Data Privacy:
It’s More than Compliance

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Student Data ......

Student data is crucial for educators, families, and policymakers to help students excel. Safeguarding data—and building trust in how it is used—is an essential part of using data effectively to support student learning.
Data are more than test scores.

**Longitudinal** — follow individual students over time

**Actionable** — timely, user friendly and meaningful to users

**Contextual** — robust, comparable and presented as part of a bigger picture

**Interoperable** — matched, linked and shared across systems and sectors
With the changes in education, come changes in the landscape of rules regarding student data.
Conversations on STUDENT DATA PRIVACY
An Evolution: Collecting, Storing & Securing Student Data

Image Source: Louisiana State Board of Elementary and Secondary Education
From required... 

...to taking action
Changes Are Necessary

- Increasing data demands
- Evolving technology
  
  → Need for new approaches for ensuring privacy
<table>
<thead>
<tr>
<th>PARENTS</th>
<th>STUDENTS</th>
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<tbody>
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<td>Everyone has a role to play in protecting student data</td>
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<tr>
<th>SCHOOL LEADERS</th>
<th>POLICYMAKERS</th>
<th>TEACHERS</th>
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Federal Role

- **Family Educational Rights and Privacy Act (FERPA)**
  - Establishes student privacy rights by restricting with whom and under what circumstances schools may share students personally identifiable information.
State Role

- Guarantee Access and Protect Privacy
  - States should intentionally design and implement policies and practices to project the privacy and confidentiality of student and teacher data.
  - States have taken this responsibility seriously
2014: A legislative frenzy begins

110 bills related to student data privacy in 36 states
2015: Yet more legislation somehow

186
bills related to
student data privacy
in
47 states
2016: A legislative slowdown, and an expansion.
Laws are not enough.

We need leadership from the local education community.
District Role

- A unique responsibility to transform state and federal law into strategies, practices, and policies that guide teaching and learning.
District Role: Leadership

Promote a culture that uses data and create the necessary policies and procedures to ensure those who receive data know how to use it effectively and appropriately.
District Role: Governance

Establish a governance body that has the authority and responsibility to make decisions about district data use and protection policies.
District Role: Communication

Provide data that meets the identified needs of your community and proactively communicate about how that data is safeguarded.
District Example: Massachusetts Student Privacy Alliance

Massachusetts Student Privacy Alliance

About MSPA
Search the Database
View Participating Districts

Download Student Data Privacy Agreement
VG | Y12a (includes Terms of Service) | Y5
Learn more about the Agreement Types

Are your students safe online? Join us!

Questions? Concerns? Email us
We believe:

1. Student data should be used in further to support student learning and growth.
2. Student data is most powerful when used for continuous improvement and personalizing student learning.
3. Student data should be used as a tool for informing, engaging, and empowering students, families, teachers, and school system leaders.
4. Student, family, and education should have timely access to information collected about the student.
5. Student data should be used to inform and not replace the professional judgment of educators.
6. Personal information should be shared, used, or exchanged only in support of legitimate educational purpose.
7. Educational institutions, and their contracted service providers, are responsible for ensuring the security and confidentiality of the data they collect, use, and share.
8. Children's personal information should be protected from unauthorized access.
9. Educational institutions should have in place policies and procedures for how they collect, use, and share personally identifiable information of children.
10. Educational institutions should have in place policies and procedures for how they collect, use, and share personally identifiable information of children.

www.studentdataprinciples.org

Best Practices

Digital Privacy, Safety & Security
CREATE A SAFE, SECURE ENVIRONMENT FOR INNOVATION TO TAKE PLACE

Empower Educators to Innovate Responsibly

Data Privacy? Get Schooled.
Started Mar 23, 2025
ENROLL

iKEEPSAFE Technology is rapidly transforming teaching and learning, but technology's promise requires a commitment to a safe and secure digital environment. Charting a path between the two is complex—made more so by an endless reliance on apps, devices, websites, and an ever-changing legal landscape. Brightlines. In partnership with iKEEPSAFE—internationally acclaimed for its work in digital privacy and safety—is helping education organizations meet this challenge with the Digital Privacy, Safety, and Security module.
How to
Tools in protecting student data

FERPA

CoSN Toolkit

IT Department

iKeepSafe Training

POLICYMAKERS

Be Internet Awesome
Get Training
Online Safety Institute

TEACHERS/PARENTS/STUDENTS