



From Best Practice to Compliance: Student Data Privacy

Ensuring the Protection of
Student Data



the education
COOPERATIVE
Student Data Privacy Alliance



Utah State
Board of
Education

Northern
Buckeye
Education Council



EdTech Leaders Alliance

TETA

TENNESSEE EDUCATIONAL
TECHNOLOGY ASSOCIATION

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Student Data Privacy



Why It Matters:

- Protecting student information
- Legal and ethical considerations
- Impact on trust and safety
- Transparency?
- Protecting the LEAs

Legal Requirements and Compliance



- Understanding the basics
- Key laws and regulations
 - Federal: FERPA, COPPA
 - Individual state laws
- Compliance requirements for schools
- Mass Action law suits

Children's Online Privacy Protection Act (COPPA)

Key points include:

- **Parental Consent:** Websites and online services must obtain verifiable parental consent before collecting, using, or disclosing personal information from children.
- **Privacy Policy:** Operators must provide a clear and comprehensive privacy policy detailing their information practices.
- **Data Security:** Reasonable measures must be taken to protect the confidentiality, security, and integrity of the personal information collected from children.
- **Parental Rights:** Parents have the right to review their child's personal information, revoke consent, and request the deletion of their child's data

Family Educational Rights and Privacy Act (FERPA)

Key points include:

- **Access to Records:** Parents have the right to access their children's education records. When a student turns 18 or enters a postsecondary institution, these rights transfer to the student, who becomes an "eligible student"
- **Amendment of Records:** Parents or eligible students can request the amendment of records they believe are inaccurate or misleading.
- **Control Over Disclosure:** Schools must have written permission from the parent or eligible student to release any information from a student's education record, with some exceptions
- **Applicability:** FERPA applies to all educational institutions that receive funds from the U.S. Department of Education

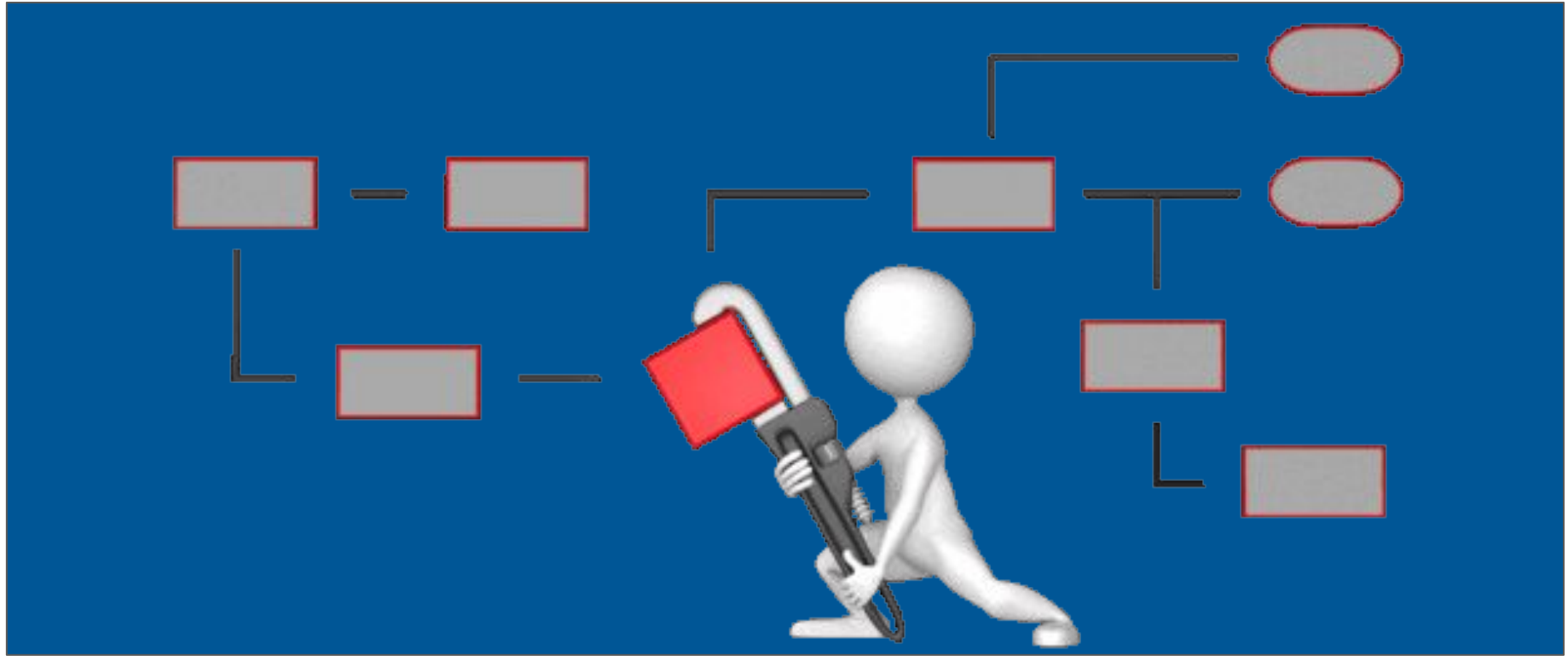
What is your experience with COPPA (Vendors), FERPA, or State Law complaint filings?

