

Student Data Privacy Consortium



***Impacting
“Tactical”
Student
Privacy!***

Community Update Feb 2020



Agenda

Welcome and Intros – Larry

SDPC 101 – Larry

Membership Updates – Penny

Task Force Updates – Larry

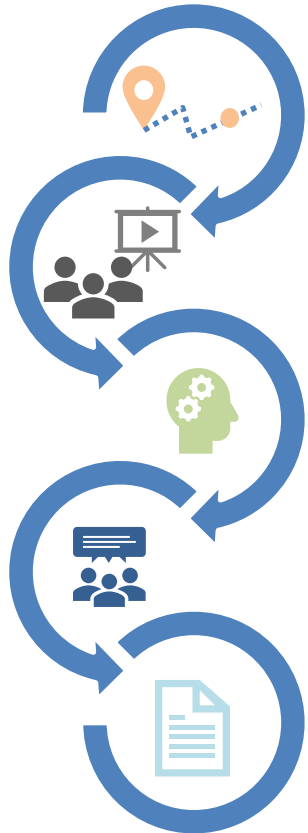
Tool Update – Lisa

GEPS – Larry

MA Data Hub - Larry

Needs and Close - Larry

What Are The Critical Components to Put ME in Charge?



➤ **Application Data Management**

- *What are some effective and proven ways to perform my data manager role?*
- *What are some effective and proven ways to save us time and critical resources?*

➤ **Student Data Privacy**

- *What are some effective and proven ways to perform my data stewardship privacy role?*
- *What are some effective and proven ways to save us time and critical resources?*

A4L:

- Non-Profit started in 1997
- Membership driven with schools, districts, regional and state agencies, other professional organizations and marketplace providers in the Community
- Collaboratively develops technical blueprints for data to move safely and securely between school software applications
- Used in every state and Communities in 4 Countries

SDPC:

- Special Interest Group of A4L Community started in 2015
- Maintains its own governance, oversight and resource support
- Numerous stakeholders addressing data privacy “Pain Points”
- Working on three projects identified and worked on by members:
 - Privacy Contract Framework
 - Digital Tools Governance
 - Global Education Privacy Standard

Its Not “One or the Other”!



Student Data Privacy Consortium



***No One
Gets It!***



***Everyone
Gets It!***



Access 4 Learning
Community

Powered by:  **SIF**

Simple. Secure. Scalable. Standard.

Why An A4L/SDPC Community?



Access to Tools

SIF Test Harness, SIF Certification Program, Privacy Registry, SDPC API, SDPC Digital Tools Governance



Communications

Newsletters, monthly updates, quarterly SDPC updates, group updates



Technical Advice & Support

Access to Staff & Community member expertise to resolve technical issues and development



