

Vetting Education Apps

Tips for teachers and teacher trainers

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Session Objectives

1. Define PII and identify when an app is requiring PII
2. Conduct a basic evaluation of an app's privacy policy

FERPA

Rights and
protections since
1974



FERPA

Requires
educational
records be kept
confidential



FERPA

Requires parents to have access to all education records upon request



21st Century FERPA

How does the digital age impact student privacy and parent rights?



New Protections in Law

Utah Student Data
Privacy Act extends
FERPA protections

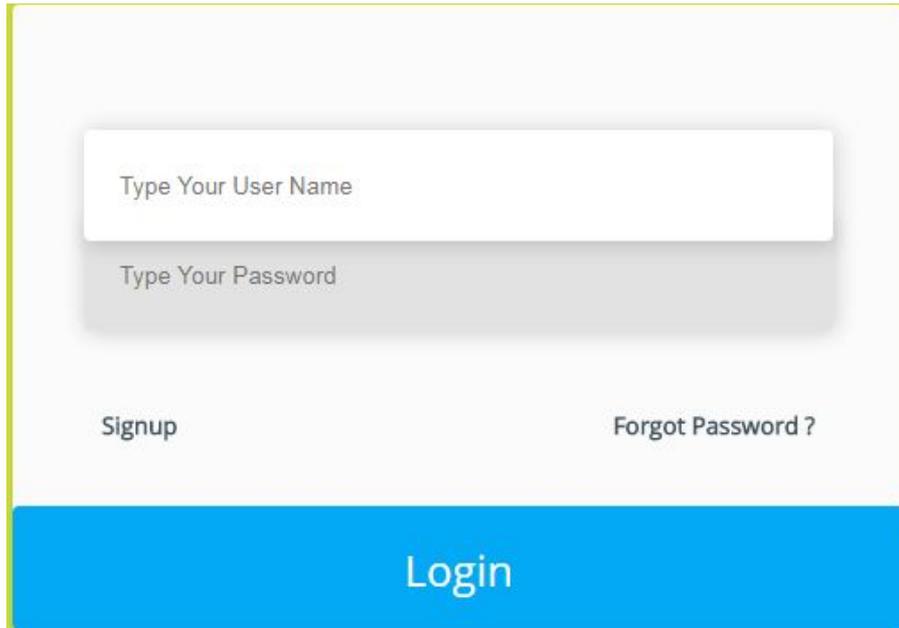


**What are
teachers
obligations
under the law?**

- 1. Recognize when apps ask for user information**
- 2. Recognize when that information is PII**
- 3. Vet apps that ask for PII**
- 4. Keep PII secure**

- 1. Recognize when apps ask for user information**
- 2. Recognize when that information is PII**
- 3. Vet apps that ask for PII**
- 4. Keep PII secure**

Recognize when an app is asking for user information



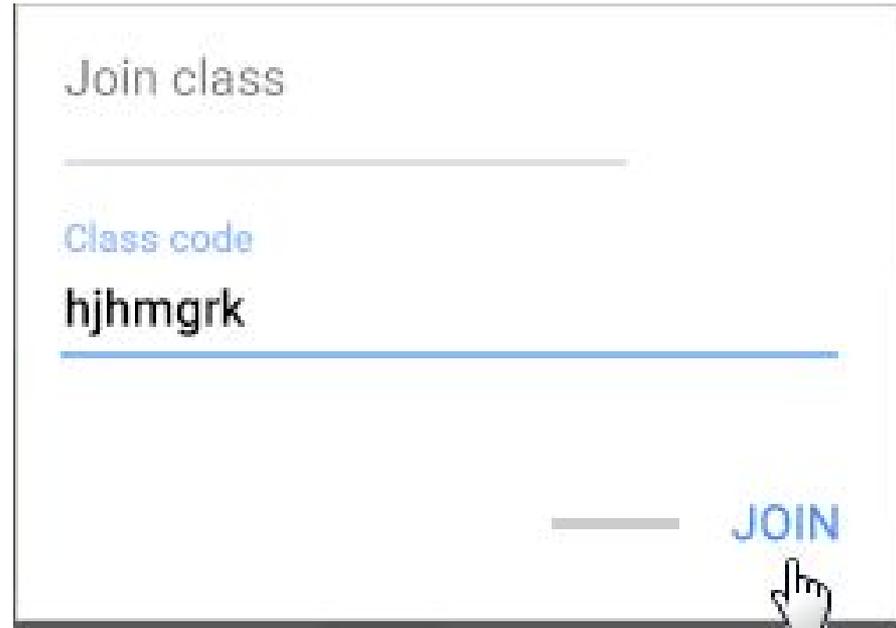
Type Your User Name

Type Your Password

Signup

Forgot Password ?

