Protecting Privacy in Connected Learning

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Protecting Privacy in Connected Learning and Trusted Learning Environment Programs
Transforming Education Through Visionary Technology Leadership

• About CoSN:
  – Premier professional association for K-12 school system education and technology leaders
  – Providing management, community building, and advocacy tools you need to succeed
  – Representing over 13 million students in school districts nationwide
  – Empowering educational leaders to create and grow engaging learning environments
Student Data Privacy

• Why is protecting the privacy of student data important?
• What does it take to protect student data privacy?
• How do we ease concerns of parents and other community stakeholders?
• CoSN tools and resources
64% of education IT Leaders said concerns around privacy and security are more important than they were last year.

- CoSN 2016 IT Leadership Survey
Security

• The time to compromise is almost always days or less, if not minutes or less.
  - 2016 Data Breach Investigations Report (Verizon)

• “If you’ve got computers and you’re on the web and you’re online, you’re going to have to spend money to protect that.”
  - Wichita School Board Member Lynn Rogers, explaining request for up to $2MM for cybersecurity
Many school forms require personal and, sometimes, sensitive information…

Your child’s personal information is protected by law. Asking schools and other organizations to safeguard your child’s information can help minimize your child’s risk of identity theft.

- Federal Trade Commission
Parent Concerns

- Lack of understanding of the benefits of technology or how it works
- Fear that schools are not maintaining control over the data
- Concern that vendors have access to too much data
- Questions about why data is collected and how it is protected and managed
**Data: Risks and Rewards**

- Customized and adaptive learning
- Operational efficiencies
- Early intervention
- Easier to understand what, when and how students learn

- High-value data
- Costly security breaches
- Rising rates of identity theft in children
- Complex compliance requirements
Laws control the lesser man... Right conduct controls the greater one.

- Mark Twain
Privacy Begins With Leadership

• A school system cannot successfully protect its students without appropriate and informed leadership setting expectations and championing the efforts.
Contrary to what most people believe, trust is not some soft, illusive quality that you either have or you don’t; rather trust is a pragmatic, tangible, actionable asset that you can create.

Stephen M. R. Covey
Setting the Stage for Success

• CoSN informs, guides and helps you manage your student data privacy efforts.
Creating the Framework

• CoSN and Data Quality Campaign led a coalition of national stakeholders in determining a set of fundamental beliefs for using and protecting student data to guide the work of the education community.
These beliefs are widely shared by the education community.
Student Data Principles: How to Use the Data

1. Student data should be used to further support student learning and success.
2. Student data are most powerful when used for continuous improvement and personalizing student learning.
3. Use student data to inform, engage and empower students, families and school system leaders.
4. Provide students, families and educators with timely access to information collected about the student.
5. Use student data to inform and not replace the professional judgment of educators.
Student Data Principles: Working with Technology Providers

6. Share students’ personal information only under terms or agreement for legitimate educational purposes; or obtain necessary parent consent. Implement policies to oversee this process.

7. Provide clear, publicly available rules and guidelines for how you and your service providers collect, use, safeguard, and destroy data.

8. Collect and provide access only to the minimum student data required to support student success.
Student Data Principles: Education and Training

9. Everyone who has access to students’ personal information should be trained and know how to effectively and ethically use, protect, and secure it.
Student Data Principles: Privacy and Security Framework

10. Have a system of governance that includes:

- Rules, procedures, and the individual or group responsible for authorizing data collection, use, access, sharing, and security, and use of online educational programs;

- Policy for notification of any misuse or breach of information and available remedies;

- Security process that follows widely accepted industry best practices;

- Designated place or contact where students and families can go to get informed about their rights your data privacy and security practices.
Anyone who has access to students’ personal information should adhere to and build upon these 10 principles.

StudentDataPrinciples.Org
Moving Beyond the Framework

• Building trust:
  • Know your legal and ethical responsibilities
  • Take responsibility for bringing appropriate technology into your school system
  • Provide proper education and training to students, parents and employees
  • Demonstrate your competency around student data privacy and security
  • Be transparent with your employees, parents and students
  • Continuously examine and improve your governance program
Demonstrating your competence and commitment to student data privacy and security.
Trusted Learning Environment Seal Program

• A mark of distinction for school systems, signaling that they have taken specific, measurable steps to help ensure the privacy of student data.
Trusted Learning Environment Program

Created in collaboration with 28 school systems, with support from lead partners…

Additional partners…

trustedlearning.org
Why is the TLE Seal Program Important?