- Pre-loaded debit cards during COVID for lunch \$\$ while kids were remote.
 - System was breached
 - No guidance from the governing body
- SPPO is still accepting complaints of violations



The impossible task!!!

STEPS TO BUILD A CULTURE OF PRIVACY



Privacy Soft Skills

1. Directory Information OPT OUTS
2. Cone of Silence 🚧
3. Teachers in the office
4. Faculty room conversations
5. Newsletters...
6. How to discuss sensitive materials .
7. Meeting with LEAs in person, when possible.
8. A.I. is the Trojan Horse to get Privacy in the door.
9. Privacy training is part of teacher certification.



Privacy Soft Skills - Ask Before You App

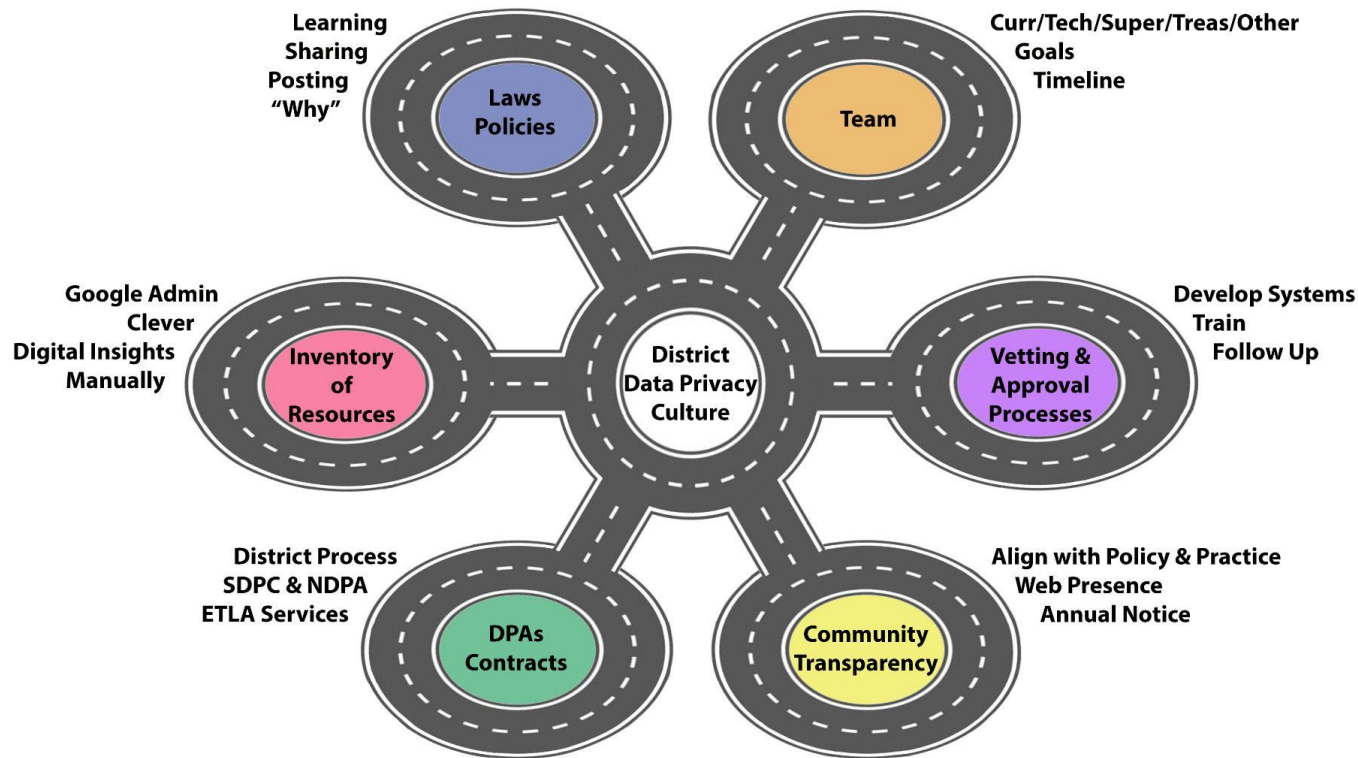


Moving Beyond Compliance

Best Practices

- Data Privacy is more than legal compliance
- Work to build a district culture where a focus of student data privacy is considered in all decision making processes
 - Education of the “Why”
