

CLASSROOM PRIVACY FOR FAMILIES

Early childhood programs that use digital devices have an obligation to protect the personal information of children and families. Look for key privacy practices* and policies:

Integrity

- ✓ Selling of personal student data and/or use for commercial or marketing purposes is prohibited.
- ✓ Advertising is not allowed on instructional software, apps, or websites used by children.

Security

- ✓ Encryption is used for sensitive child, family, and employee data.
- ✓ Security training and support is regularly provided for all individuals with access to personal information.

Consent

- ✓ Clear policies, practices, and permissions are in place for the use and management of photos and videos of children and families.
- ✓ Parental consent is required for disclosure of personal data, especially for highly sensitive information such as a child's disabilities, health, and/or disciplinary information.

Transparency

- ✓ Parents are notified of any disclosure of personal student or family information to any persons, companies, or organizations outside of the program and have clear avenues for opting out.
- ✓ Any disclosure of child or family data to a third party includes clear privacy policies that state the data to be disclosed, the purpose of the disclosure, and a date for when the data will be destroyed.

Accountability

- ✓ Privacy practices uphold program, state, and national laws and policies including those required by the [Family Education Rights and Privacy Act \(FERPA\)](#), [Children's Online Privacy Protection Act \(COPPA\)](#), and [Individuals with Disabilities Education Act \(IDEA\)](#).

* Inspired by "5 Principles to Protect Student Privacy" by the Parent Coalition for Student Privacy

Scan or [click](#) for full Screen Aware Kit!



Scan or [click](#) for research references and recommended reading!



60% of school apps sell student data; the majority of these sell to 10+ third parties.¹



EdTech is on track to be a \$207.3 billion business by 2026.⁵



Public schools are more likely to share/sell student data than private schools.¹

Make sure your rights are being protected!

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Questions families can ask



- 1 Do you use digital devices, online programs or apps in the classroom? If so, which ones?
- 2 How much time do children spend on screens every day? Doing what?
- 3 Do you have screen-free zones?
- 4 How do you handle photos, videos, and audio recordings of the kids?
- 5 Do you offer opt-out or off-line alternatives that use book/paper/pencil?
- 6 Do you have a privacy policy for the use of digital devices?
- 7 May I see the data/privacy terms and conditions for each of the online programs/apps you use? Do they receive a passing grade from the [State of Kids Privacy report](#)?
- 8 Can I see the data/meta-data collected on my child? If denied, see action #2.

Actions families can take

- 1 Request that your child not bring home any school-issued devices.
- 2 Submit a Family Educational Rights & Privacy Act (FERPA)* request to see what data has been collected on your child.
- 3 Submit a Freedom of Information Act (FOIA)* request for contracts, data privacy agreements, data dictionaries, and memoranda of understanding your school has with EdTech companies. See resources below on how to file a FOIA.
- 4 Share this sheet with teachers, administrators and other parents.
- 5 Find other parents who share this concern; this greatly increases the chances administrators will take your concerns seriously. One strategy is to organize an event with a few local experts. After the event, you may be able to collect emails and form a group of parents, who can approach your school's administration together.



Resources for families



Student Data Privacy Project's FERPA [Letter Template + Instructions](#)
Freedom of Information Act's website [How to File a FOIA Request](#)
Parent Coalition for Student Privacy's [Parent Toolkit for Student Privacy](#)
U.S. Department of Education's [Student Privacy Policy Office](#)

**For children in elementary school or state-funded programs.*