



Student Privacy: Why Are We Here?







Personal Photo











About FPF

- ▶ FPF is a non-profit organization that serves as a catalyst for privacy leadership and scholarship, advancing principled data practices in support of emerging technologies
- ▶ We are “data optimists.”
- ▶ FPF brings together industry, academics, consumers advocacy, and other thought leaders to explore the challenges posed by technological innovation and develop privacy protections, ethical norms, and actionable solutions and best practices.

The Educator's
Guide To
**STUDENT
DATA PRIVACY**

by
Kerry Gallagher, Larry Magid, and Kobie Pruitt

ConnectSafely
Smart Socializing Starts Here™

FUTURE OF
PRIVACY
FORUM

**FPF Guide to Protecting
Student Data Under SOPIPA:**

For K-12 School Administrators
and Ed Tech Vendors

**Law Enforcement Access to
Student Records**
A Guide for School Administrators
& Ed Tech Service Providers

September 2017

By Amelia Vance and Sarah Williamson

number, or email—if students or parents do not opt
out of these disclosures at the beginning of the year.

**STUDENT DATA:
TRUST, TRANSPARENCY,
AND THE ROLE OF CONSENT**

**19 Times Data Analysis
Empowered Students and Schools**
Which Students Succeed and Why?



A Parents' Guide to
**Student
Data Privacy**

ConnectSafely
Smart Socializing Starts Here™

FPF
THE FUTURE OF
PRIVACY FORUM

PTA
everychild.onevoice.

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**BEYOND ONE CLASSROOM:
PARENTAL SUPPORT FOR TECHNOLOGY
AND DATA USE IN SCHOOLS**



FUTURE OF
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FORUM

**De-Identification
& Student Data**



FUTURE OF
PRIVACY
FORUM

for
STUDENTS*for*
PARENTS*for*
EDUCATORS*for*
LEAS*for*
SEAS*for*
HIGHER ED*for*
ED TECH*for*
POLICYMAKERS

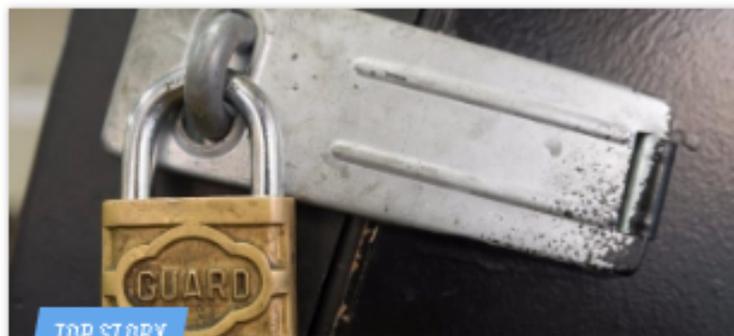
BLOG

RESOURCES

ABOUT

FERPAISherpa – named after the core federal law that governs education privacy – is the education privacy resource center. Check out FERPAISherpa's [resource search center](#), our [blog](#), and pages with specific information and guidance for [parents](#), [students](#), [educators](#), [LEAs](#), [SEAs](#), [higher ed](#), [ed tech](#), and [policymakers](#)!

LATEST NEWS



TOP STORY

OCTOBER 6, 2017

The Top 10: Student Privacy



TOP STORY

SEPTEMBER 25, 2017

Law Enforcement Access to

THE LATEST BLOGS

BLOG

The Top 10: Student Privacy News (September 2017)

OCTOBER 6, 2017

The Future of Privacy Forum tracks student privacy news very closely, and shares relevant news stories with our newsletter subscribers. Approximately every month, we post "The Top 10," a blog with our top student privacy stories. [More](#)

BLOG

Law Enforcement Access to Student Records: What Is the Law?

SEPTEMBER 25, 2017

**What Are
The
Stakes?**

Landscape of Student Privacy Concerns







HISTORIC
LEWISVILLE,
LOUISIANA
TOUR

File Edit Goodies Font FontSize Style
untitled
old
school

Galileo's
Daughter
The
Mist
The
Mist

THE

CLOUD

the connected learner



**Internet
ACCESS
HERE**



Privacy Policy

We are committed to protecting and respecting your privacy. This policy sets out the ways in which we collect and use your personal data, and how we ensure it is secure. It also explains how you can control your personal data and how we can contact you about our services. We will not share your personal data with any third parties without your consent.

