

UNDERSTANDING DIGITAL PRIVACY

Why EdTech Privacy Matters

Presented by Teresa Calhoun



Lesson Objectives

1. After analyzing the privacy policies of five classroom tools, educators will explain at least five types of student data collected across the platforms.
2. During a guided privacy-audit activity, educators will identify at least three privacy concerns such as retention, permissions, or third-party data sharing.
3. When provided with platform settings, educators will adjust at least two privacy or sharing settings to increase student data protection.

Lesson Objectives

4. Using a student mini-lesson template, educators will teach students to identify at least two pieces of data that contribute to their digital footprint.
5. During instructional technology use, educators will model at least three transparency practices aligned to ISTE Standard 3: Citizen.
- 6 .After reading privacy-policy excerpts, educators will evaluate each tool by identifying whether it sells, shares, or indefinitely retains student data.

What Data Tools Collect



Personal Info

Includes names, emails, and demographics.



Usage Data

Tracks interaction patterns and duration.



Device Metadata

Information about the devices used.



Learning Analytics

Assesses student progress and performance.

Google Classroom Compliance

Google Classroom adheres to **FERPA and COPPA regulations**, ensuring student privacy is protected. This platform does not engage in advertising and offers core services free of charge. Teacher-controlled settings allow for customizable visibility of student work and data, reinforcing the responsibility educators have in safeguarding sensitive information. By understanding these compliance measures, teachers can confidently utilize Google Classroom, enhancing their digital citizenship practices for both themselves and their students.

Padlet Privacy

Padlet prioritizes user privacy by ensuring **no data-selling practices**. This means that personal information shared on the platform remains secure, fostering a safe environment for classroom collaboration. Teachers can utilize Padlet with confidence, knowing that their students' data will not be exploited for advertising or other commercial purposes. The platform also provides a Data Processing Agreement (DPA) to further clarify its commitment to safeguarding user data and maintaining transparency.

IXL Data Practices

IXL adheres to **COPPA compliance**, ensuring that the platform is designed to protect children's privacy. While the service collects detailed analytics to enhance learning experiences, concerns arise regarding data retention practices. Reports indicate that the platform's data retention policies can be vague, leading to uncertainty about how long student data is stored and under what conditions it can be deleted. Teachers must remain vigilant and informed about these practices to protect their students' privacy.

Epic Reading Insights

Epic Reading prioritizes user privacy by ensuring **no selling of personal data**. The platform collects metadata to enhance user experience, but students' personal information remains protected. This commitment to privacy enables teachers to integrate the app into their classrooms confidently, fostering an environment where students can explore literature without concerns about their data being exploited. It's essential for educators to understand these practices to promote responsible usage and digital citizenship among students.

Indefinite Data Retention

Renaissance Learning's STAR and Accelerated Reader tools pose significant privacy concerns due to their **indefinite data retention policies**. Student data is kept indefinitely, with permanent deletion only possible through district intervention. This raises potential legal issues and questions about data security. Educators must be aware of the implications of such practices and advocate for transparent deletion protocols to protect student privacy and ensure compliance with educational regulations.

Surprising Insights on EdTech Privacy Issues

Vague Data Retention Policies

Many tools have unclear data retention policies, making it difficult for teachers to ensure student privacy and compliance with legal standards.

Teacher Responsibility in Data Management

Teachers must understand their role in managing student data privacy, ensuring that they utilize tools responsibly while maintaining transparency with parents.

Uneven Transparency Across Platforms

Different platforms provide varying levels of transparency regarding data usage, leaving educators to navigate complex privacy landscapes without adequate guidance.

Key Implications of EdTech for Teachers

Adjust Privacy Settings

Teachers must proactively adjust privacy settings in digital tools to ensure student data is protected and used responsibly.

Communicate with Parents

Establishing clear communication with parents about data practices helps build trust and ensures they understand how their children's information is managed.

Review Data Processing Agreements

Regularly reviewing data processing agreements is essential for teachers to understand how tools handle student information and ensure compliance with privacy laws.

Components of a Student Privacy Lesson

Understanding Digital Footprints

Students must grasp that their online actions create a **lasting digital footprint** that can affect their future opportunities.

Navigating Privacy Settings

Teaching students to actively manage their **privacy settings** on platforms ensures they understand how to protect their personal information.

Responsible Online Commenting

Encouraging responsible commenting promotes **positive digital interactions**, teaching students the importance of respectful and thoughtful communication online.

