Building Trust in Digital Learning:
Data Privacy, Security, and Accessibility with 1EdTech
Speakers

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Agenda

- Welcome & Overview, Kelly Hoyland
- The 1EdTech TrustEd Apps™ Program, Kelly Hoyland
- Data Privacy Vetting, Kevin Lewis
- Generative AI Data Privacy Self Assessment, Beatriz Arnillas
- Accessibility Self Assessment, Kelly Hermann
- Security Practices Self-Assessment, Kelly Hoyland
- Closing Call to Action, Kelly Hoyland
- Questions
Welcome and Overview

Explore the 1EdTech Data Privacy, Security Practices, and Accessibility rubrics, developed by experts in the field, to offer educational organizations a robust framework for ensuring their technology meets the highest standards of privacy and security while being accessible to all learners.

Gain insights about how these rubrics can be effectively used to create a safe, inclusive, and compliant digital learning landscape.
TrustEd Apps
Creating the foundation

TrustEd Apps Pledge
Make open standards the first choice for plug-and-play integrations

TrustEd Apps Vetting and Certification
Streamline, scale, and secure your ecosystem

TrustEd Apps Management Suite
Curated apps, validated for privacy and integration

TrustEd Apps Certified Leader
Become a pro at implementing 1EdTech open standards
Data Privacy Vetting

Purpose of the Rubric

- Establish a basic set of "must ask" questions that educational institutions need to address when vetting an application to ensure a minimum level of data privacy, and for FREE applications.
- Start small and build out the extensions in the following areas:

  - Availability of Policy
  - Data Collected
  - Third Parties
  - Data Handling
  - Social Interactions
  - Advertising
  - Security
  - Legal
  - Accessibility
  - Mobile
  - Integrations
Data Privacy Rubric Contents
App Vetting “Lite” - Rubric Sections

- **Data Collected** - This section covers what information a user is required to input and how the users can interact with their own data.

- **Security** - This section covers the supplier's back-end security policies and practices. It addresses encryption, cookies, and authentication.

- **Third Parties** - This section covers all third-party interactions with the supplier and users’ data. It also addresses the selling or sharing of user data.

- **Advertising** - This section covers how the supplier manages advertisements to its users and whether or not there is ad targeting or tracking.
App Vetting in 4 Quick Steps

1. Initial Review
2. Contact Supplier
3. Secondary Review with Supplier
4. Publish to the TrustEd Apps Directory
Gen-AI Data Privacy Tool
Almost every educational app is using some kind of AI. Some AI features and models are built internally, but most use a third-party product.

Five (5) 1EdTech member experts worked on the Generative AI Data Privacy Rubric.

The rubric is a supplier self-assessment tool.
# Rubric Considerations

## Covered in current rubric
- Existence of Responsible AI Policy
- Transparency of AI Usage
  - Third-party model usage
  - Training data source
  - Model improvements and prompt usage
- User option for AI interactions

## Future Concerns
- Monitoring of model for:
  - Accuracy
  - Biases/Hallucinations
  - Ethical responses
  - Intellectual property
  - Prompt ownership
**Purpose**

Generative AI Data Privacy section is the first part of our AI Data self-assessment instrument for suppliers.

It is meant to support suppliers’ efforts towards data transparency and to give users options concerning the use of data when Gen-AI is in use.

1EdTech will make a call-for-participation to all Contributing Members, to develop a more comprehensive Gen-AI Data self-assessment instrument.

The new sections will assess the use of data in AI beyond privacy, including data sources, validity and bias, intellectual property, user prompt data protections, and other data concerns when AI is in use.
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<th>Statement</th>
<th>Does Not Meet (0)</th>
<th>Reservations (+1)</th>
<th>Meets Expectations (+2)</th>
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<tr>
<td>Policies state whether AI is being used</td>
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<td>The Policies state user options on the usage of AI</td>
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<tr>
<td>Policies state whether AI is a 3rd party product or internal</td>
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<tr>
<td>Policies state where the data comes from</td>
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<tr>
<td>Policies state how the AI data model is improved</td>
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Reasons for the score or N/A
Accessibility Self Assessment
Why Accessibility Vetting Matters

*Accessibility is a journey, not a destination*

Ensure equal access to educational technology

Promote inclusivity and diversity in education

Share expertise among accessibility professionals and influence the market
Main Purpose of the Rubric

- Leverage accessibility expertise across 1EdTech member organizations.
- Provide a common framework for discussions and evaluating tools with tool providers and suppliers about accessibility.
- Supplement legislated requirements and/or accessibility conformance documentation.

