



Parent Coalition for Student Privacy

OUR FIGHT FOR STUDENT PRIVACY *BEGINNING WITH INBLOOM INC*

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www.studentprivacymatters.org

In US, recent fight for student privacy began with InBloom Inc. (2013-2014)

- inBloom Inc. launched in February 2013 with more than \$100M in Gates Foundation funding
- Designed to collect personal information of millions of public-school students, starting in nine states and districts, including New York .
- Data to be systematized and shared with for-profit data-mining software companies to build their “tools” around, w/out parental knowledge or consent.
- Objective: to put more education into the hands of for-profit ed tech companies, with the goal of enhanced “efficiencies”

inBloom Part II

- Data would include student names, addresses, grades, test scores, economic and racial status, disciplinary records, disability information, criminal records if arrested in school.... and much else.
- In their contracts with states and districts, Gates Foundation and inBloom disclaimed all legal responsibility if data breached & would start charging districts for their “services” in 2015.
- Parents, educators and district leaders vehemently protested, and one by one, every state and district pulled out. In April 2014, inBloom closed its doors.

Results of inBloom controversy

- Parents & many others had incorrectly believed US privacy law (mainly FERPA) protected students' personal identifiable information (PII) in school records by requiring parental notification & consent before disclosure to 3rd parties.
- Instead, we learned that FERPA had been weakened twice via regulations by US Dept of Ed, under George W. Bush & Obama, to create vast loopholes to enable schools to disclose student PII to organizations and vendors for many reasons without parental knowledge or consent
- We also became aware for 1st time how much collection and sharing of student data was ALREADY occurring behind our backs.

The inBloom controversy kick-started a huge debate on student privacy that continues:

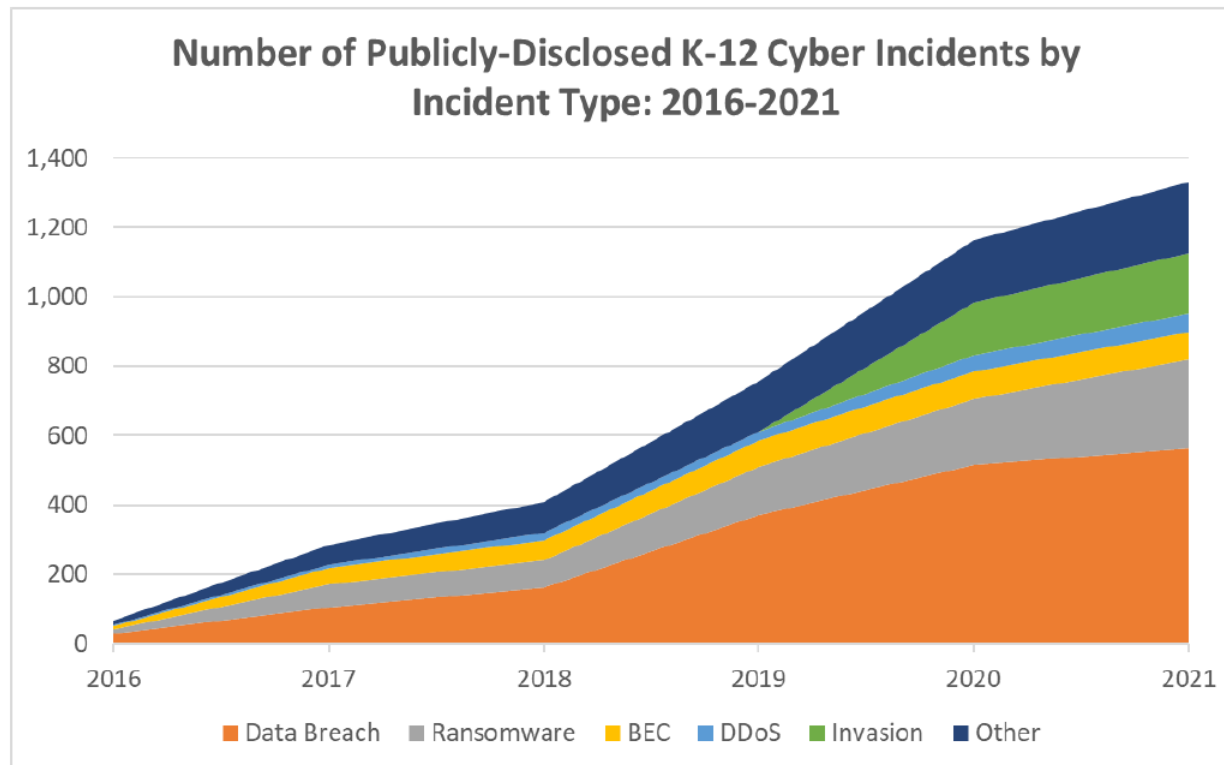
- In 2014, with our allies in other states who opposed inBloom, we formed the Parent Coalition for Student Privacy to represent parents' right to protect their children's education data.
- Since then, 38 states have passed at least 98 student privacy laws, to try to make up for weaknesses in federal student privacy law.
- And yet few of these laws have been properly complied with or enforced, because of a lack of political will & private action (***i.e. no parent ability to sue when law violated***).

Many problematic programs used by schools & this worsened during pandemic.