 - Build a team to develop policies and processes
 - Execute data privacy agreements between providers and district
 - Communicate with families

Student Data Privacy Roadmap



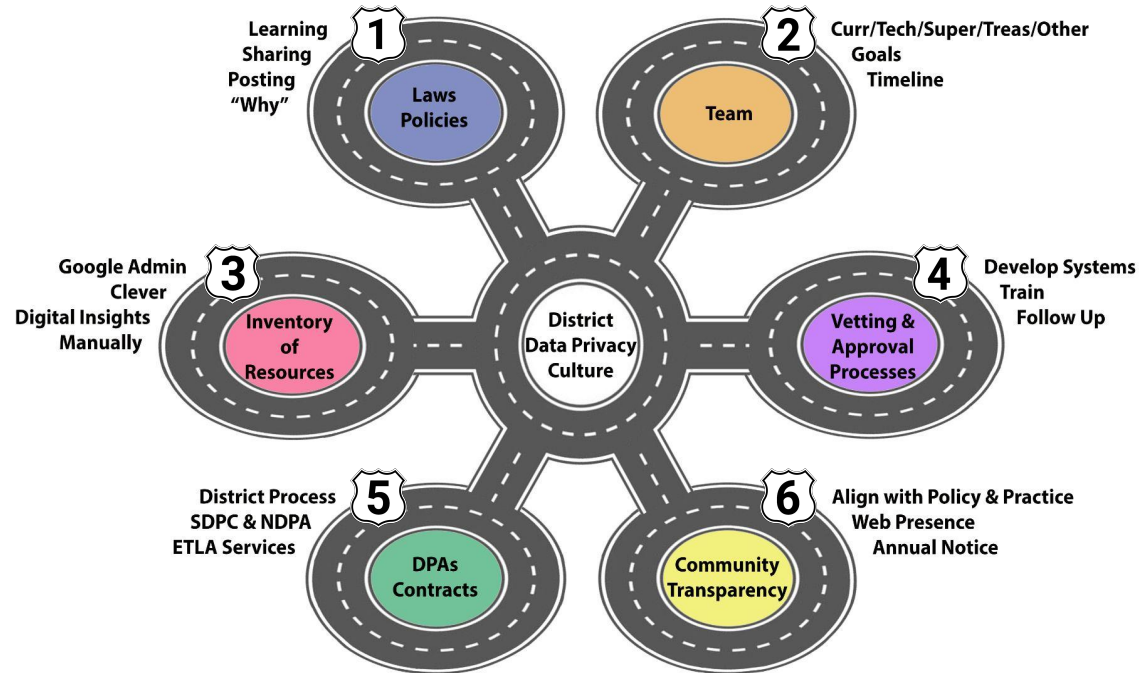
Knowledge Base

Resources

Action Items

Quick Steps

Student Data Privacy Roadmap



Key Elements

- Evaluate current environment (CoSN's TLE Framework)
- Develop a district data privacy plan
- Work to put that plan in place by communicating, training, and follow up

The “WHY”

- Most important element in building a successful district data privacy culture
- The more your staff understands the “why” behind this process, the more successful buy in you will have

Moving Beyond Compliance

Real-Life Examples



- Success stories from state and school levels
- Lessons learned
- Challenges faced
- Product Inventory
- Product *Appraisal*
- Professional Development



WHO is missing?

