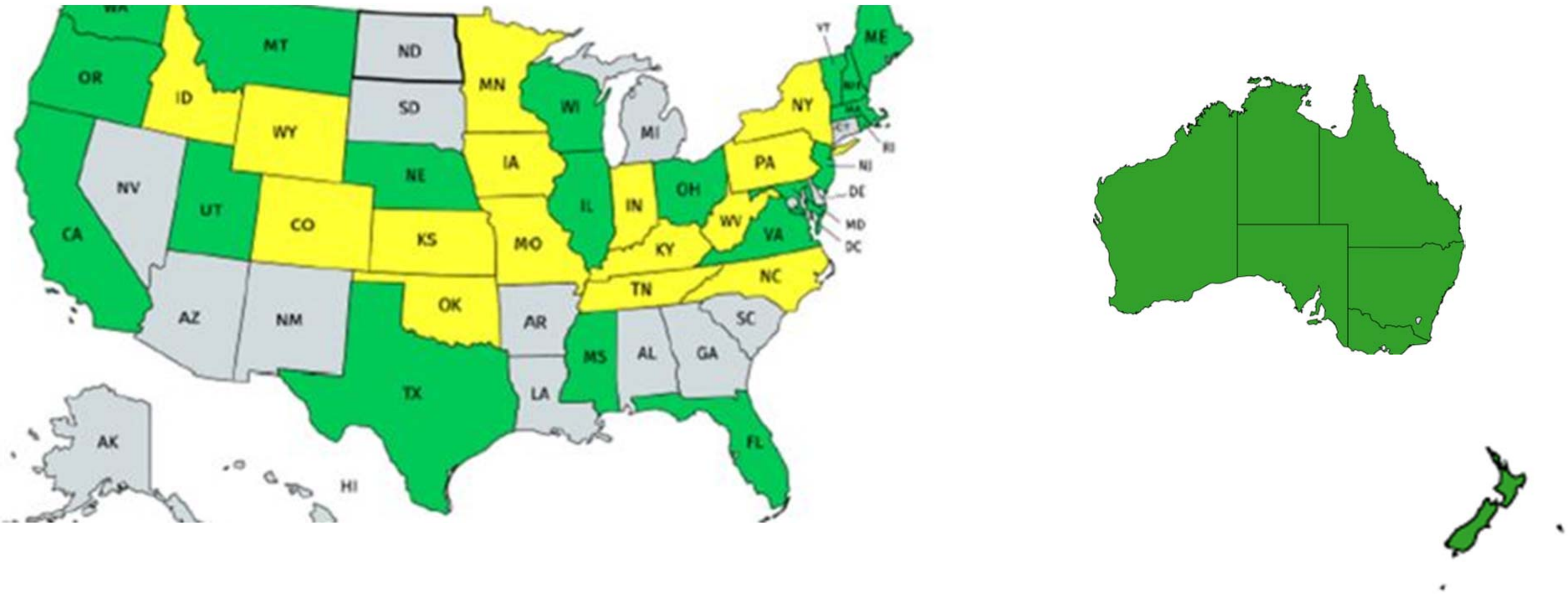
Vermont has joined the Student Data Privacy Consortium

Student Data Privacy Consortium

- Work begun in 2018…. Small group involved
- Created a model “contract” based on other state work
- Reviewed, supported by VT School Board Association*, Superintendents Association*
- Reviewed internally at Agency of Education--requires that use of the model policy is reviewed at local level by local counsel
- Initial model can be used by local districts to assist in structuring data collection parameters that are conducive to all…
- Nationally, companies are already familiar with this … Privacy Pledge

