



Student Data Privacy Consortium

<https://privacy.A4L.org>

# Get an Edge on Your Competitors

## by joining the Student Data Privacy Consortium

The non-profit **Student Data Privacy Consortium (SDPC)** was established to address “tactical” and “on the ground” privacy issues. The SDPC is made up of over 9,000 schools, covering 30 States and 4 countries, identifying common privacy issues and developing solutions for the education data continuum.

### Are you interested in increasing sales?

Membership to the SDPC puts you in front of **thousands of potential customers** via member contact lists, webinars for your products, leadership positions to interact with school districts; and inclusion in the [SDPC Resource Registry](#) with [Signatory Badge Program](#) to ‘feature’ your signed Agreements! Districts are going to the SDPC Resource Registry FIRST to find vendors who value student data privacy – and it could be YOU!!

### Would you like to simplify contracting?

A goal of the SDPC is to streamline contracting for you and your customers. The [National Data Privacy Agreement \(NDPA\)](#):

- Introduces a standardized privacy clause agreement across all of the three-dozen State Alliances.
- Highlights for you any State-specific requirements
- Allows your organization to sign **one** Alliance agreement that other School Districts in the State can ‘piggyback’ onto, allowing you to promote directly on the SDPC Alliance dashboard

*Membership in the Student Data Privacy Consortium has provided us with the opportunity to deepen our relationship with existing and potential customers by working with them to develop and implement efficient contracting and improved privacy practices.*

Andy Bloom - VP, Chief Privacy Officer  
McGraw-Hill

### Would you like to gain unique access to potential customers and market players?

Have a “**seat at the table**” in showing privacy leadership with **thousands of school CIOs** and hundreds of marketplace players. You can participate in one of many Project Teams and provide your thoughts, interest, expertise and raise your hand where you can help – **schools value vendors that are involved!**

### Do you want to show your organization’s commitment to data privacy?

Promote your organizational commitment to student privacy and be seen as a trusted resource via [Vendor Marketplace](#) and on the [SDPC Members](#) webpage.

It is easy to [join](#) and connect in this growing Community! Membership is inexpensive and gives you access to tools, effective practices, peers and detailed contact and application lists. The ROI is evident!