Action Steps for Enhancing Privacy Literacy

Review Settings Regularly

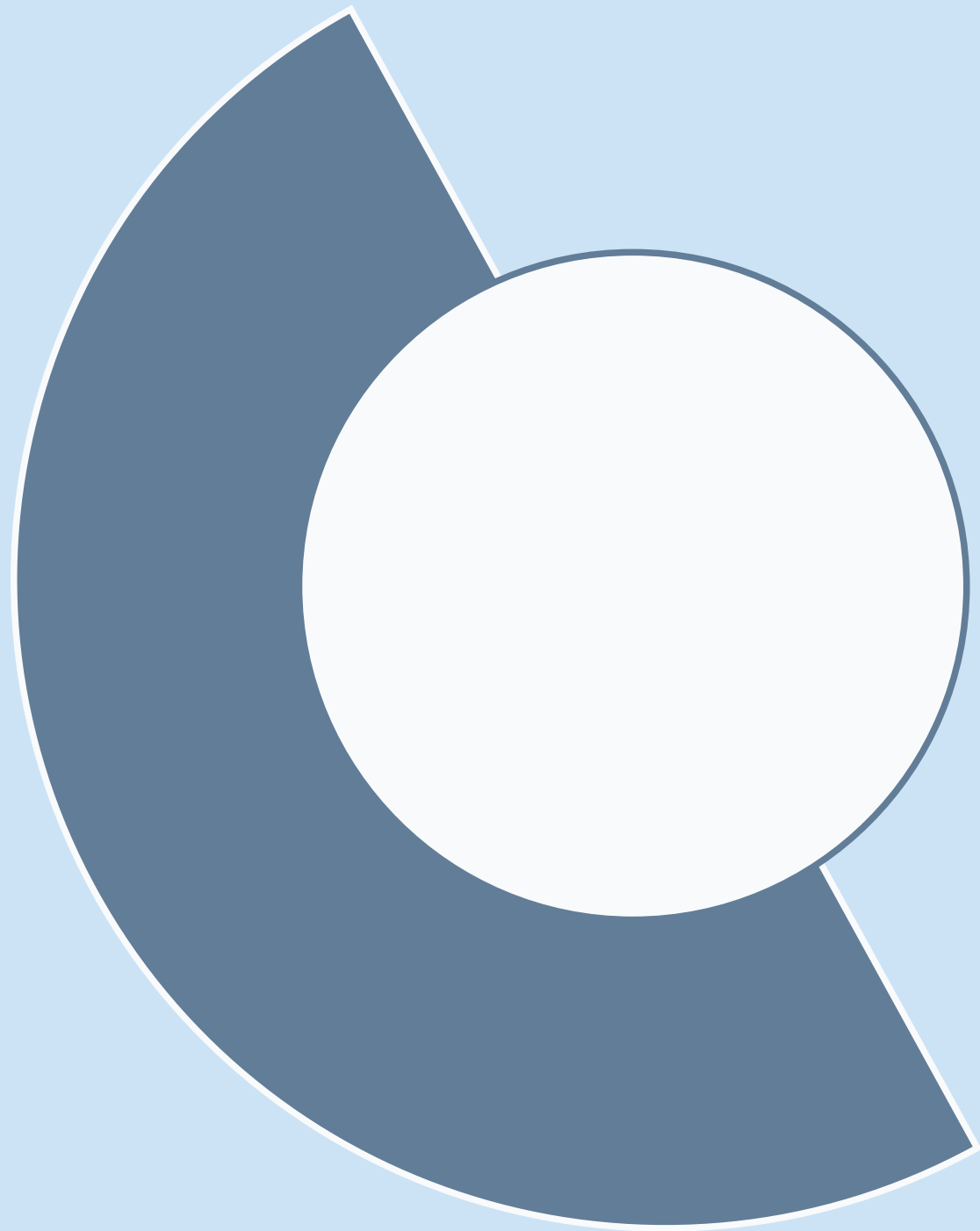
Regularly reviewing privacy settings ensures that you are aware of data collection practices and can adjust them to safeguard student information effectively.

Teach Privacy Concepts

Incorporating privacy education into your curriculum empowers students to understand their digital footprint and the importance of maintaining privacy online.

Share Insights with Staff

Collaborating with colleagues about privacy practices fosters a culture of awareness and responsibility, enhancing overall digital citizenship within the school community.



Closing Thoughts

Emphasizing privacy in the digital classroom

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