Student Data Privacy Consortium

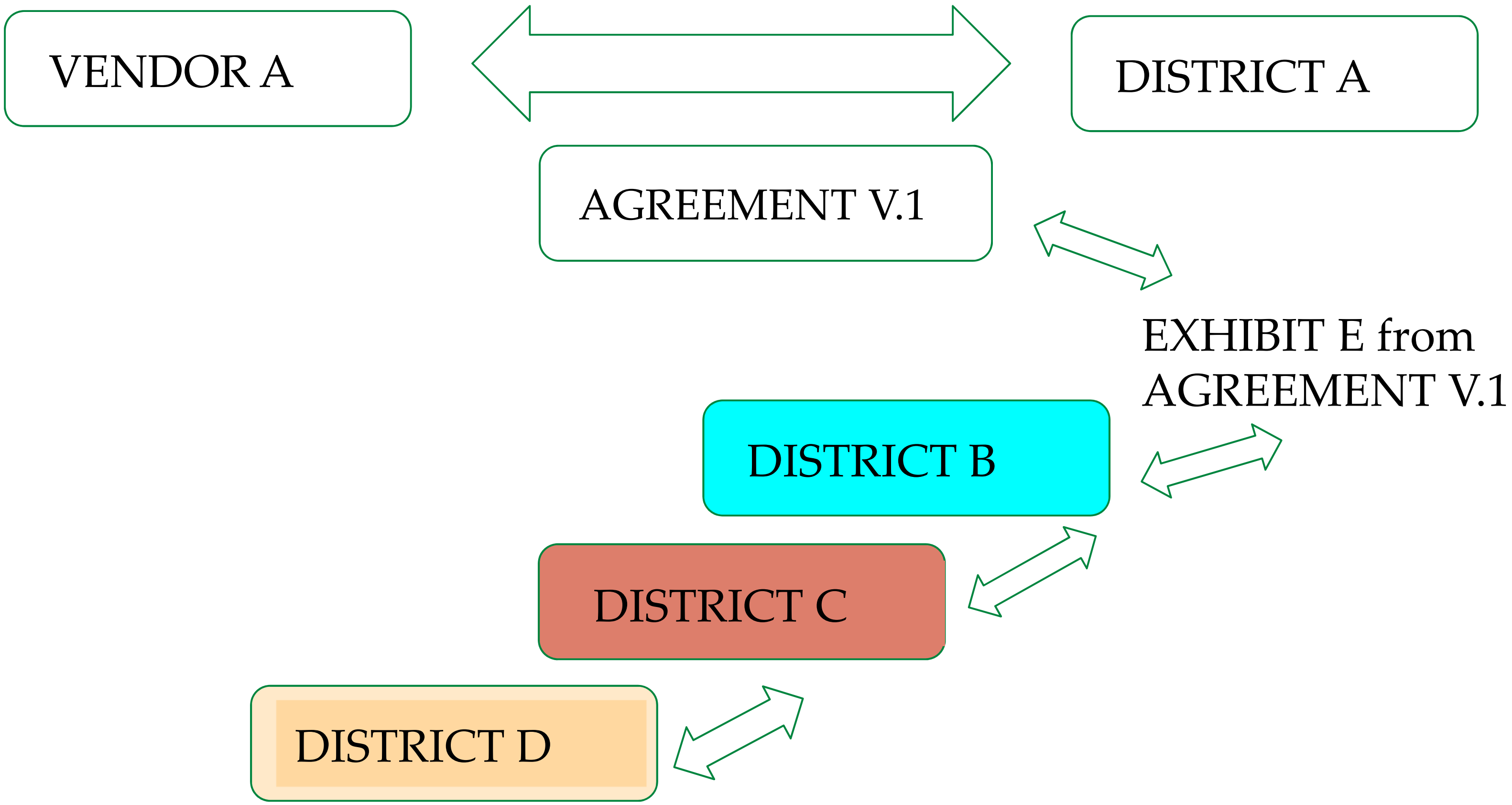
Alliances, Alliances, …..



SDPC State/Territory Alliances (Green) and in Process (Yellow)

Currently 30 million Students Impacted by over 1250 Applications!

How does it work?



VENDOR A

DISTRICT A

AGREEMENT V.1

EXHIBIT E from AGREEMENT V.1

DISTRICT B

DISTRICT C

DISTRICT D

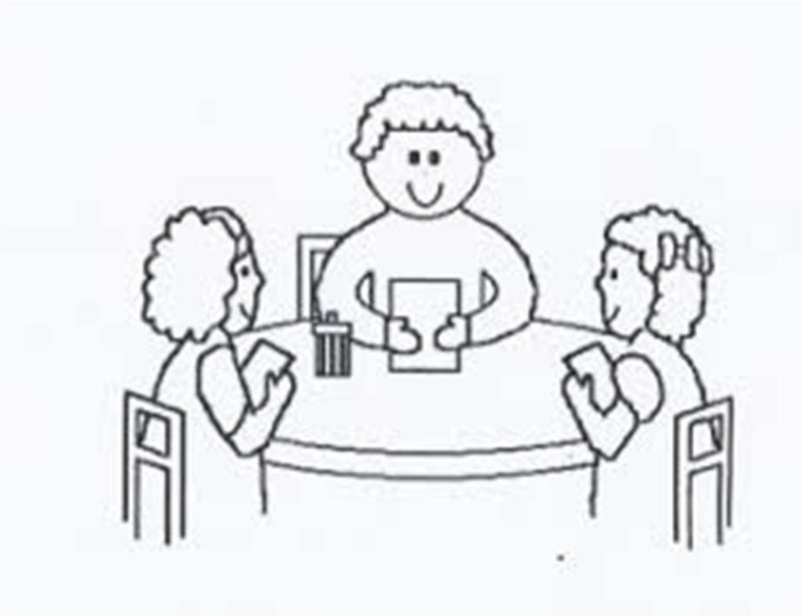
Our VT group-- our work so far

- 30 districts are "members"
- Master List-- A number of common apps
    - Goals- 10-15 high value apps/tools per year in the system
- Working to build understanding and common framing around policy for school districts
- VTSPA Agreements up for everyone in the State
- Encourage your Technology Director/Coordinator to get on board

