



Creating "Win-Win-Win" Scenarios in Establishing Common Data Privacy Expectations: *A Case Study for Schools, States and Marketplace Providers*

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Student Data Privacy: Why is this so difficult to address?

- ❖ Multiple Federal laws impacting student data; FERPA, PPRA, HIPAA, CIPA, COPPA
- ❖ Hundreds of State laws across the country
- ❖ Districts used hundreds of different apps to support teaching & learning
- ❖ Each application may require a different set of data for different use cases potentially impacting the privacy protection requirements
- ❖ Districts lack resources to properly address all privacy requirements on their own
- ❖ Many smaller providers also lack resources to address varying privacy requirements

Student Data Privacy Consortium (SDPC)



Goals:

- Address Tactical Issues
- Bring Districts & Providers together
- Set Common Expectations
- Streamline the acquisition & onboarding process; get the tools in the hands of educators quicker
- Build a community committed to addressing ongoing privacy concerns

The SDPC Today

- Over half the states have active Alliances. Many more are very close to forming
- Over 9,000 school districts represented by the Alliances
- The SDPC Registry, primary tool used to manage Data Privacy Agreements has over 46,000 DPAs for over 6,000 resources
- 18 months ago the SDPC released the first ever National DPA

Results

- Setting common expectations for protecting student data
- Streamlining the onboarding process
- Built a large robust community addressing tactical privacy issues.

Case Study #1: California Student Privacy Alliance



FERPA (1974)

Federal Educational Rights and Protection Act

COPPA (1998)

Children's Online Privacy Protection Act

SOPIPA (2014)

Student Online Personal Information Protection Act

AB1584 (2015)

Contracts or cloud- based services, digital storage, management of pupil records and Third parties.



LEA



Vendor



The CSPA

Transparency
Searchable Database
Collaborative Contracting
Inventory



CA-NDPA

National Data Privacy Agreement is a contract that will be used in 30+ states across the US, Canada, New Zealand and Australia.

01

National Database

The National Database houses all of the signed DPAs. The Database is free and publicly searchable.

03

02

Add Security with a Process

The CSPA has developed and helped districts implement more secure processes for selecting learning tools.

04

Support

The process can be overwhelming, but we are here to help! We provide guidance and resources through Live and On-Demand Support. We even work with the Vendor Community on School District's behalf.



PRIVACY VS. SECURITY

Who's job is it anyway?

SECURITY



WALLS OF YOUR HOME

HARDWARE
SOFTWARE
ACCESS RIGHTS
ENCRYPTION METHODS
INFRASTRUCTURE
BEST PRACTICES

Everyone plays a role in keeping Student Data safe, no matter how little technical experience they have.

Ensure the safety of student data by developing a system and properly educate and train staff.



PRIVACY



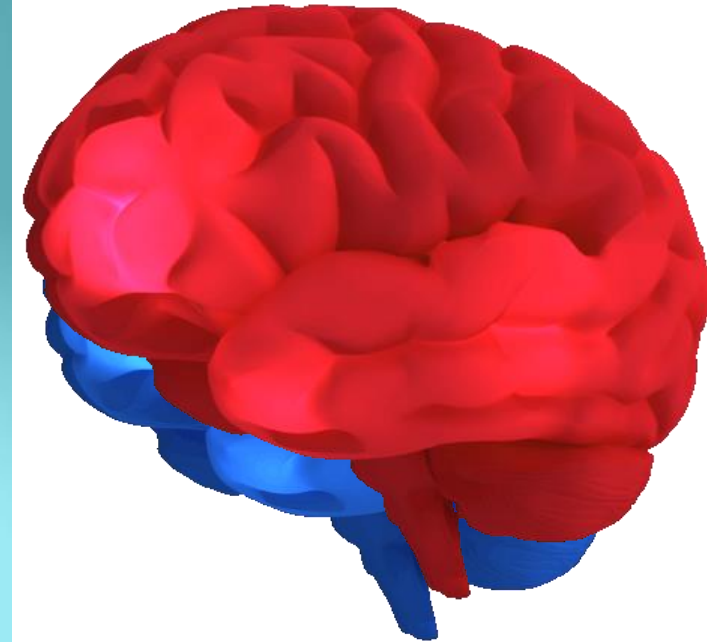
KEYS TO YOUR HOME

POLICIES
PROCEDURES
LAWS/GUIDANCE
BEHAVIORAL
BEST PRACTICES

Security & Privacy together help to keep everything safe!