Our policy applies to all personal data that we collect, store, use, disclose, transfer, or otherwise process. This includes data that you provide to us, data that we collect from you or on your behalf, and data that we receive from other sources. We will only use your personal data for the purposes set out in this policy, and we will not use it for any other purpose without your consent.

We will only share your personal data with other companies, organizations, or individuals if we have your consent or if it is necessary for us to do so in order to provide our services to you. We will only share your personal data with other companies, organizations, or individuals if we have your consent or if it is necessary for us to do so in order to provide our services to you.

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Coláiste na Tríonóide Baile Átha Cliath
Trinity College Dublin

Informational sign containing a map of the college campus, text in Irish and English, and a QR code.





StoryMoon





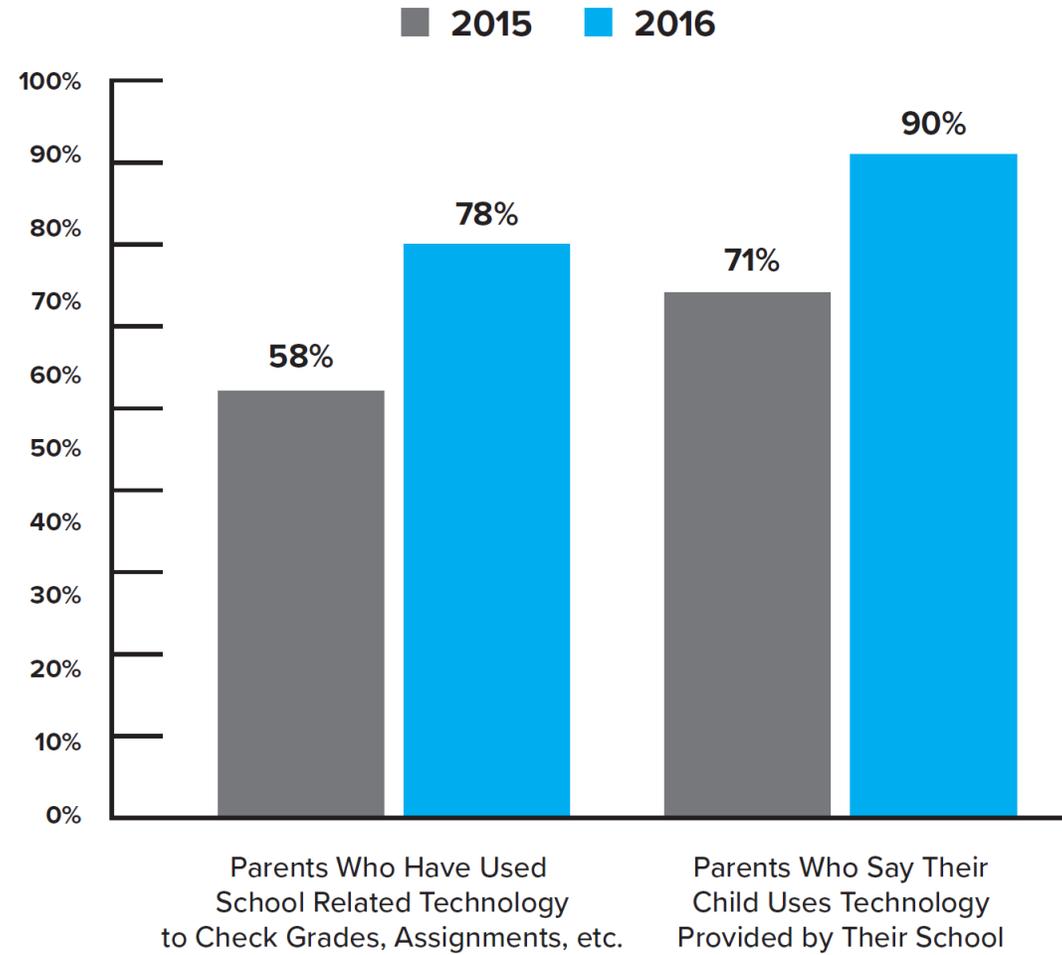




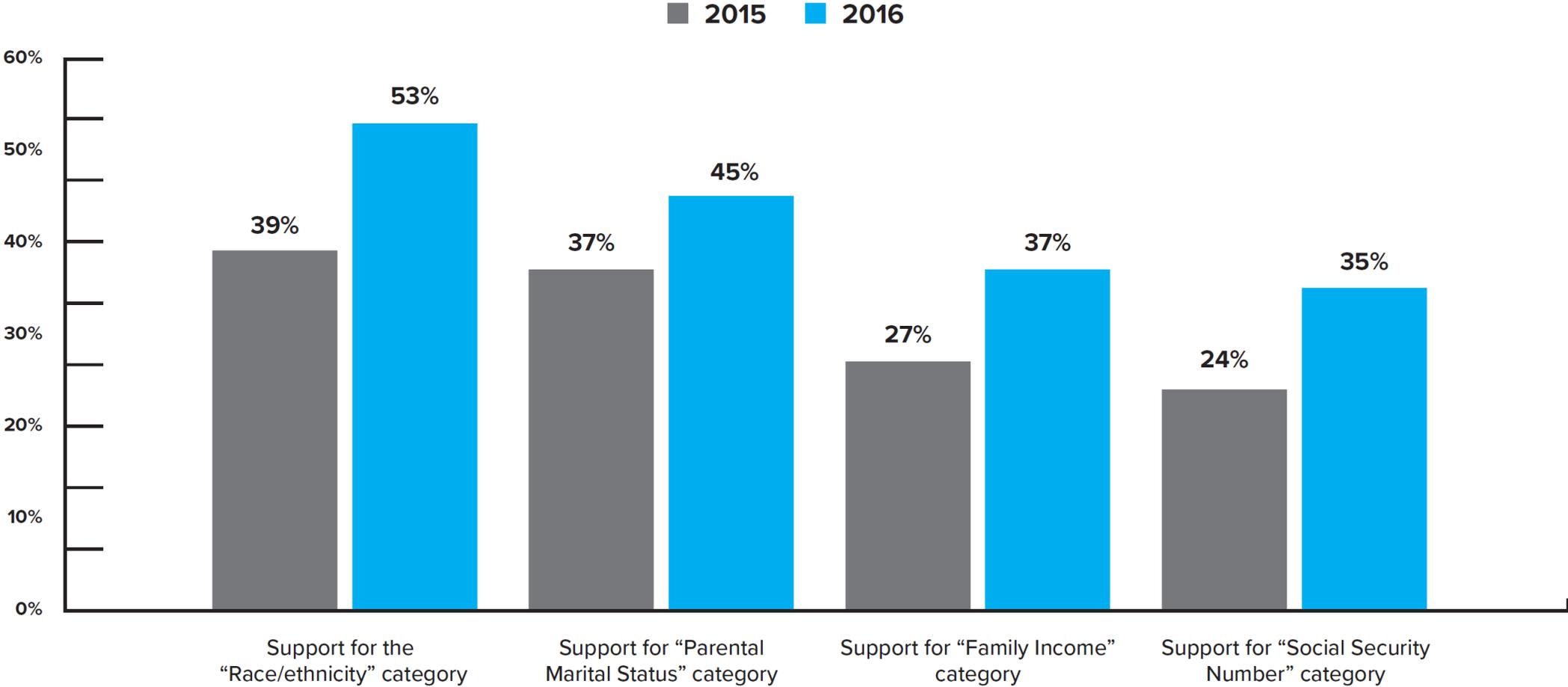
BEYOND ONE CLASSROOM: **PARENTAL SUPPORT FOR TECHNOLOGY** **AND DATA USE IN SCHOOLS**