Resources

- Parent Letter
- Vendor Letter
- On Boarding Guide
  - new website
- Almost 3000 apps and tools

- Let's take a brief tour….



- How do we balance a process for vetting while keeping educators engaged?
- IF we raise the flag on these issues-- how high?
- Balance is key-- in communication, in policy

Data Privacy in Vermont – S.110

- Data Privacy Bill as passed by Senate addresses student data privacy.
- “Operator” prohibitions:
  - “targeted advertising” based on information acquired through use of the operator’s site, service or application for PreK-12 school purposes
  - using information to amass a profile about a student
  - selling, bartering or renting student information
  - disclosing covered information (exceptions apply)

S.110 – Operator Duty #1:

maintain reasonable security procedures, designed to protect covered information from unauthorized access, destruction, use, modification or disclosure

S.110 – Operator Duty #2:

delete, within a reasonable time period, a students covered information if the school district requests deletion of covered information

S. 110 – Operator Duty #2

publicly disclose and provide school with material information about the collection, use and disclosure of covered information, including publishing a term of service agreement, privacy policy, or similar document

QUESTIONS?

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Student Data Privacy

The Power of Visibility

Data analytics tools give you the visibility you need to transform data into **meaningful and actionable insights**.

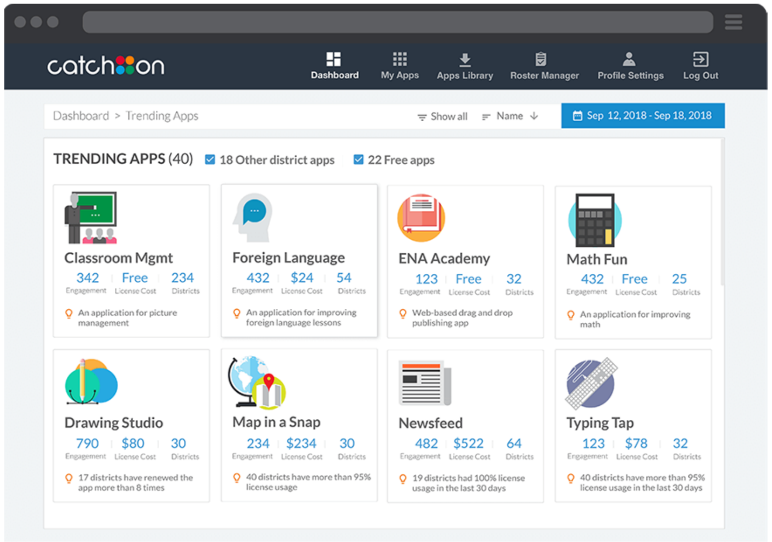
With **up-to-the-minute data analysis**, your district can make informed decisions about key components of EdTech integration, including:

- Digital Curriculum
- Professional Development
- Investment
- Student Data Privacy

What’s Appening on Your Devices?

- Leveraging data analytics, district leaders can improve digital curriculum management in a variety of ways:

- **Evaluate** usage trends on all digital learning applications.
- **Review** important classroom apps to ensure they are being used effectively.
- **Explore** trending, high-performing tools across your district.
- **Validate** effective instructional practices.
- **Discover** free or previously unknown apps.



TRENDING APPS (40) ☑ 18 Other district apps ☑ 22 Free apps

App	Engagement	License Cost	Districts	Note
Classroom Mgmt	342	Free	234	An application for picture management
Foreign Language	432	$24	54	An application for improving foreign language lessons
ENA Academy	123	Free	32	Web-based drag and drop publishing app
Math Fun	432	Free	25	An application for improving math
Drawing Studio	790	$80	30	17 districts have renewed the app more than 8 times
Map in a Snap	234	$234	30	40 districts have more than 95% license usage
Newsfeed	482	$522	64	19 districts had 100% license usage in the last 30 days
Typing Tap	123	$78	32	40 districts have more than 95% license usage in the last 30 days