www.studentdataprivacy.net



Case Study #2: Illinois Student Privacy Alliance

Issue

- Student Data Privacy
- 2017 Student Online Personal Protection Action
- 2019 [Amendments to SOPPA](#)
- July 1, 2021 - SOPPA Amendments effective requiring Districts to:
 - Enter into written agreements with all K-12 service providers who collect student data.
 - Implement and maintain reasonable security practices. Agreements with vendors in which information is shared must include a provision that the vendor maintains reasonable security procedures and practices.
 - Post on their website:
 - A list of all operators of online services or applications utilized by the district (annually).
 - All data elements that the school collects, maintains, or discloses to any entity (annually). This information must also explain how the school uses the data, and to whom and why it discloses the data.
 - Contracts for each operator within 10 days of signing.
 - Subcontractors for each operator (annually).
 - The process for how parents can exercise their rights to inspect, review and correct information maintained by the school, operator, or ISBE.
 - Data breaches within 10 days and notify parents within 30 days.
 - Create a policy for who can sign contracts with operators.

ILLINOIS Timeline



2018: Joined [SDPC](#) as an Alliance

2019: Presented SDPC at IDEACon

2020: Well, you know.

2020 July: [NDPA](#)

2020 October: [IL-NDPA](#)

2021 January: 2 full days at [SecurED Schools Conference](#) with Special Guest Libbi Garrett

2021 February: [All Things SOPPA](#) - Weekly Session and Resources

2021 March: Revised IL-NDPA

2021 March-August: [Weekly Training and Resources](#)

ILLINOIS Results



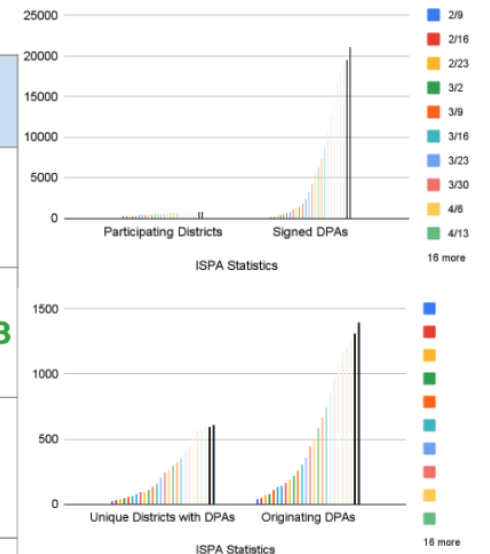
Benefits:

- Common Goal
- Increased Communication
- Quantity of Questioning
- Quality of Questioning

Statistics 8/10 [Archives - Statistics](#)

Description	2/9	3/2	4/6	5/3	6/8	7/6	8/10
Participating Districts	235	293	453	538	654	744	768
Signed DPAs	116	332	1383	3296	8732	16836	21088
Unique Districts with DPAs	27	50	112	203	353	560	607
Originating DPAs	36	80	219	356	743	1162	1397

http://bit.ly/LTC_ATS



LEARNING
TECHNOLOGY
CENTER of ILLINOIS

Empowering Educational Change Through Technology

Case Study #3: Vendor Perspective, McGraw Hill



Issue

- Scope:
 - McGraw Hill works with thousands of school districts around the globe
 - Most districts use more than one McGraw Hill product with contract time periods extending 1 to 12 years
- Resources:
 - As student privacy laws have passed and gone into effect, including required data privacy language in each and every agreement has become a large resource drag which slows down the contract process

Benefits

- Provides standard privacy language nationally, and where required, across individual states
- Provides a place for open dialogue between all stakeholders
- All stakeholders can work together on improving student privacy

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