Login



Join class

Class code

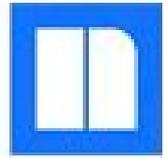
hjhmgrk

JOIN

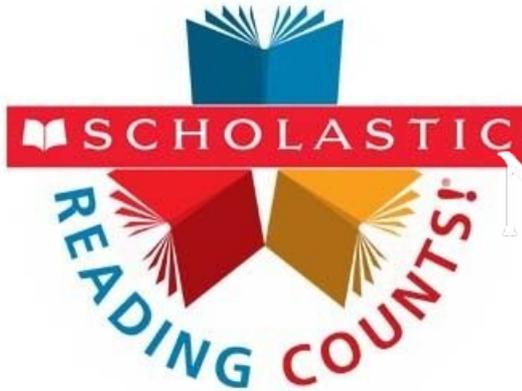
**Recognize
when an app is
asking for user
information --
regardless of
platform**



Apps asking for user information



newsela

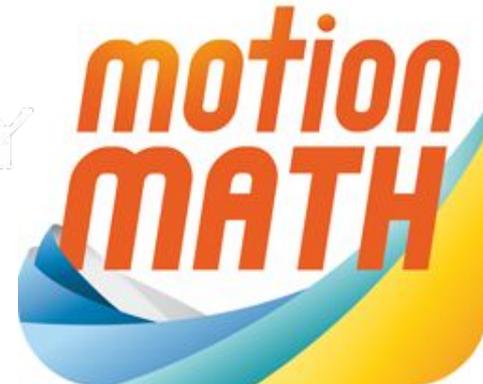
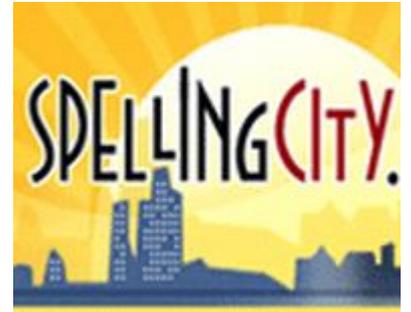


KHAN
ACADEMY

NIAGARA UNIVERSITY



canvas



Who ISN'T asking for user info?



Smithsonian Education



National Library of Virtual Manipulatives

Click here to visit the new  NLVM website!

Utah State UNIVERSITY



Case Study: World Factbook

Please select a country to view

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The World Factbook provides information on the history, people, government, economy, geography, communications, transportation, military, and transnational issues for 267 world entities. Our Reference tab includes: maps of the major world regions, as well as Flags of the World, a Physical Map of the World, a Political Map of the World, a World Oceans map, and a Standard Time Zones of the World map.

SELECT A REGION OR CONTINENT



Case Study: Oddizzi



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If you're looking for primary geography resources tailored to helping you teach and your class learn, then look no further. Oddizzi's learning content and tools immerse children in the real world, and we cover primary geography topics, whatever curriculum you use.

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Case Study: Geoguesser

The screenshot shows the Geoguesser game interface. At the top left is the "GEOGUESSR" logo. At the top right, it displays "ROUND 2 / 5" and "SCORE 2784", with "SIGN UP" and "LOG IN" buttons. The main view is a Google Street View of a rural landscape with a road, a guardrail, and a line of trees. Two white arrows point to a specific spot in the field. On the left side, there are navigation icons: a compass, a location pin, a flag, and zoom in/out buttons. On the right side, there is a small map inset showing the current location on a world map, with "Map data ©2017" and "Terms of Use" text below it. A "MAKE GUESS" button is located at the bottom right of the map inset. The "Google" logo is visible in the bottom left corner of the street view.

CELESTIAL SEASONINGS THE MAGIC of TEA  SHOP NOW

GeoGuessr PRO
Get rid of ads, build your own maps and more!

