

# *Establishing a Robust Student Data Privacy Culture*

Presented by: CatchOn

A member of the Student Data Privacy Consortium (SDPC)



Student Data Privacy Consortium

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An ENA Affiliate

FORESIGHT LAW+POLICY

# Expansive data analytics tool that compiles real-time data on every device



**Invest Wisely**  
Evaluate software renewals with actual usage and financial data, not surveys.



**Manage Subscriptions**  
Manage licenses, costs, ROI, and renewals from an easy-to-access dashboard.



**Student Data Privacy**  
Diagnose applications vulnerable to student data privacy policies.



**Detect Trends**  
Discover what free or unknown apps are being used.



**Inform Training**  
Identify gaps in usage by tool to create targeted professional development and training plans.



**Improve Usage**  
Review important classroom apps to ensure they are being used effectively.

# Establishing a Student Data Privacy Culture

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## Five Action Ideas

- Develop an Informed Data Use Strategy
- Adopt and Promote Privacy Principles
- Offer Innovative Training and Resources
- Engage Parents to Earn Trust
- Ensure Local Policies Integrate State and Federal Requirements



# Develop an Informed Data Use Strategy

- ▶ Don't put the privacy cart before the data use horse.
- ▶ Establishing a robust privacy culture depends on first developing and adopting clear data use expectations and strategies across the district.
- ▶ **Goal:** Ensure that teachers and other professionals in the district value data use and related privacy practices, so that privacy is woven into the district's everyday functions.



# Adopt and Promote Privacy Principles

- ▶ Work with staff, parents, and other stakeholders to adopt clear privacy principles.
- ▶ Articulate the district's commitment to privacy in a way that can guide development of a more detailed privacy policy.
- ▶ **Goal:** Integrate concise principles into daily operations, including communications to stakeholders. Promote community trust.



# Offer Innovative Training and Resources

- ▶ Train educators on an ongoing basis how to use and safeguard student data:
  - ▶ Introduce basic privacy requirements
  - ▶ Tailor training to each person's role
  - ▶ Ground training in the district's data vision, data use strategies, and data privacy principles
- ▶ **Goal:** Tailor privacy training that is aligned with the district's data practices to help ensure the efficacy of professional development.



# Engage Parents to Earn Trust

- ▶ Engage parents to gather their perspectives when developing data privacy policies.
- ▶ Keep parents abreast of ongoing data use successes and challenges (e.g., make clear what kinds of data are collected, how that data supports education, and how the district keeps it secure).
- ▶ **Goal:** Build strong community understanding and approval of student data use and privacy principles and practices.



# Integrate State and Federal Requirements

- ▶ Align district practices with federal, state, and local privacy requirements, including FERPA.
- ▶ Avoid a district privacy strategy that focuses on a rigid, compliance mindset.
- ▶ **Goal:** Ensure legal compliance without sacrificing effective and lawful data use.





# Federal and State Requirements

## Major Federal Privacy Laws to Address:

- ▶ Family Educational Rights and Privacy Act
- ▶ Protection of Pupil Rights Amendment
- ▶ Individuals with Disabilities Education Act
- ▶ Higher Education Act
- ▶ Head Start Act

## Common State Privacy Focus Areas to Consider:

- ▶ Sales and Marketing Prohibitions
- ▶ Privacy Policies
- ▶ Data Breach Notifications
- ▶ Privacy Designees/Leaders



# Special Distance Learning Considerations

- ▶ Online learning spaces must be secure and closed to unauthorized public access (this includes your family members when you are working from home). No social media platforms.
- ▶ Communications with individual students about their grades and other personal information must remain private and should not include other students or unauthorized users (e.g., on the “cc” line of emails).
- ▶ Encourage students to protect their own privacy and the privacy of their peers.



# CATCHON' S SOLUTION

## HOW CATCHON CAN HELP YOU STAY COMPLIANT

REVIEW 3RD PARTY AGREEMENTS
ENSURE DISTRICT PRIVACY/SECURITY POLICIES ARE ALIGNED
DISTRICT DATA PROTECTION OFFICE
CONTINUOUS REVIEW FOR COMPLIANCE
PARENTAL NOTIFICATIONS
BREACH NOTIFICATION PLAN
ALIGN TO NIST FRAMEWORK AND FERPA POLICIES
PRIVACY TRAINING

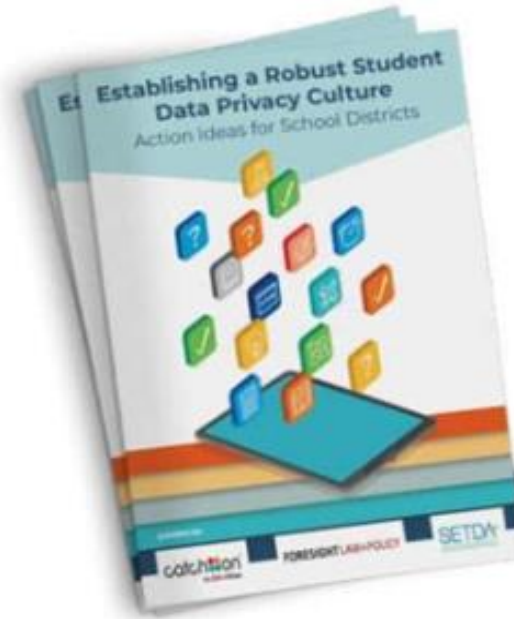
AFFORDS QUICK ACCESS TO 3RD-PARTY WEBSITES AND PRIVACY POLICIES	✓
PROVIDES ABILITY TO MARK AND CATEGORIZE APPLICATIONS AS APPROVED OR NOT APPROVED BY THE DISTRICT	✓
ENABLES EDUCATION LEADERS TO SEE SOFTWARE APPLICATIONS USED ON SCHOOL DEVICES, BOTH INSIDE AND OUTSIDE THE CLASSROOM EMPOWERS LEADERS TO DIAGNOSE APPLICATIONS VULNERABLE TO STUDENT DATA PRIVACY POLICIES	✓
PROVIDES THE ABILITY TO MONITOR KNOWN AND UNKNOWN APPS FOR COMPLIANCE	✓
ENABLES DISTRICTS TO POST AND SHARE APPROVED AND MONITORED APPS WITH PARENTS USING AUTOMATED REPORTS	✓
PROVIDES THE ABILITY TO GATHER DATA ON EDTECH USAGE, APPLICATIONS PRIVACY POLICIES, AND DISTRICT PURCHASES TO AVOID VULNERABILITIES	✓
CATCHON TRACKS ONLY DE-IDENTIFIED AGGREGATED INFORMATION, PII STAYS ON DISTRICT SERVER CATCHON SIGNED STUDENT PRIVACY PLEDGE	✓
ENABLES DISTRICTS TO FACILITATE TRAINING OPPORTUNITIES BY LEVERAGING DATA ANALYTICS THAT TRACK DATA USAGE, TRENDS, AND IMPACT	✓



# Student Data Privacy Resources

## 5 Action Ideas for Establishing a Student Data Privacy Culture

1. Develop a data use vision and strategy
2. Adopt and promote privacy principles
3. Offer innovative training and resources
4. Engage parents to earn trust
5. Ensure local privacy policies properly integrate federal and state requirements



<https://www.setda.org/resources/>

[https://www.catchon.com/resource\\_library/student-data-privacy-resources/](https://www.catchon.com/resource_library/student-data-privacy-resources/)



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# Q&A



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