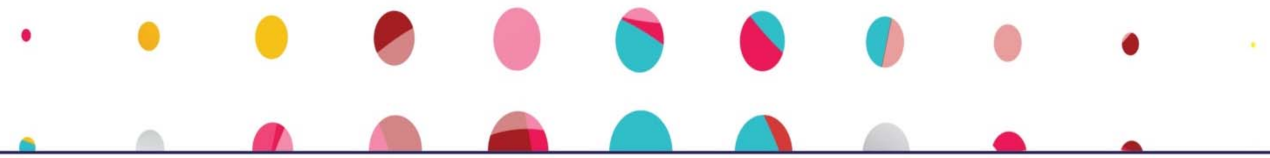
Monitoring App Security

It is imperative that district leaders remain **vigilant and mindful** of the learning tools being used by your classrooms.

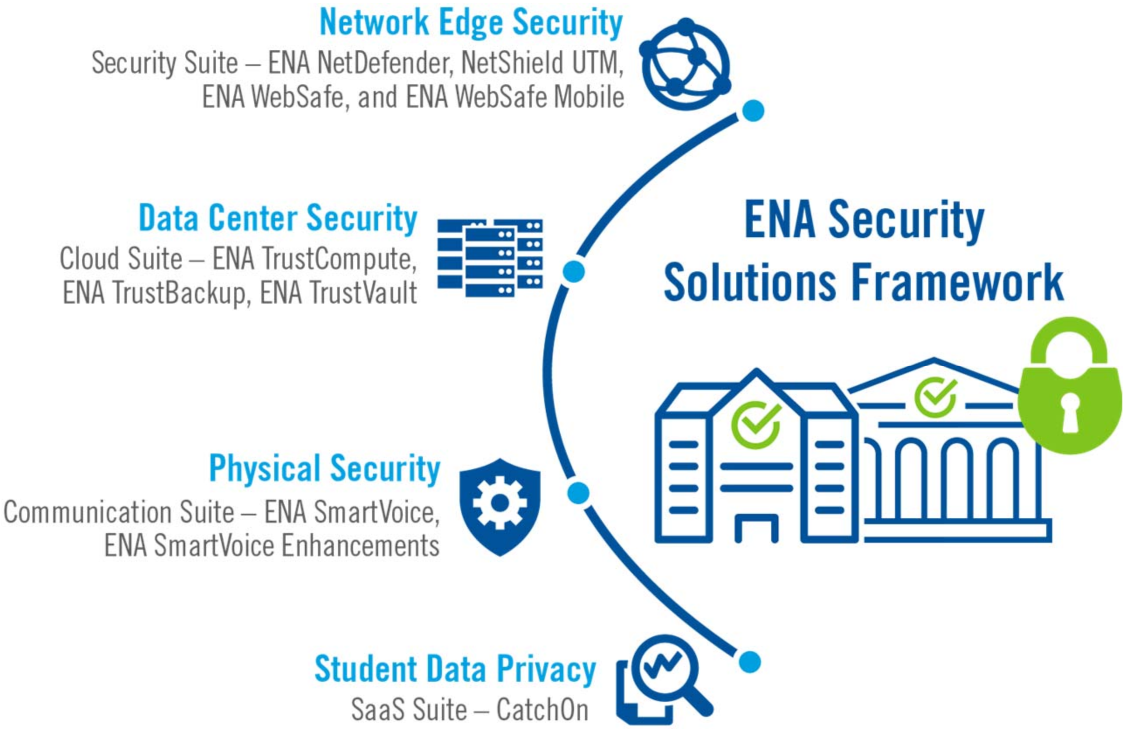
- Many developers use open source, standardized privacy policies.
  - Generic, piecemeal approaches to student data privacy policies can jeopardize your student data.
- According to the Washington Post, many apps targeted at kids fail to protect their data—often sending personally identifiable information (PII) to third-party advertisers.

Safeguarding Student Data Privacy

- **Monitor and track every online resource** being used in your classrooms—even those that haven’t been purchased or approved by the district.
- Review all software applications access on your devices to verify that providers **prioritize student data privacy** and work to protect it.
- Maintain a list of vetted and approved apps that comply with standards defined in the **Children’s Online Privacy Protection Act**.



ENA and CatchOn’s Holistic Approach to Security



Network Edge Security
Security Suite – ENA NetDefender, NetShield UTM, ENA WebSafe, and ENA WebSafe Mobile

Data Center Security
Cloud Suite – ENA TrustCompute, ENA TrustBackup, ENA TrustVault

Physical Security
Communication Suite – ENA SmartVoice, ENA SmartVoice Enhancements

Student Data Privacy
SaaS Suite – CatchOn

ENA Security Solutions Framework

QUESTIONS?

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