[TRY IT FOR FREE!](#)

Case study: HistoryPin

historypin

Explore Historypin

Collections

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First World War Centenary



First World War Centenary

Explore how communities are investigating and commemorating the impact of the First World War.



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Continue

- 1. Recognize when apps ask for user information**
- 2. Recognize when that information is PII**
- 3. Vet apps that ask for PII**
- 4. Keep PII secure**

Recognize Personally Identifiable Information (PII)

Traditional PII

Names, Family info

Contact info

ID numbers, SSN

Health, IEP, 504 info

21st Century PII

Biometric data

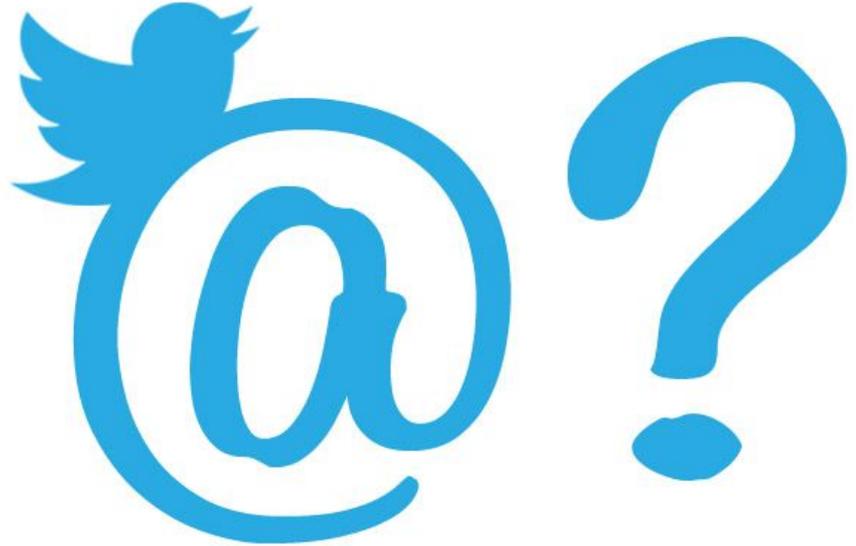
Social media usernames, aliases

Personal identifier + device identifier
(i.e. cookies, tracking data)

21st Century PII: Can the app remember who's who?

- Student user accounts

- Student data saved across sessions



Recognize PII → Review Privacy

Full names

School ID numbers

Social media usernames, aliases

Email address

Personal identifier + device
identifier (i.e. cookies, tracking
data)



Authorization-Only Data

Stand-alone parent consent required for biometric data



**If an app uses
PII, privacy
policy needs to
be vetted**

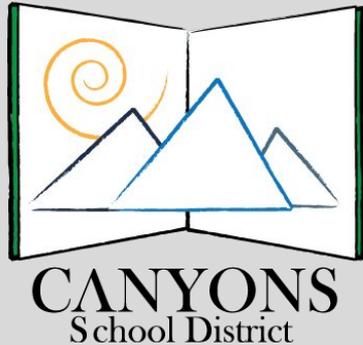
Who is responsible?

Statewide use



State

LEA-wide use



LEA

Schoolwide use



Admin

Classroom use



Teacher

Case study: Twiddla

No
usernames
No logins
No saved
data

The screenshot shows the Twiddla web application interface. The main whiteboard area contains the following text and drawings:

Here classes can learn and discuss together.

Image competing at math problems or sharina reports and help.

Handwritten in orange: $2 - 3 \times \frac{1}{2} = 26$

Handwritten in green: $X = 8$

The interface includes a toolbar at the top with various drawing tools (Whiteboard, Web Page, EtherPad, Document, Image, Browse, Select, Draw, Erase, Shapes, Text) and a sidebar on the right with controls for Invite, Join Audio, Edit Profile, and a list of users (guest9398). A welcome message is displayed in the sidebar:

Welcome to Twiddla!
Give out this link to invite people to this meeting:
<http://www.twiddla.com/843757>

This is a **public meeting**, so anybody can join just by typing in that URL. If you want, you can password protect it from the **room settings** menu.

guest9398
▶ <http://www.twiddla.com/addins/blank.html>

The bottom of the interface shows a navigation bar with tabs for Images, Documents, Widgets & Code, and Mathematical Formulas.