- Go Guardian – student surveillance/spyware that schools use to protect against cheating and check to see if students are engaged; can spy into student homes if not properly configured.
- College Board that administers college entrance exams continues to sell student data collected before their exams and online and sells it directly to colleges and other third parties, including student score ranges– in violation of many states' privacy laws.
- Naviance – makes \$ by surveying students without parent knowledge, collecting their data, and sells access to colleges to allow them to target ads to students differentially based upon their PII including by their race.
- Kinsa thermometer that schools gave to parents to use during pandemic captured student health data remotely; company could use that data to market products to families.

Breaches of personal student data have proliferated including ransomware attacks

K-12 Cyber Incidents: Analysis and Trends



Real-World Impacts

- Disruption of school operations
- Identity theft/credit and tax fraud
- Data destruction
- Stolen/extorted \$
- Unbudgeted remediation expenses
- Rising insurance costs/lower bond ratings
- Loss of trust

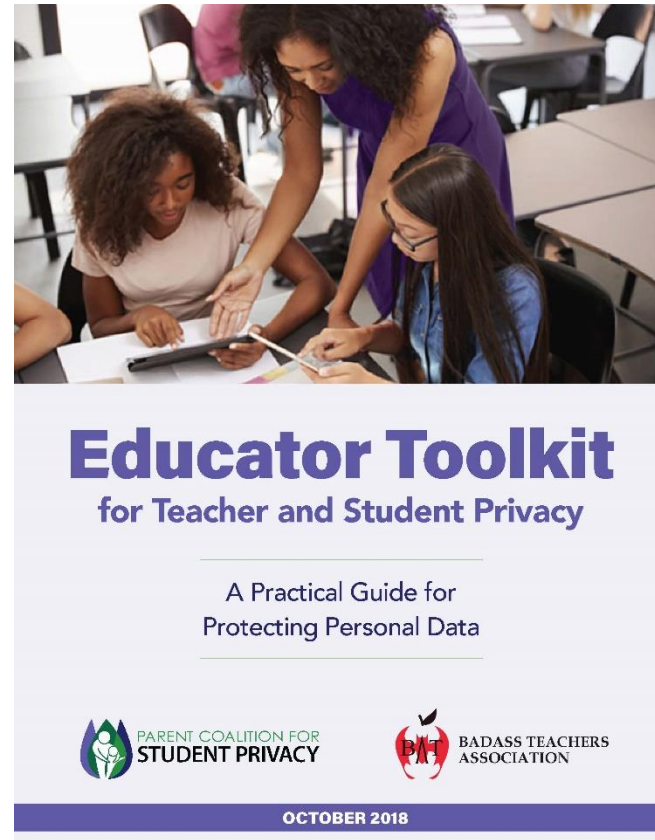
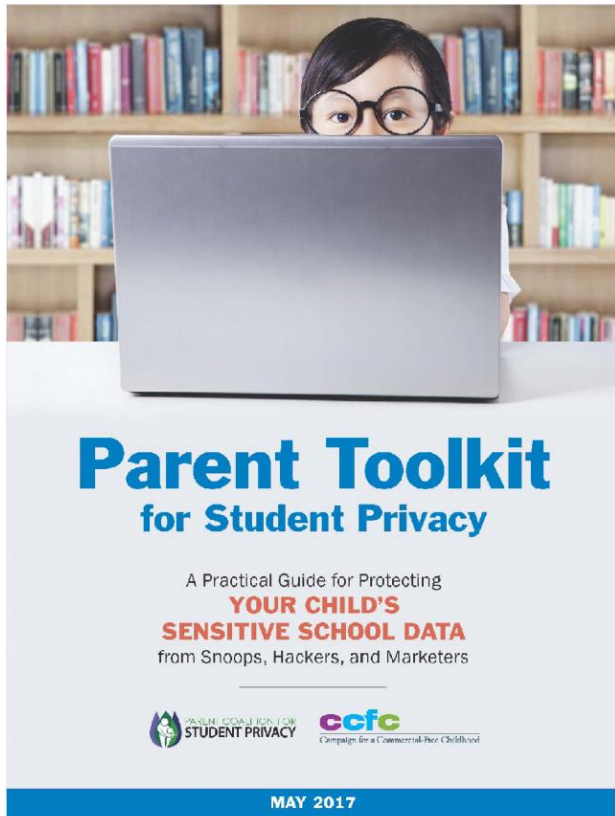


New US threat to student privacy:

College Transparency Act

- Bill considered in Congress to authorize federal government to track every student enrolled in college through life (already passed in House)
- Information to include names, age, grades, test scores, attendance, race and ethnicity, gender, and economic status, collected directly from their colleges, along with their disabilities and/or “***status as a confined or incarcerated individual.***”
- As students move through life, this data would be “matched” with their personal data from the other federal agencies, including the Census Bureau, the DoD, Social Security Admin & perhaps other agencies.
- ***NO ability for students to opt out or ever have data deleted.***

We offer toolkits for parents and teachers on how to protect their data & what questions to ask



They can be downloaded for free at www.studentprivacymatters.org

For more information...

- We have fact sheets & opt out forms available at www.studentprivacymatters.org
- You can contact us at info@studentprivacymatters.org
- Sign up for our newsletter at <https://studentprivacymatters.org/join-us/>
- Follow us on Twitter [@parents4privacy](https://twitter.com/parents4privacy)