Collaboration

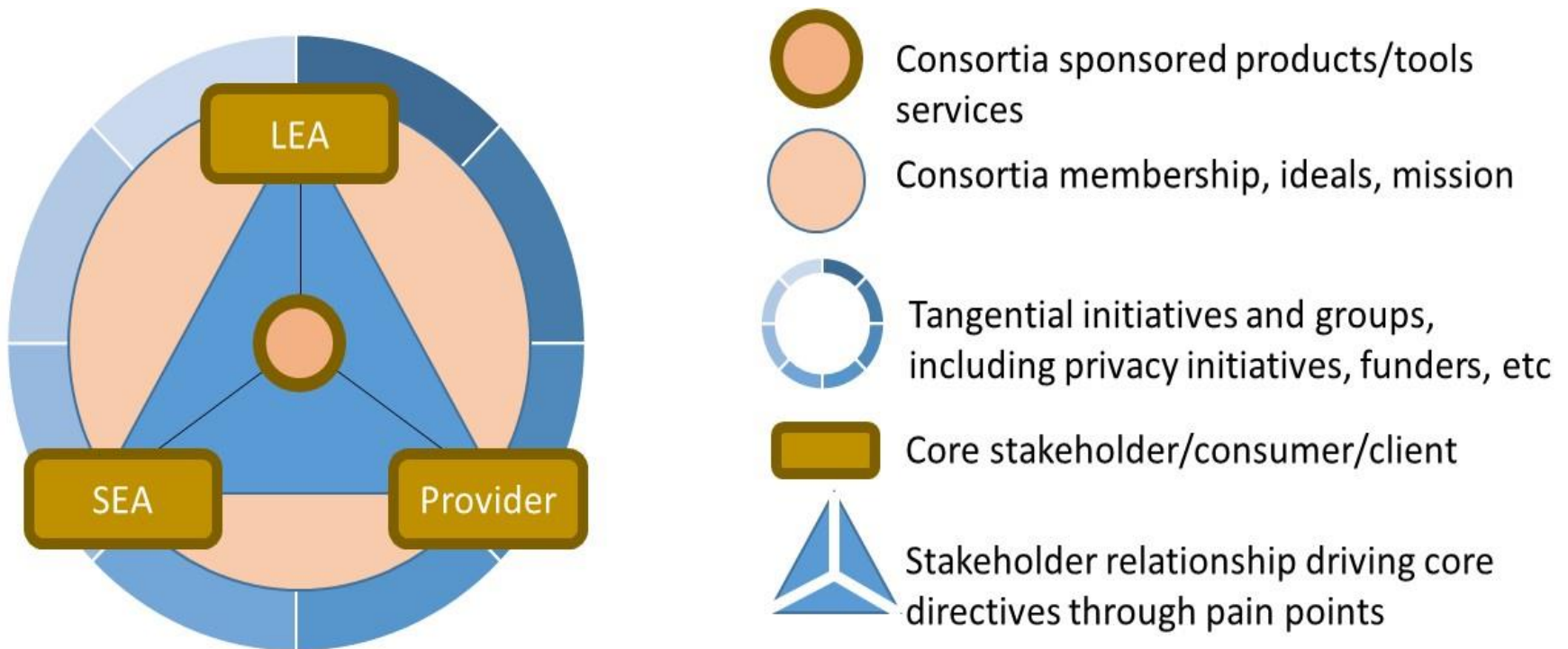
Participate in working groups and Special Interest Groups, creating valuable relationships with your peers



Marketplace

Organization information promoted to the education sector via the Vendor Marketplace

SDPC Scope and Opportunity

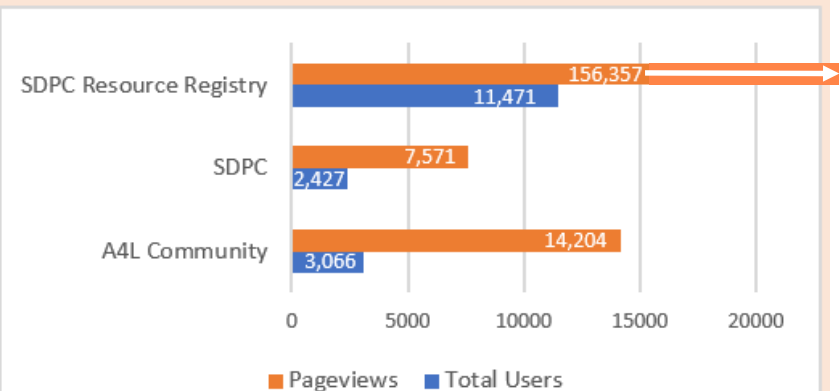




Student Data Privacy Consortium

Membership Updates

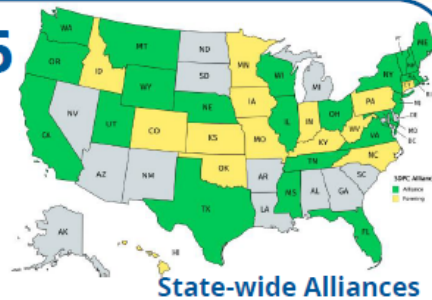
Website Visits: Oct-Dec 2019



Privacy – By The Numbers...