Case Study: Keyboarding Online

Student username +
password

Cookies deleted at end
of session



Keyboarding Online
.com

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Keyboarding Online

Login now to get started

School Login:

To review, enter: **demo**

(Same as Login) **School** Password:

To review, enter: **demo**

Sign in

[Forgot your login?](#)

The current time at the servers in Arizona is: **11:40 AM**

Case study: Nearpod

Username, no
password

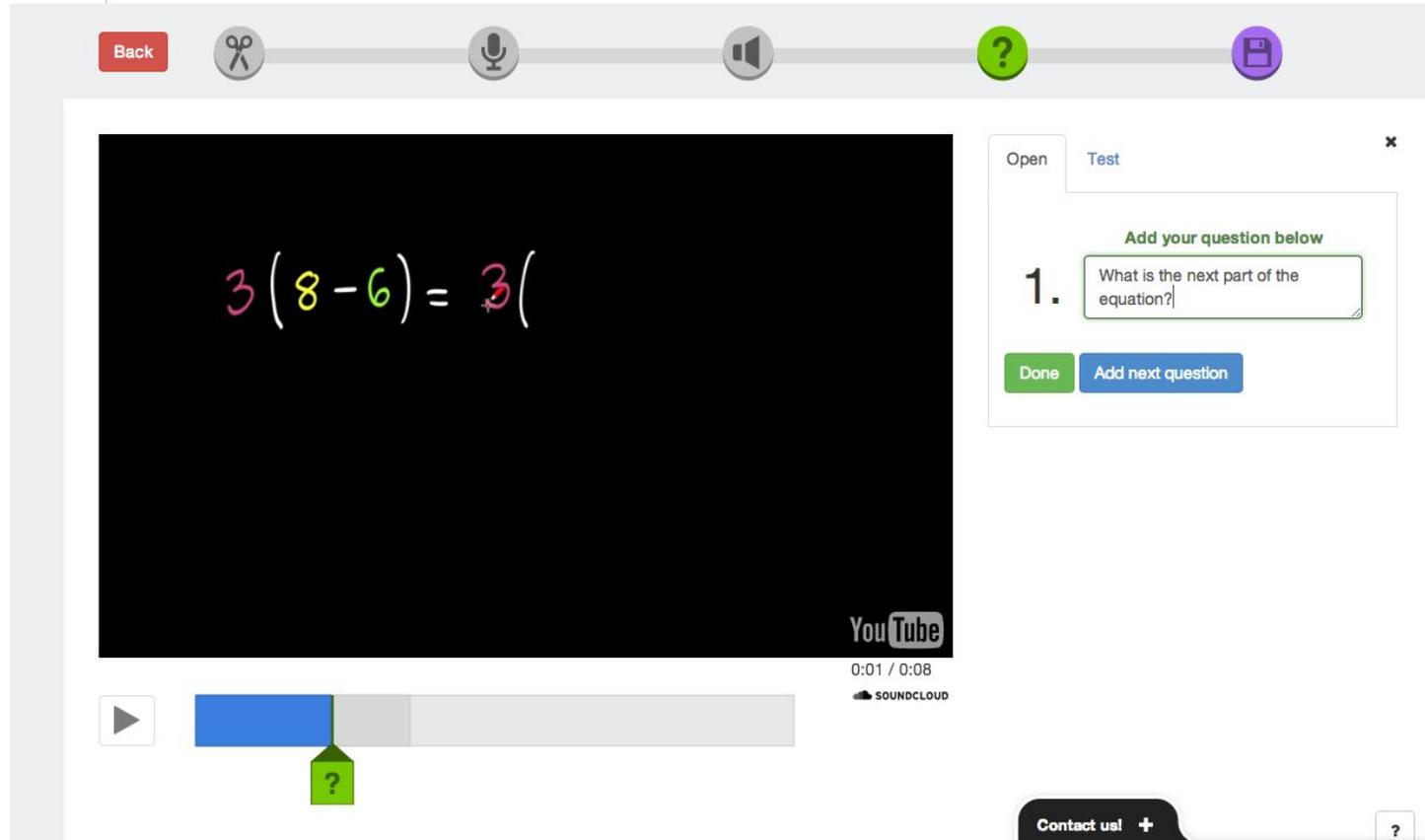
Device identifier
(non-cookie)