TECHNOLOGY USE IN SCHOOLS

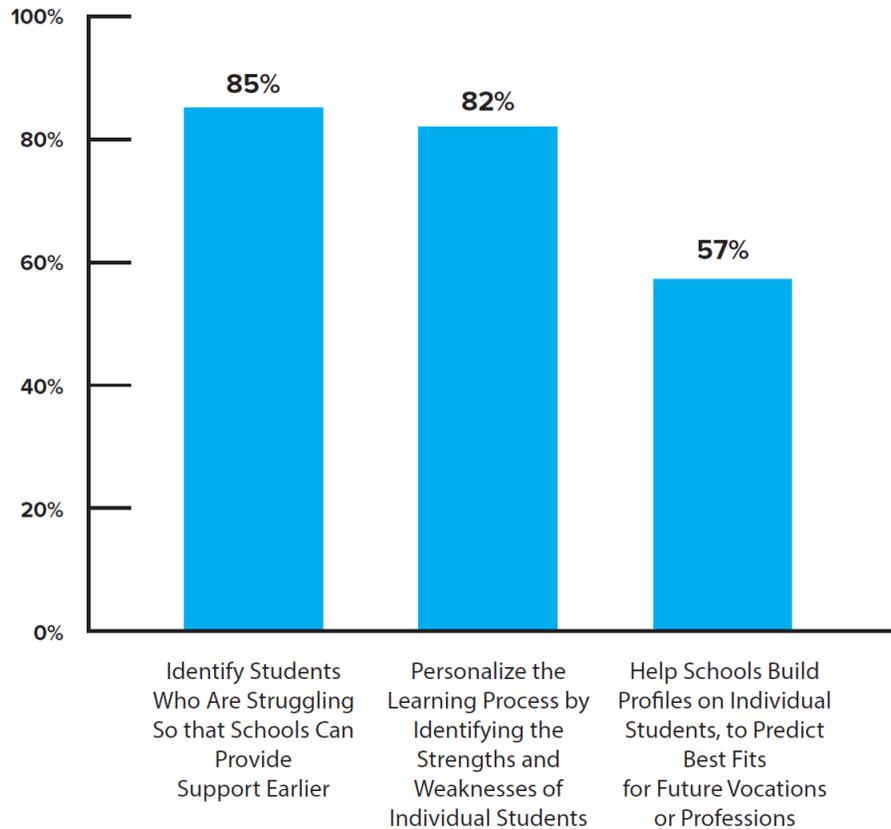


TYPES OF INFORMATION



TYPES OF INFORMATION

According to most parents, the most convincing reasons to use *individual student information* are to:



Communicating and demonstrating these additional benefits to parents is key to establishing and maintaining trust in an ongoing relationship between parents, their communities, and the schools and vendors that serve them.



Data Thief – Hacker – Cyber Criminal by Blue Coat Photos

Security

- ▶ More than seven in ten parents are comfortable with a properly protected electronic education record being created for their children (71%) and believe that this kind of record would be a valuable tool for improving their children's educational opportunities (77%).
- ▶ Over 8 in 10 parents are *more likely* to support collecting and using data in an electronic record if:
 - ▶ They know a school and/or educational service provider is required to ensure security (82%);
 - ▶ A school and/or educational service provider is required to use the electronic education record only for education purposes (84%).

Parents Worry About Security + Disclosure

- ▶ The majority of parents have security and privacy concerns, primarily that:
 - ▶ Their child's electronic education record could be hacked or stolen (84%);
 - ▶ An electronic education record could be used against their child by a college or an employer (68%).



PRIVACY AND SECURITY FANATIC

By Ms. Smith, CSO | OCT 9, 2017 8:46 AM PT

About

Ms. Smith (not her real name) is a freelancer and programmer with a special and personal interest in IT privacy and security.



PHOTO ILLUSTRATION BY THE DAILY BEAST

NEWS

Dark Overlord hacks schools across U.S., t threats against kids to parents

Schools in Iowa, Montana, Texas and Alabama were hacked, and threats of violence against kids were texted to parents.



TELEPHONE TERRORISM



'Dark Overlord' Hackers Text Death Threats to Students, Then Dump Voicemails From Victims



The same hackers who tried to extort Netflix have moved onto another

Des Moines Register

THE USA TODAY NETWORK



The Washington Post
Democracy Dies in Darkness

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Answer Sheet • Analysis

Education Department warns of new hacker threat as 'Dark Overlord' claims credit for attacks on school districts

By Valerie Strauss and Moriah Balingit | October 26



57

1



'Dark Overlord' hackers posted stolen student info, Johnston officials say

Linh Ta and Jason Clayworth, Des Moines Register | Published 1:06 p.m. CT Oct. 5, 2017 | Updated 6:59 p.m. CT Oct. 5, 2017