the Student Data Privacy Consortium (SDPC)

26



Tools for:
 Privacy Contract Building
 Application Inventory & Searchable Database
 Application Contract Management
 Global Education Privacy Standard (GEPS)
'Tactical' Privacy Information
 – contract to implementation

32million



Students supported
by Tools

8700+



School Districts
represented

4



Countries Collaborating
on Privacy Issues

5332



Signed Vendor
Agreements

2603



Applications in
Database

4108



Signed "Piggyback"
Exhibit E

	Oct 2019	Nov 2019	Dec 2019	to Jan 20, 2020
Users	5196	4700	3042	3194
Page Views	61714	52112	42531	37938
New vs Returning Visitors	67.5% / 32.5%	67.5% / 32.5%	62.8% / 37.2%	65% / 35%

Setting common expectations between Providers and their Customers through interoperability and privacy



Task Force Updates

Governance

Alliance

Legal

Security

Legislative

Vendor

<https://www.A4L.org/group/SDPC>



Task Force Updates

Governance

Karen Fuller, Texas K12 CTO Council
George Gatsis, Follett School Solutions
Steve Setzer, Kimono
Jeff Simons, WSIPC
Steve Smith, Cambridge Public Schools
Amelia Vance, Future of Privacy Forum

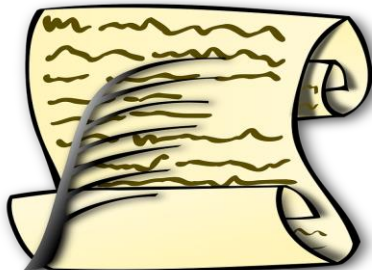
Governance

- Policy and Procedures
- Elections
- Finance
- Oversight/Reporting



Community Role

- Election Voting
- Participation in TF/WG



Task Force/Working Group

- Formation/Dissolving
- Project Proposals
- Drafts Proposals



TF/WG Response

- Discussion
- Approval/Declined Vote
- Possible Community Vote

<https://www.A4L.org/group/SDPC>



Student Data Privacy Consortium

Task Force Updates

Alliances

- Welcome TN, NC and HI!

Alliance Formation Models:

Top Down: *The State agency leading the charge to develop and grow the Alliance*

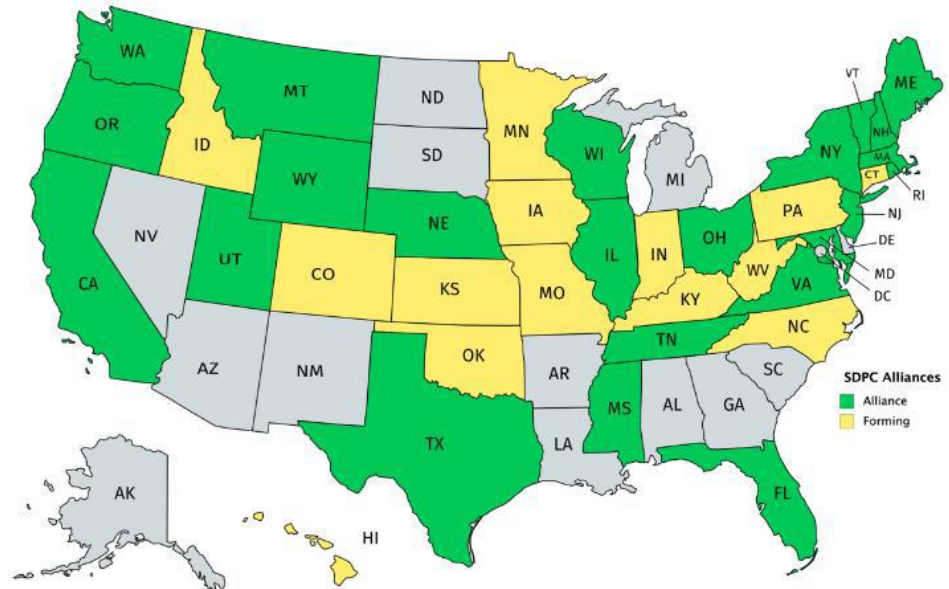
Bottom Up: *A LEA takes the lead to develop and grow the Alliance*