Case study: EDpuzzle

Requires
unique
username, a
password,
name and the
unique class
code

Deleted upon
request



The screenshot displays the EDpuzzle interface. At the top, there is a navigation bar with icons for Back, Scissors, Microphone, Speaker, a green question mark, and a Save icon. The main content area features a video player with a black background. The video shows the equation $3(8-6) = 3($ written in colorful chalk. Below the video is a progress bar with a play button on the left and a green question mark icon at the current position. The video player includes a YouTube logo and a progress indicator showing 0:01 / 0:08, with a SOUNDCLOUD logo below it. To the right of the video player is a sidebar with a 'Test' tab. Under the 'Test' tab, there is a section titled 'Add your question below'. A question is listed: '1. What is the next part of the equation?'. Below the question are two buttons: 'Done' and 'Add next question'.

Case study: Krypterion

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Online Proctoring

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The simple and secure way to deliver live, proctored exams online to your students and Test Takers.

More tech = more data

The companies that do the best job on managing a user's privacy will be the companies that ultimately are the most successful.

– Fred Wilson, tech investor



Go!

App does not collect PII, or app is contracted by state, district or school



Slow

App collects PII; check terms of service, privacy policy



Stop

App collects authorization-only data; get parent signatures

- 1. Recognize when apps ask for user information**
- 2. Recognize when that information is PII**
- 3. Vet apps that ask for PII**
- 4. Keep PII secure**

**What should we
expect from
privacy policies?**

Limit personal info collected

Minimum info required
to run the product

Write About Registration

Create a user name and password:

First Name *

Last Name

Email Address (Optional)

Username *

Choose a Password *

Confirm Password *

[CREATE MY FREE ACCOUNT](#)

Or

Register with your Google account:

 [Sign in with Google](#)

Limit personal info collected

“Showbie collects limited personal information from minor students, **only as needed for the operation and management of the Services provided by Showbie**, and only where that student’s school board, educational institution or teacher has contracted with Showbie to do so.”

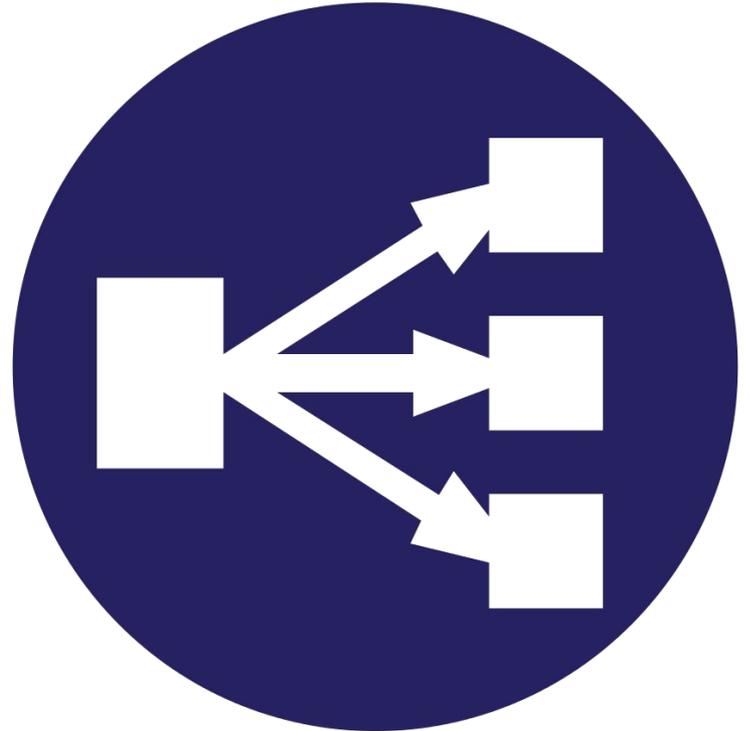


showbie

Specify where data goes

Third-party affiliates used for

- Storage
- Analytics
- Security
- etc



Specify where data goes

“We do work with vendors, service providers, and other partners to help us provide the Service by performing tasks on our behalf - we can’t build everything ourselves, after all! ...**Please see [here](#) for a list of the third parties we work with to provide the Service.**”



Protect from data sale, rental

Now very rare for edtech due to backlash, legislation



Protect from data sale, rental

“Nearpod will not use any personally identifiable information to advertise or market third party services to its users, and **does not sell or rent such information.**”

<https://nearpod.com/privacy-policy>



Ensure data deletion

What happens to data

- At the end of the year?
- When a student moves out?
- When a parent requests account deletion?