Dennis McDaniel
Chief of Police, Johnston

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TOP VIDEOS



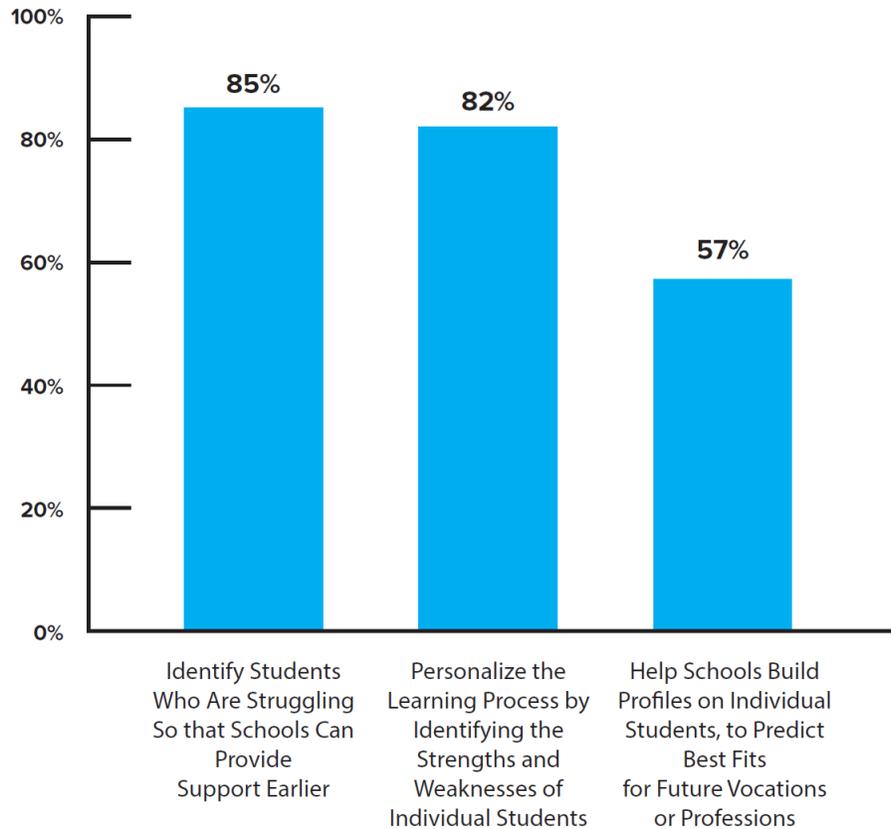
**Nearly all parents (94%)
believe they should be
informed with whom and for
what purpose their child's
record is being shared.**

**How Do
We Fix It?**

Top 3 Steps for Schools

TYPES OF INFORMATION

According to most parents, the most convincing reasons to use *individual student information* are to:



Communicating and demonstrating these additional benefits to parents is key to establishing and maintaining trust in an ongoing relationship between parents, their communities, and the schools and vendors that serve them.

Transparency is **VITAL** to build trust

- ▶ Schools, districts, and states have not always done a good job explaining to parents the vital role data plays in education, and this lack of communication has frayed the trust between parents and students.
- ▶ If LEAs and SEAs do not take the lead in being transparent, legislatures will pass laws requiring transparency – often in ways that may be burdensome (and not particularly useful to parents).
- ▶ In the absence of being transparent...

Who can access K-12 students' personal data? No one really knows

MICHELLE MALKIN
Look who's data-mining your toddlers

The New York Times

With Tech Taking Over in Schools, Worries Rise

Teachers use behavior management systems to dole out positive and negative feedback in real time. Each child's status may be visible to the class. Behavior data can be used to create reports for administrators.

student IDs, can make it possible to track students' movements on and off the bus and in school buildings, potentially sensitive information.

Common Core: Data Collection from Cradle to Adulthood

Data analytics programs record key stroke, and students make while digital materials. used to create

POLITICO

Data mining your children

School discipline, grades, at-risk status, social and psychological

Grooming Students for a Lifetime of Surveillance

The New York Times

Student Data Collection Is Out of Control

grades may be based how hard a student works out.

Student Privacy in Peril: Massive Data Gathering With Inadequate Privacy and Security

HUFF POST EDUCATION

Basic student data is sent to state education departments. Some states also gather info on pregnancy, homelessness, and bullying. Some states send students into the

POLITICO

Big Brother: Meet the Parents

School-issued devices like laptops contain location-tracking technology that may monitor activity on password-protected sites, including webmail and social media.