Middle Driven: *A regional service agency, professional association, or user group takes the lead to develop and grow the Alliance*

- CoSN, ISTE, SETDA, affiliates / Regional Service Agencies / Etc.

* All three models have examples of SEAs paying for Alliance Membership as a “value-add” to LEAs.

<https://www.A4L.org/group/SDPC>





Task Force Updates

Legal

National Data Privacy Clause Set

Purpose of DPA	Nature of Services Provided
Student Data to Be Provided	Student Data Property of LEA
Parent Access	Separate Account
Third Party Request	Sub-processors
Privacy Compliance	Authorized Use
Employee Obligation	Non-Disclosure
Disposition of Data	Advertising Prohibition
Data Security	Passwords and Employee Access
Destruction of Data	Security Protocols.
Employee Training	Security Technology.
Security Coordinator	Sub-processors Bound.
Periodic Risk Assessment	Data Breach
Privacy Compliance	Annual Notification of Rights
Reasonable Precautions	Unauthorized Access Notification.



Task Force Updates

Security

Edspex Domain Areas

The Framework is made up of 15 domain areas. Modelled heavily from common frameworks outside EDU, these areas of focus cover both privacy and security with meaningful breakdown to help adopting organizations and their subjects, as well as marketplace providers, condition to identify, protect, detect, respond, and recover to security and privacy threats and incidents.

- **INVENTORY**
- **CHOICE AND PARTICIPATION**
- **ACCESS**
- **SECURITY**
- **DATA MANAGEMENT**
- **TRANSPARENCY AND NOTICE**
- **INCIDENT MANAGEMENT**
- **COMMUNICATIONS**
- **GOVERNANCE**
- **DATA SUBJECT RIGHTS**
- **AWARENESS AND TRAINING**
- **MAINTENANCE**
- **LIMITED USE AND COLLECTION**
- **MONITORING**
- **DATA SHARING AND 3rd PARTIES**