Ensure data deletion

“We will **delete or de-identify student personal information when it is no longer needed** or at the direction or request of a school.”

<https://site.classflow.com/about/privacy-policy.html>



Avoid targeted ads

Behavior tracking inside app for personalized learning = **OK**

Ads inside app = **OK**

Behavior tracking for personalized ads = **NOT OK**



Avoid targeted ads

“The advertiser may also use information regarding your use of the TeacherTube Sites, **such as the number of times you viewed an ad (but not any personally identifiable information), to determine which ads to deliver to you.**”

<http://www.teachertube.com/privacy-policy>



Assure parent access

Could parents be easily given a download, copy, or access to a student's data or work?



Assure parent access

This Children's Privacy Policy ... explains how each parent or guardian ("Parent" or "you") **may request the deletion of, or place certain restrictions on the collection, use, and disclosure of, your Child's personal information.**

NEWSELA

Read closely. Think critically. Be worldly.



Check for secure login

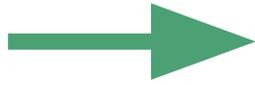
“Reasonable
data industry
best
practices” --
UT Student
Privacy Act



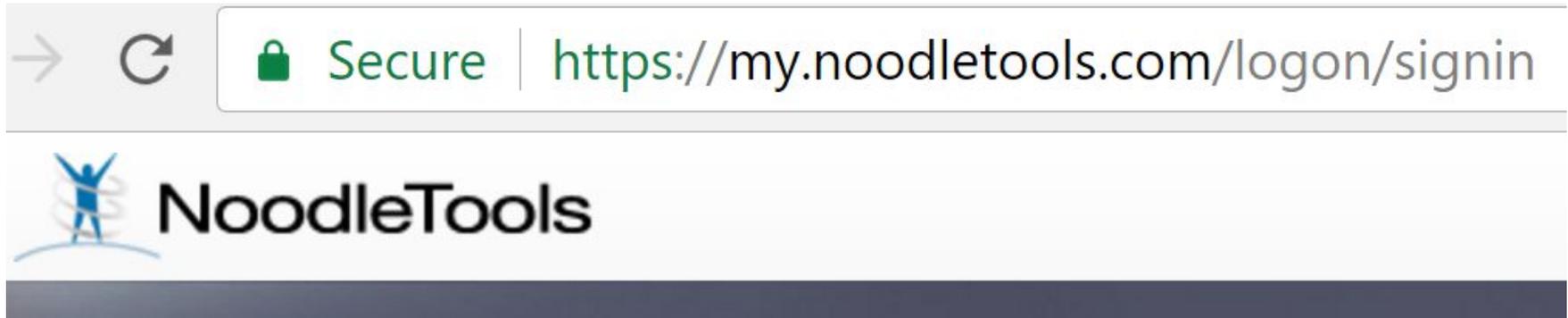
https://

Check for secure login

A year ago



Today



Don't re-identify the de-identified

- If an app claims to keep data de-identified, make sure it stays that way
- That claim should extend to all their third-party support vendors.



Don't re-identify the de-identified

CatchOn may use de-identified Data for product development, research, or other purposes. De-identified Data will have all direct and indirect personal identifiers removed. This includes, but is not limited to, name, identification numbers, dates of birth, demographic information, location information, and school identification. Further, CatchOn agrees not to attempt to re-identify de-identified Data and not to transfer de-identified Data to any party authorized to receive such Data pursuant to this Policy unless that party agrees not to attempt re-identification



Require notification of change

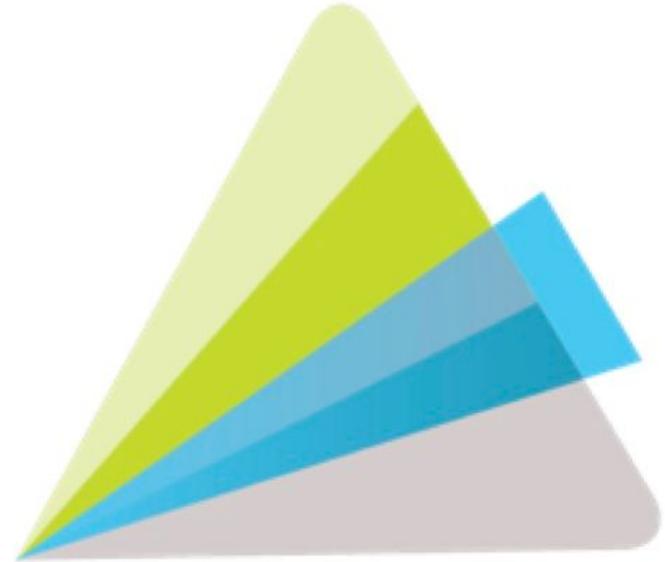
- Changes to privacy policy
- Sale of company



