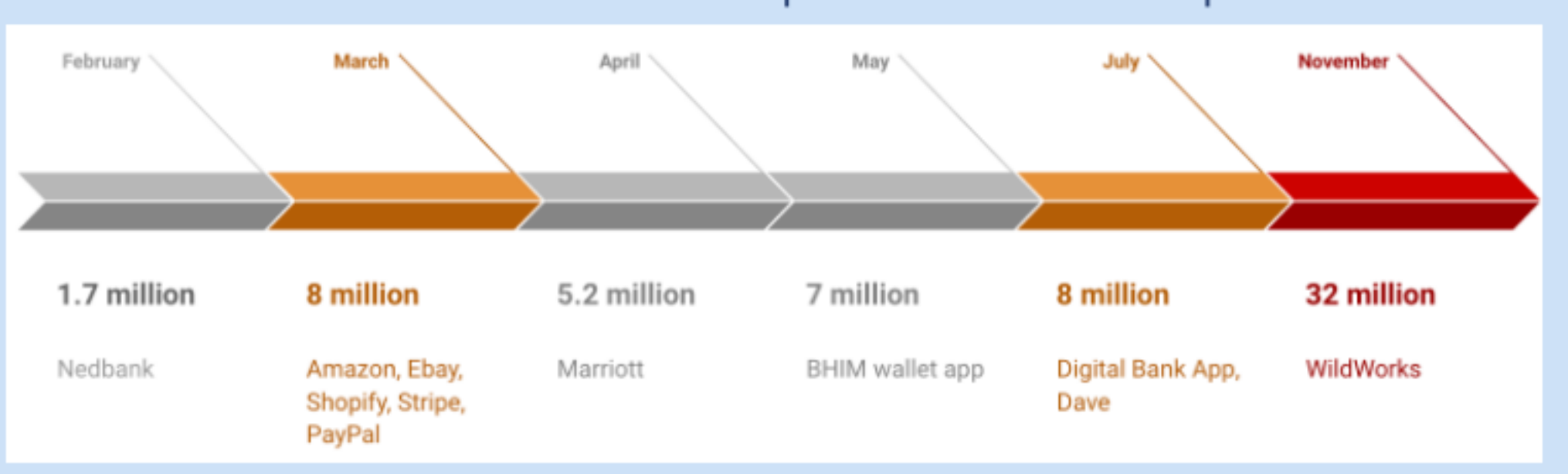


THE REVIEW

Data is collected from students on EdTech platforms then shared with 3rd-party service providers for processing.

Third-party data breaches result in millions of accounts being exposed to the deep & dark web.



REVIEW OF PRIVACY POLICIES COMPARED TO FTC COMPLIANCE TIPS

	edmodo 87 million users	SPLASH LEARN 30 million users	Kahoot! 50 million users
Third Parties Named Name operators collecting personal info	👎	👎	👎
Personal Information Descriptions and intended use	👎	👎	👎
Parental Rights Collection of child's data	👎	👎	👎
Notice to Parents Direct notice to parents clearly written	👎	👎	👎
Parental Consent Verifiable consent before collecting data	👎	👎	👎
Child's Data Parents can review data & revoke permission	👎	👎	👎
Security Measures Reasonable to protect data	👎	👎	👎

"Privacy is rarely lost in one fell swoop. It is usually eroded over time, little bits dissolving almost imperceptibly until we finally begin to notice how much is gone."
DANIEL SOLOVE

REFERENCES
Common Sense Media
Federal Trade Commission



AN EXAMINATION OF EDTECH TOOL PRIVACY POLICIES

CHILDREN'S PRIVACY

In the rush to choose education technology tools during quarantine, privacy policies and practices may not have been closely examined by teachers, schools, and parents.

Eager teachers are individually deciding which tools to use as early adopters of new EdTech tools which may circumvent the approval processes of their school or school district. COPPA & FERPA regulations are meant to protect children's & students' privacy. EdTech companies share data collected from children with third-party service providers, putting the privacy and security of consumer data at further risk.

TOBI WEST, Ph.D. Candidate, Cyber Defense
Dakota State University

RECOMMENDATIONS INCREASE DATA PRIVACY AWARENESS

1 **RECOGNIZE CORPORATE SOCIAL RESPONSIBILITY**
EdTech companies should view protecting data privacy as a corporate social responsibility.
Manage third-party data processing and require enhanced security during data transmission and storage.

2 **SET LIMITS**
Limit the types of data collected and shared.
Limit the number of third-parties processing data.
Do not allow fourth-party data sharing or processing.

3 **USE FTC GUIDANCE**
Teachers and schools should rely on the guidance and tips from the Federal Trade Commission when choosing EdTech companies to partner and contract with.

4 **READ COMMON SENSE MEDIA PRIVACY REPORTS**
Teachers and schools should the privacy evaluation reports from Common Sense Media when choosing EdTech companies to partner and contract with.

5 **MODERNIZE PRIVACY LAWS**
Privacy laws should be updated to align with the modern use of technology and business use of consumer data, such as data collection methods and how data is shared, data rented, and leased.