21st century classroom and personalized learning

Concerns about data privacy and security

trustedlearning.org
How Does the TLE Seal Work?

- Evidence
- Application
- Assessment
- Feedback

Open to school systems of all governance structures; public, private, charter and parochial.
Trusted Learning Environment Program Requirements

- Leadership
- Business
- Data Security
- Classroom
- Professional Development
What Does it Take to Earn the TLE Seal?

- Trusted Learning Environment
- Legal Compliance
- Ongoing Improvement

TLE Practice Elements
What Does Each Practice Entail?

1. **Leadership**: manage and collaborate on use and governance of student data
2. **Business**: establish acquisition vetting processes and contracts to address laws while supporting innovation
3. **Data Security**: audit data privacy and security practices and publicly detail these measures
4. **Professional Development**: conduct privacy and security training, available to all stakeholders
5. **Classroom**: ensure transparency with parents and students while advancing curricular goals
A Closer Look at the Requirements: Leadership

**Leadership Practices**

1. The deliberations and decisions of school system leaders reflect an understanding of data privacy and security.

2. The school system has up to date policies and regulations addressing data privacy compliance requirements.

3. The school system’s policies and regulations set clear expectations for the protection of student data privacy and security, as well as the transparent use of data.

4. A school system executive leader is identified as the person responsible for development and implementation of data privacy and security policies and practices.

5. School system leaders provide transparent, updated and accessible communications regarding the collection, management and use of student data to their community.

6. School system leaders ensure adequate resources are available to meet data privacy and security needs.
A Closer Look at the Requirements: Business

**Business Practices**

1. The school system has implemented a process for vetting online services for data privacy and security.

2. The school system regularly educates its employees about the importance of, and expectations for, the use of the established vetting process for online services.

3. The school system implements contract language and data sharing agreements addressing student data privacy and data security.

4. The school system ensures that enforceable data privacy and security requirements are in place around all business processes that involve student data.
A Closer Look at the Requirements: Data Security

Data Security Practices

1. The school system website includes its data privacy and security policies and practices which are updated as-needed, but at least on an annual basis.

2. The school system data privacy and security procedures include, at a minimum, of all of the following: Defined data retention periods for student records; technical protocols for securing data in transit; physical, technical and administrative safeguards for securing data at-rest; controls limiting access to data.

3. The school system has enforceable policies regarding storage of data on local computers, mobile devices, storage devices and cloud file-sharing and storage services.

4. The school system utilizes a documented, role-based process when granting educators, staff and contractors access rights to data and technology systems.

5. The school system has a process in place to communicate data incidents to appropriate stakeholders, in accordance with state law and school system policies.

6. The school system has a business continuity and disaster recovery plan which is verified and tested on an established, regular basis.

7. The school system performs an audit of data privacy and security practices on an established, regular basis.
A Closer Look at the Requirements: Professional Development

Professional Development Practices

1. Privacy and security of student data is embedded into training and professional development in all areas of school operations and academics.

2. The school system provides employees with up-to-date, easily accessible resources and documented processes, including exemplars and templates that facilitate student data privacy and security.

3. Parents are offered awareness training and resources about student data privacy and security.

4. All staff members participate in annual student data privacy training related to applicable federal and/or state laws.
A Closer Look at the Requirements: Classroom

**Classroom Practices**

1. Teachers implement a curriculum to promote student information literacy, digital citizenship and Internet safety.

2. Teachers are aware of and regularly use the school system’s established process for vetting and procuring online services to be used in the classroom.