<https://www.A4L.org/group/SDPC>

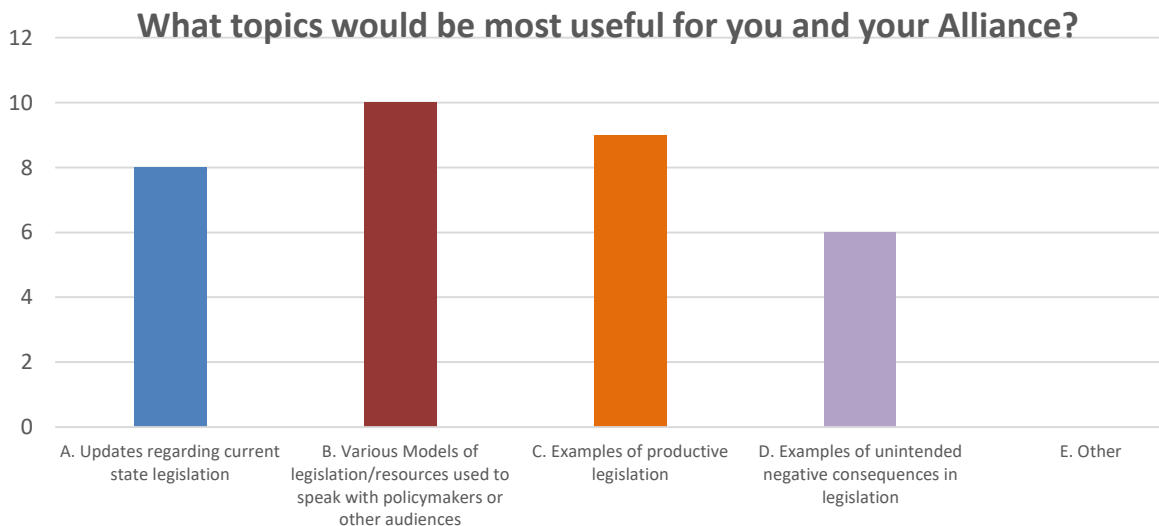


Task Force Updates

Legislative

Supports the SDPC Alliances with updates and suggested effective practices as their legislators call them as a resource for their policies, bills, etc. The goal is to arm members with the best information as many of them have become the “go to” place to ask for feedback in state a federal legislative work. This group will not be crafting or trying to unduly influence legislation but provide guidance to avoid the numerous “unintended consequences” being seen in legislation across the country.

<https://www.A4L.org/group/SDPC>





Task Force Updates

Vendor

- More collaboration opportunities with end users for clarity
- Sessions with 3-5 district leaders to hear about their top 5 privacy issues
- Clarity around “free” product and services offerings
- Get a better understanding of the various marketing prohibition
- Better discoverable documents, legislation, open source standards development, etc.

<https://www.A4L.org/group/SDPC>



Tools Update!

New Functionality:

- Email Participants: Under Tools (Targeted Audience is determined by role)
- When adding an additional account, now you will not need to enter a password for that person. Instead, the user will receive an email notifying them that the account has been created and it will include a secure URL to set their password.
- Subscribe to the progress of New Requests: Under My Resources > View Statewide New Requests

Coming Soon:

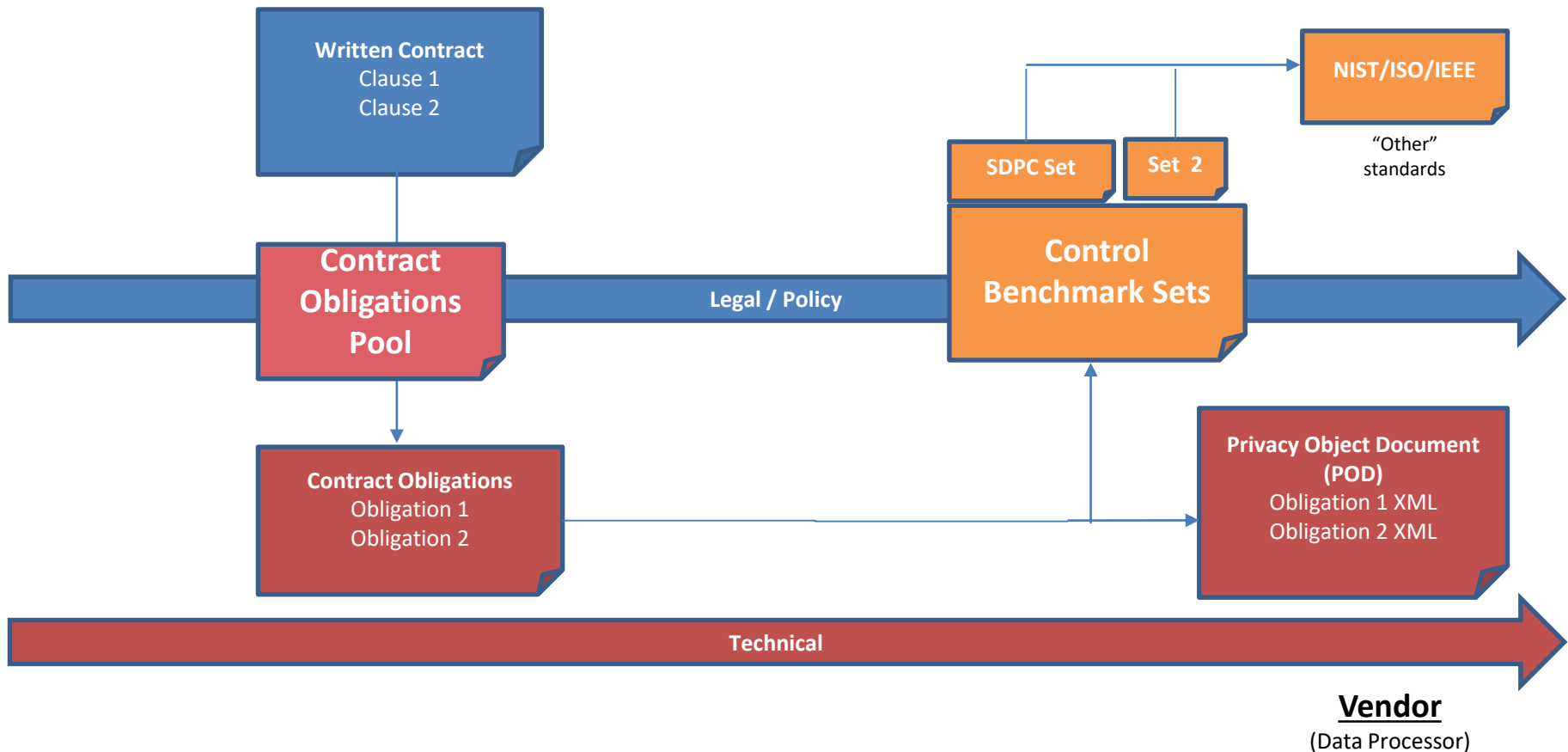
- Automatic Exhibit E Creator

Global Education Privacy Standard (GEPS)

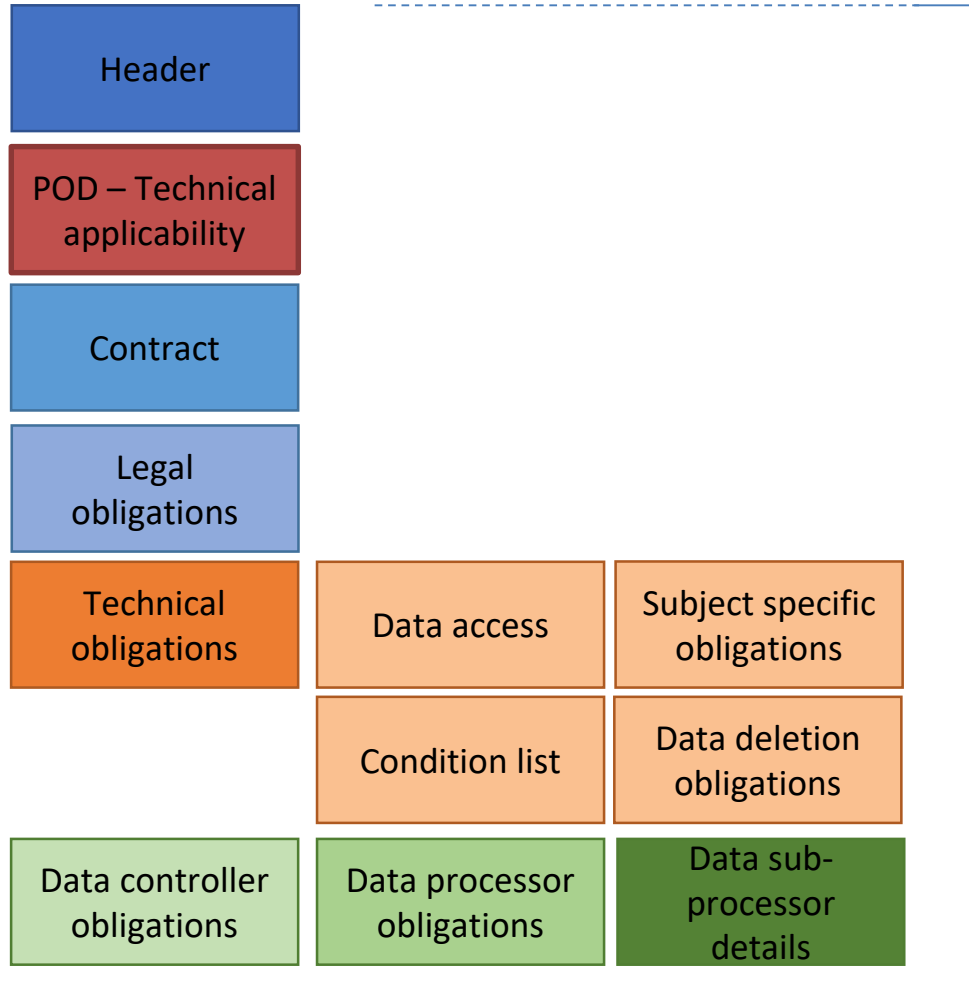
“Privacy on the Wire”