Require notification of change

“If Animoto Inc. is involved in a merger, acquisition, or sale of all or a portion of its assets, **you will be notified via email and/or a prominent notice on our Web site of any change in ownership or uses of your personal information**, as well as any choices you may have regarding your personally identifiable information.”

https://animoto.com/legal/privacy_policy



ANIMOTO

Expect consistent protection

- Company sale, merger, or acquisition
- Same privacy terms for new entity



Expect consistent protection

We may sell or transfer some of or all of the BrainRush business. As part of that sale or transfer, we may disclose your personally-identifying information to the acquiring organization, but **will require the acquiring organization to agree to protect the privacy of your personally-identifying information in a manner that is consistent with this Policy.**

<http://www.brainrush.com/privacy>



Quiz time

Case study: Scratch Jr

Click data + device
location

No usernames, accounts



Case study: Plickers

Students identified
by cards

Data saved to
teacher's account

Plickers

Verizon 3G 7:57 PM 23%

My Classes Demo Class

1.test question

50% total: 10

5 1 1 3
A B C D

#1	#2	#3	#4
A	D	D	D
#5	#6	#7	#8
A	A	A	B
#15	#16		
A	C		

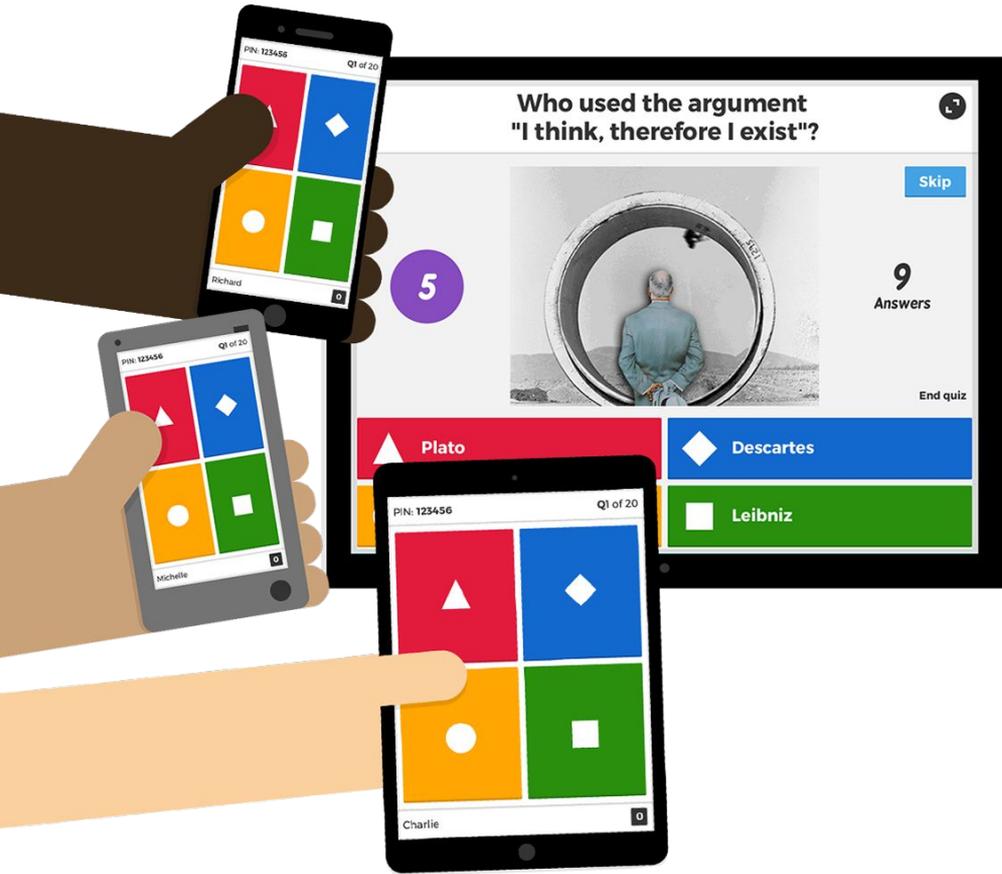
Verizon 11:20 AM Total: 9 (of 10)