What is Transparency?

- ▶ Explaining the “why, what, who, and how” of data collection:
 - ▶ Why is data collected?
 - ▶ What data is collected?
 - ▶ Who is able to access or use my child’s data?
 - ▶ How is the data protected?



What is Transparency?

- ▶ Make the data easy to find and understand – the “Grandma” Test



<https://www.flickr.com/photos/kimsandiego/8168063548>

It Can (and Should) Be Simple...

The screenshot shows a web browser window with the address bar displaying <https://sites.google.com/a/ccpsnet.net/anytime-anywhere-learning/privacy>. The browser's toolbar includes navigation icons, a search bar, and various extension icons. The website header features the logo for 'Anytime, Anywhere Learning' and a search bar. The navigation menu includes links for 'ABOUT', 'I'M A STUDENT', 'FAQ', 'I'M A PARENT', 'CURRICULUM', and 'PRIVACY'. The main content area contains a paragraph stating: 'Chesterfield County Public Schools is serious about the privacy of student data and wants to make efforts to preserve student privacy as transparent as possible. To learn more, click these icons:'. Below this text are four buttons: 'CCPS Apps & Privacy' (with an icon of a box of apps), 'Privacy FAQs' (with an icon of a colorful circle with letters A, F, Q), 'Privacy Policies & Guidelines' (with a padlock icon), and 'Ask a Question' (with a question mark icon). The footer contains contact information for Chesterfield County Public Schools and a footer bar with links for 'Sign in', 'Report Abuse', 'Print Page', and 'Powered By Google Sites'.

<https://sites.google.com/a/ccpsnet.net/anytime-anywhere-learning/privacy>

Anytime, Anywhere Learning

[ABOUT](#) [I'M A STUDENT](#) [FAQ](#) [I'M A PARENT](#) [CURRICULUM](#) [PRIVACY](#)

Chesterfield County Public Schools is serious about the privacy of student data and wants to make efforts to preserve student privacy as transparent as possible. To learn more, click these icons:

[CCPS Apps & Privacy](#) [Privacy FAQs](#)

[Privacy Policies & Guidelines](#) [Ask a Question](#)

Chesterfield County Public Schools
P.O. Box 10, Chesterfield, VA 23832
(804) 748-1405

[Sign in](#) | [Report Abuse](#) | [Print Page](#) | Powered By [Google Sites](#)

Vendor Monitoring

- ▶ Limit data use for non-educational purposes
- ▶ Contract provisions for data use/storage



Photo Credit: Flickr user Brad Flickinger

Trust Yer Neighbor

But Brand Yer Cattle

Privacy Policy

We are committed to protecting and respecting your privacy. This policy sets out the way we collect, store, use and share your personal information. It also explains how you can control your personal information and how we can contact you about our services.

We will only use your personal information for the purposes set out in this policy, unless we have your permission or the law allows us to do so. We will not pass your personal information to any third party without your consent, unless we are required to do so by law.

We will keep your personal information for no longer than we need it for the purposes set out in this policy. We will delete or anonymise your personal information when it is no longer needed for the purposes set out in this policy.

If you have any questions about this policy, please contact us at [email address].



Training is Essential

- ▶ Anyone who handles data should know how to protect those data.
- ▶ Provisions for training appear in only 18 of the more than 400 bills introduced since 2014.

Human
error is a
factor in

95%



of data
security
incidents

Ask Before You App

http://www.f3law.com/resources.php?id=155&rs_id=69

Ask Before You App

Video Tool: Keeping an Eye on Privacy

Integrating educational apps and tools safely, responsibly, and effectively can be a challenge. This short video provides guidelines for today's education professionals. It is a handy reference for classroom teachers and as a training tool for professional development.



Coming Soon...





Override

```
public void writeToParcel(Parcel out, int flags) {  
    super.writeToParcel(out, flags);  
    out.writeStringiceTab
```

Override

```
public String toString() {
```

Thank You

avance@fpf.org



- ❖ www.fpf.org
- ❖ facebook.com/futureofprivacy
- ❖ [@futureofprivacy](https://twitter.com/futureofprivacy)