3. Teachers model appropriate use and protection of student data for their students.

4. Teacher communications to parents include clear information about the collection, use and protection of student data.
Meaning of TLE Seal

• Demonstrates adherence to publicly available standards around 5 core privacy practice areas.
• Signifies your commitment to student data privacy.
Meet Our TLE Seal Recipients

- Baltimore County (MD) Public Schools
- Butler County (AL) Schools
- Cambridge (MA) Public Schools
- Denver (CO) Public Schools
- Fulton County (GA) Schools
- Highland Local (OH) Schools
- Lewisville (TX) Independent School District
- Miami-Dade (FL) County Public Schools
- Park Hill (MO) Schools District
- Raytown (MO) Quality Schools
- Round Rock (TX) Independent School District
- Zionsville (IN) Community Schools

Demonstrating a strong, measurable, public commitment to student data privacy and building trust in their communities.
Build Your Competencies and Trust in Your Community

- Overwhelming positive national and local press celebrating TLE Seal recipients:
  - 7 Districts Win Trusted Learning Environment Seal for Data Privacy Commitments - Education Dive
  - Schools Earn National Privacy Designation- eSchool News
  - TLE Seal of Privacy: Building a ‘Trusted Learning Environment’ - THE Journal
  - Small Missouri School District Thinks Big About Privacy and Security - EdScoop
  - Fulton County Schools Honored for Learning Environment - MDJOnline.com
Getting Started: How to Apply, Resources, Managing the Process
For More Information and to Apply: TrustedLearning.org
Applications Accepted Fall 2017
Before You Apply for the TLE Seal

Ready to apply, but not sure where to start? Download this Word Doc to find out more about what will be asked on the application.

DOWNLOAD

TLE Practices and Examples of Evidence

Need help in applying for the TLE? Download this resource for a list of examples that could be used as evidence...

DOWNLOAD

TLE Seal Frequently Asked Questions

Here are the answers to some of the most commonly asked questions about the TLE Seal Program.

DOWNLOAD
Managing the Application Process

• Review the application
• Gather your stakeholders
• Delegate responsibility for gathering materials
• Develop a project management roadmap
# Sample Project Roadmap

<table>
<thead>
<tr>
<th>Area</th>
<th>Practice</th>
<th>Artifact</th>
<th>Example Artifacts</th>
<th>Proposed Artifact</th>
<th>Artifact</th>
<th>Notes</th>
<th>How the district is meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Leadership</td>
<td>1. The deliberations and decisions of</td>
<td>Y</td>
<td>Agendas and/or minutes from</td>
<td></td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. The school system has up to date</td>
<td>N</td>
<td>School system policies and/or</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-Leadership</td>
<td>3. The school system’s policies and</td>
<td>N</td>
<td>School system policies and/or</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-Leadership</td>
<td>4. A school system executive leader is</td>
<td>N</td>
<td>Organizational chart, duty</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-Leadership</td>
<td>5. School system leaders provide</td>
<td>N</td>
<td>School system newsletters,</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-Leadership</td>
<td>6. School system leaders ensure</td>
<td>N</td>
<td>Budget related documents</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-Business</td>
<td>1. The school system has</td>
<td>N</td>
<td>Process documentation.</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-Business</td>
<td>2. The school system regularly</td>
<td>N</td>
<td>Communications, pages from</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-Business</td>
<td>3. The school system implements</td>
<td>N</td>
<td>Contracts and data sharing</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-Business</td>
<td>4. The school system ensures that all</td>
<td>N</td>
<td>Business process</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-Data</td>
<td>1. The school system website includes</td>
<td>N</td>
<td>Links to privacy policies and</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-Data</td>
<td>2. The school system data privacy and</td>
<td>N</td>
<td>Data privacy and security</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-Data</td>
<td>3. The school system has enforceable</td>
<td>N</td>
<td>Policies, procedures or other</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-Data</td>
<td>4. The school system utilizes a</td>
<td>N</td>
<td>Process documentation.</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-Data</td>
<td>5. The school system has a process in</td>
<td>N</td>
<td>Process documentation.</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-Data</td>
<td>6. The school system has a business</td>
<td>N</td>
<td>DR plan documentation and</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-Data</td>
<td>7. The school system performs an</td>
<td>N</td>
<td>Audit result and response</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-Professional</td>
<td>1. Privacy and security of student data</td>
<td>N</td>
<td>PD/training materials such as</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-Professional</td>
<td>2. The school system provides</td>
<td>N</td>
<td>Related documents, websites,</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-Professional</td>
<td>3. Parents are offered appropriate</td>
<td>N</td>
<td>Communications to parents</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-Professional</td>
<td>4. All staff members participate in</td>
<td>N</td>
<td>Training materials such as</td>
<td></td>
<td>N</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Benefits and Resources