What it is not:

Not a replacement for legislated requirements or accessibility conformance documentation, nor legal advice.
What problem does the rubric solve?

The rubric helps institutions:

- Evaluate important non-technical aspects of accessibility that should impact a purchasing decision.
- Leverage the accessibility expertise of the 1Ed Tech member community, if the institution does not have accessibility experts on staff.
- Provides standard information that many institutions ask for by consolidating it in one place.

Suppliers: Build trust
The What: Trusted Apps Accessibility Rubric

A self-evaluation tool about the accessibility of a product and its organization’s commitment to accessibility.

- Self-evaluation with task force review to ensure accuracy and thoroughness
- Help member organizations manage their accessibility vetting process
- Encourage suppliers to develop organizational maturity
- Enable accessible edtech tools for all learners
Rubric Categories

1. Information and Documentation
2. Procurement Process and Communication
3. Accessibility Conformance
4. Alternatives and Accommodations

Accessibility Rubric
Security Practices Assessment

Supplier Self-Assessment
TrustEd Apps Security Practices Rubric
Streamlining the basics

- Gather base-level security policies, procedures, and processes to help educational institutions
- Gives new edtech suppliers a basic understanding of what is needed and expected
- Focus is on teaching & learning tools with a smaller scope of data access
- Aligned with EDUCAUSE Higher Education Community Vendor Assessment Toolkit (HECVAT) LITE
Security Rubric Categories

- Documentation & Company Information
- Data
- Systems Management
- Third-Party Assessment

Ability to share evidence or documentation to support rubric answer
Security Rubric Results

Documentation & Company Information

Data

Systems Management

Third Party Assessment

Rubric Area

<table>
<thead>
<tr>
<th>Rubric Area</th>
<th>MEETS</th>
<th>PARTIALLY MEETS</th>
<th>DOESN'T MEET</th>
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<tr>
<td><strong>DOCUMENTATION &amp; COMPANY INFORMATION</strong></td>
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</tr>
<tr>
<td>DOC01 - Have you undergone an external audit?</td>
<td></td>
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<tr>
<td>ANSWER: Has undergone an external audit and can share the audit results or certificate</td>
<td>✔️</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>DOC02 - Do you conform with a specific industry standard security framework? (e.g. NIST Cybersecurity Framework, CIS Controls, ISO 27001, etc.)</td>
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<tr>
<td>ANSWER: Conforms with a specific industry standard and can show evidence of conformance</td>
<td>✔️</td>
<td>✗</td>
<td>✗</td>
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What’s next?
TrustEd Apps Management Suite
Empowering Visibility

Organize and track your edtech tools’ adherence to data privacy, security, and accessibility specifications in one place.
TAMS Dashboard

- User-friendly dashboard
- Quick glance results
- Add notes for stakeholders
- Track licensing & support information
- Promote a TrustEd Ecosystem
Call to Action

● Review the TrustEd Apps Directory for existing assessments

● Promote use of the rubric
  ○ Rubric is posted to website and viewable by anyone
  ○ Completed rubrics are only available to 1EdTech Members

● Encourage suppliers to complete the rubric
  ○ 1EdTech membership is required to have it published in the directory

● Add these tools to your institution’s procurement process
Get Involved

• Higher Education Members: Join the Digital Learning Ecosystem Innovation Leadership Network (ILN)

• Contributing Members can join:
  ○ Privacy/Security Product Steering Committee (PSC)
  ○ Accessibility Rubric Product Steering Committee (PSC)
  ○ Generative AI Data Rubric Task Force
What questions do you have?
Thank you

Contact us:

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