School / Department of Education (Data Controller)



Unity Enabling Privacy Expectations



**Automate Contract Clause
Expectations Exchange
and Vendor Verification**

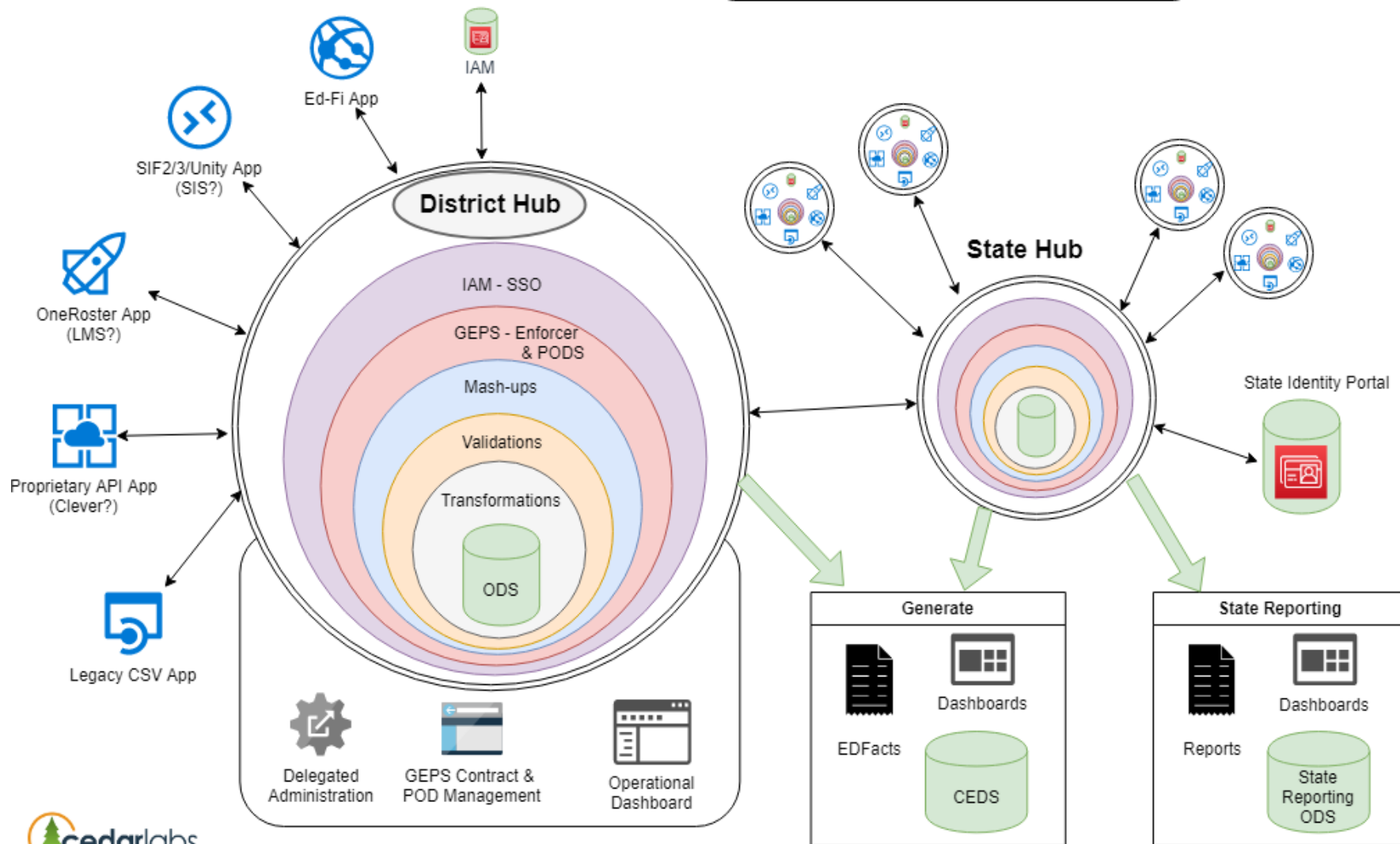
The “POD”
(Privacy Obligation Document)