• Customized feedback and recommendations for improvement
• Benchmarking report comparing your performance to the aggregated results of all TLE Seal recipients
• Access to the CoSN Online Privacy Peer Community
• Access to the upcoming TLE Privacy Practice Review program
• Opportunity to stand out in the community with positive press on privacy practices, easing the conversation about privacy with parents and community stakeholders.
<table>
<thead>
<tr>
<th>Score</th>
<th>Measure</th>
<th>Explanation</th>
</tr>
</thead>
</table>
| 4     | Exemplary   | The written response reflects model practices. The question was answered completely, in a manner that conveys an understanding of the practice area and describes strong measures in place to address the specific practice item.  
   The evidence reflects model practices. It demonstrates that all facets of the question are being addressed in a manner that reflects a robust understanding of the practice item and thoughtfulness in execution. It may also demonstrate that a more thorough policy or process is in place, beyond what was requested by the program. |
| 3     | Adequate    | The written response reflects good practices. The question was answered completely or almost completely, in a manner that conveys an understanding of the practice area. It describes adequate measures in place to address the specific practice item. There may be room for improvement, but there are no glaring deficiencies.  
   The evidence reflects good practices. It demonstrates that all or most facets of the question are being addressed in a manner that reflects an understanding of the key portions of the practice item. There may be room for improvement, but there are no glaring deficiencies. |
| 2     | Mostly      | Adequate  
   The written response reflects practices that are complete in some areas, but lacking in others. Only a portion of the question may have been answered, reflecting either a lack of understanding of the full practice item or a lack of comprehensive measures in place.  
   The evidence reflects practices that are complete in some areas, but lacking in others. It demonstrates that only a portion of the practice item is being addressed, reflecting either a lack of understanding of the full practice item or a lack of comprehensive measures in place. |
| 1     | Deficient   | The written response reflects practices that are incomplete. Only a minor portion of the question has been answered, reflecting either a lack of understanding of the practice item, or either minimal or no substantive measures in place. |
| 4     | Executive   | A school system executive leader is identified as the person responsible for development and implementation of data privacy and security policies and practices. |
|       | Title(s)     | Title(s) and job description(s) of individual(s) responsible for development and implementation of both privacy and security policies and practices, along with an organizational chart demonstrating that the role(s) sit at the executive level for the school system. |
|       | Your score   | Your score indicates that you have designated one or more executive-level individuals responsible for development and implementation of both data privacy and security policies and practices. Compliance efforts can always improve, so be sure that you remain attentive to the staffing resources needed to maintain and grow a robust compliance program. |
Trusted Learning Environment Benchmarking Report
District X Compared with All Cohort 2 TLE Seal Recipients

This chart compares your school system practice scores with the combined average scores of those from school systems that earned the TLE seal. The intention is to help you identify areas where you might focus efforts in improving your compliance program. It is intended to be used in conjunction with the application feedback that has also been provided.
Communications Support

• National press release from CoSN
• Local press release and press kit that can be customized
• Connection with CoSN’s communications firm to help amplify your efforts
• TLE Seal to display on your website, email signature and other outlets
• Guidance on how to embark on a communications program to celebrate your TLE Seal
Protecting Privacy in Connected Learning Toolkit
Moving From Compliance to Trust

VERSION 3, JUNE 2017

- FERPA & COPPA Decision Guide Flowchart
- PPRA & HIPAA At-a-Glance
- Security Questions to Ask an Online Service Provider
- Suggested Terms for Contracts
- 10 Privacy Steps Every School District Should Take
- Communicating Privacy Practices Infographic (Developed with the National School Public Relations Association)
- Many Other Helpful Resources

cosn.org/privacy
Other Privacy Resources

• US Department of Education’s Privacy Technical Assistance Center: ptac.ed.gov
• Future of Privacy Forum FERPA Sherpa: ferpasherpa.org
• K-12 Privacy Blueprint Sponsored by Intel: K12BluePrint.com/privacy
• Student Data Privacy Pledge from Future of Privacy Forum and Software & Information Industry Association: StudentPrivacyPledge.org
• Making Sense of Student Data Privacy, Data Security: The First Step to Protecting Student Privacy from National Cyber Security Alliance: StaySafeOnline.org
Connect with parents: 2-page, customizable infographic available in English & English-Spanish.
Thank You

For More Information:
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