Karen ... C	Marie P... C				
Tracy R... A	Michel ... A	2	1	6	0
Shann ... B	Mary Elle... C	A	B	C	D
Kristen ... C	Caryn T... C				

Slide Layout

Slide

Case study: Kahoot (player)



Students use a pin to access a game

No account setup, but aliases

Results cannot be deleted

Uses cookies to track players



Go!

App does not collect PII, or app is contracted by state, district or school



Slow

App collects PII; check terms of service, privacy policy



Stop

App collects authorization-only data; get parent signatures

Link to copies

goo.gl/pbtUNu

Resources



USBE Student Data Privacy

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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**

Educators Guide to Student Data
Privacy:

https://ferpasherpa.org/wp-content/uploads/2016/05/EduGuide_DataPrivacy_516.pdf

Codecademy: Code Hour



AUDIENCE

Teachers, Students, Other (Staff etc.)

GOOD TO KNOW

Used with Under 13, Vendor does not clearly define a process for parental consent, Vendor requires parental consent managed by School

PRIVACY POLICY

Policy length: 9,167 words

No. of policies: 2

Time to read: 74 minutes

App Overview

Codecademy provides an online interactive platform for taking and creating coding classes. As specified in the terms, profile information can be set to be visible only to Codecademy members, or to the general public. Profiles can include name, email, username, location, preferred language, a bio, website link, GitHub page link, Twitter username, LinkedIn URL, and/or profile picture. The policies do not describe data sunsets, or any time-period after which a student's data will be automatically deleted if they are inactive on the service or application. Codecademy describes their security measures as using commercially reasonable safeguards. However, the policies do not go further into detail about Codecademy's security measures. Codecademy's terms specify that teachers and schools have the full responsibility for all compliance issues with the service. Accordingly, teachers using Codecademy are strongly encouraged to be familiar with compliance obligations of parental notification and consent for technology use.

[Read the full EdTech review on Common Sense Education.](#)

About this Issue

Education is changing. New technologies are allowing information to flow within schools and beyond, enabling new learning environments and providing new tools to improve the way teachers teach and the way students learn. Data-driven innovations are bringing advances in teaching and learning but are accompanied by concerns about how education data, particularly student-generated data, are being collected and used.

[READ MORE](#)

K-12 EDUCATION ARCHIVE //



THE BLOG

JANUARY 18, 2017 | AMELIA VANCE

The Student Privacy Pledge is a Binding Legal Commitment and G Suite for Education Makes the Grade

LATEST NEWS



Educator's Guide to Student Privacy



CoSN Develops Trusted Learning Environment Seal for Schools



A Parents' Guide to Student Data Privacy



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Bill would strip privacy protections from California students and teachers



Facebook launches 'disputed' news tag and lets users report suspected fake news



Facebook beefs up suicide-prevention tools



What Would George Washington Think of the

[HOME](#)[ABOUT](#)[CERTIFICATIONS](#)
▼[OUR PROCESS](#)[CERTIFIED PRODUCTS](#)[RESOURCES](#)A photograph of a young boy and girl looking at a laptop screen. The boy is on the left, wearing a plaid shirt, and the girl is on the right, wearing a red sweater. They are in a library or classroom setting with bookshelves in the background. The image is overlaid with a semi-transparent dark teal rectangle containing the main headline and a call-to-action button.

Privacy compliance: made simple for education technology.

[CERTIFY YOUR PRODUCT](#)



STUDENT PRIVACY 101: FERPA FOR PARENTS AND STUDENTS



Ever have questions about your rights regarding education records? This short video highlights the key points of the Family Educational Rights and Privacy Act (FERPA).

[View More](#)

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02/21/2017 - W 2 Phishing Scam Now Targeting Schools



Parents and Students:

Learn more about the
Family Policy Compliance Office (FPCO)

[Learn more](#)



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Send a request now to the
Privacy Technical Assistance Center

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