Why should everyone know?

Develop an understanding of pertinent laws and regulations. To effectively address student data privacy, the technology point person will need to be familiar with related legal requirements. One important federal law is the [Family Educational Rights and Privacy Act \(FERPA\)](#), which requires schools to protect the privacy of student education records.

Another federal law that applies here is the [Children's Online Privacy Protection Act \(COPPA\)](#).

Depending on your state, you might also need to do some research about state laws that govern data privacy; plenty of [resources](#) exist to help you get started with FERPA, [COPPA](#), and [additional state laws](#).



The real reason!



What works?

Create Opportunities!



Collaborative Strategies and Resources

- Importance of collaboration among stakeholders (e.g., educators, IT staff, parents)
- Examples of successful collaboration:
 - a. Faculty Meetings
 - b. District Trainings- little doses
 - c. Employee-specific training
 - d. Create a safety “cheat sheet” for parents
 - e. CISA Free Resources <https://www.cisa.gov/secure-our-world>

Best Practices for Personal Data Protection

Have a contact in each school. Also, look at an expert for each employee group.

Email: If it isn't a normal request, ask before

Don't click first.

Logout

Don't access unless needed.

Conferences

Know the rules!!!

Presenter at Conferences

Before we begin, it's vital to adhere to district policies and prioritize student privacy. Be mindful of FERPA and COPPA regulations to protect student data, and consult your District's Technology Department before using new resources.



Session Presenter



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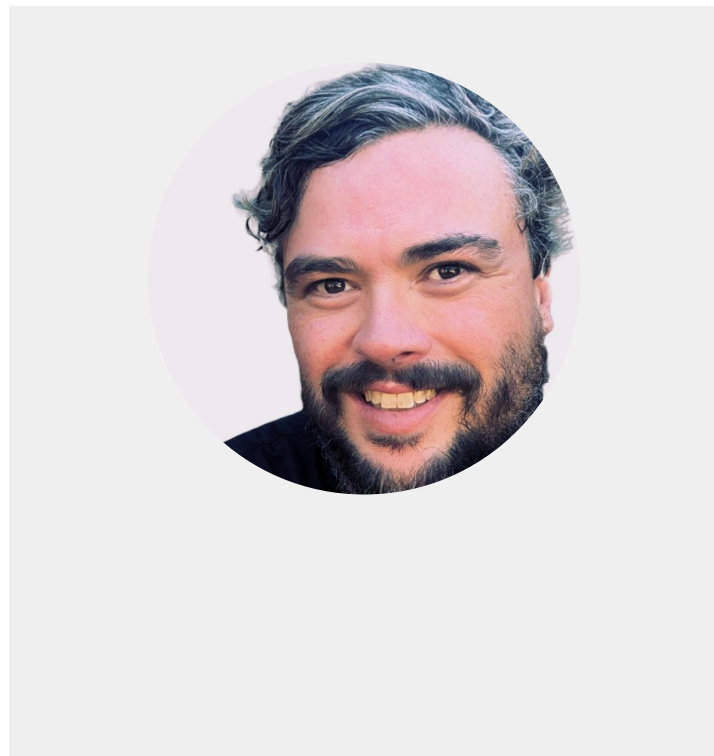
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Resources

- A Parent Guide to FERPA
- An Eligible Student Guide to FERPA
- PPRA General Guidance
- Frequently Asked Questions on Photos and Videos
- FERPA and PPRA Regulations
- <https://studentprivacy.ed.gov/>
- <https://studentprivacymatters.org/toolkit/>
- [CoSN TLE Rubric](#)
- [2025 COSN Student Data Privacy Report](#)

CALL TO ACTION

Useful links / next steps:

- GET INVOLVED!
- Join your State Alliance, or become a member of the A4L Community
 - <https://a4l.org/join-the-community/>
- Use the resources to find out more about data privacy...