***Enabled in SIF 4.0
Infrastructure***



MA Data Hub

MA Data Hub Services



What's the value proposition for your organization's involvement in the Community?



Product/Service Promotion

- Your Company Touting SDPC Involvement
- [Vendor Marketplace](#) Promotion
- 30min Marketing "Opportunities" Webinars to Community
- [Preferred Provider Program](#)



Proactive Legal/Legislative Development

- National Privacy Clause Set Development
- Legislative Guidance
- Current and Potential Customer Needs Identification



Tools Access

- Registry API Access
- Privacy Object Document API (TBD)
- Privacy Quality Control Program (TBD)



Community Involvement

- Access to decision maker contact info
- Privacy Professional Development for Staff
- Involvement in Developing Use Case Pilots

The ROI is apparent!

Check to see if your products/services are already in the SDPC Resource Registry [under "Resource"](#).

As an added incentive, the SDPC is a Special Interest Group under the Non-Profit Access 4 Learning (A4L) Community and most members take advantage of the discounted "duel" membership rate. It will be critical for Privacy Certification and can support your technical development as an organization!

So don't wait, [join today!](#)

Your customers are asking...

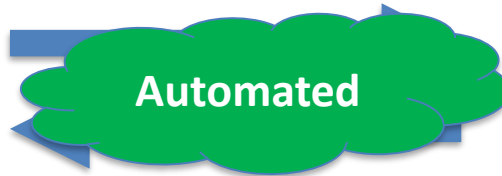
Company Annual Revenue	SDPC Membership	SDPC/A4L Membership
\$0-\$1 million	\$1,000	\$2,250
\$2-\$3 million	\$1,500	\$4,000
\$4-\$7 million	\$2,500	\$7,500
\$8-\$10 million	\$5,000	\$10,000
\$11-\$50 million	\$7,500	\$15,000
\$51-\$250 million	\$10,000	\$20,000
\$251 million and up	\$15,000	\$30,000

The Result – Common Expectations!

Here is the data we will give you and details on how we want it treated



End Users



Here is how we have treated the data and details on how we can prove it to you



Providers



Increased interoperability without the inclusion of privacy requirements = increased RISK. Both data sharing and privacy parameters must be identified and communicated.



Get Involved!

- www.privacy.a4l.org

- [Registry Tool](#)
- [Resources](#)
- [Membership](#)

- **Steve Smith – Cambridge Public CIO**
 - ssmith@cpsd.us
- **Larry Fruth PhD – A4L Community**
 - lfruth@a4l.org

See you at the
[Interoperability
and Privacy
Symposium!](#)

Plan to Join Us at
CoSN!
March 18-19
Washington DC