



Student Data Privacy in Action:

Lessons from K-12 Leaders



Challenges in education are getting more complex



99% higher
usage of technology
in schools than from
2022 until now



2,050 apps
in use in the average
school



50 hrs. per
month of
administrator time are
spent on compliance



91% of apps
have privacy
policy changes
each year,
averaging three
changes per year

Today's Speakers



Monica (Lopez) Watts

Sr. Director, Learning
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Matthew Jackson

Coordinator, Digital &
Media Services, Fayette
County Public Schools



Jiana Khazma

Product Marketing Mgr.,
Lightspeed Systems



On a scale of 1-5, how confident are you in your district's ability to vet new educational apps for student data privacy?

- ☐ 1 = Not at all confident
- ☐ 2
- ☐ 3 = Moderately confident
- ☐ 4
- ☐ 5 = Extremely confident



**Which of these is your biggest data privacy challenge?
(Select all that apply).**

- ☐ Identifying unapproved apps
- ☐ Communicating with parents
- ☐ Staying updated on regulations
- ☐ Managing vendor contracts



Governance process & partnerships

- What was your app vetting process before?
- Pain points?
- What is your process now?
- How do you bring in teachers and staff?



Governance process & partnership

What do you require before doing
business with a vendor?



Fayette County Public Schools - GA

Logout of Organization

Monica Watts
Senior Director of Learning Innovation

Home / TrustEd Apps - My Dashboard / Gale In Context: Opposing Viewpoints / Vettings / Eric Galis, CISO at Cengage

CENGAGE

By Cengage

Gale In Context: Opposing Viewpoints

CONTRIBUTING MEMBER

Privacy Vetting

Privacy Vetting Profile

09/30/2024 by Eric Galis, CISO at Cengage

Regulatory Compliance

UNKNOWN NO YES

The information below provides insight into compliance with various regulatory policies.

GDPR Compliant	✓
FERPA Compliant	✓
COPPA Compliant	✓
Approved for children under 13	✓
Accessibility Statement	✓

Policies Cited

The following urls were cited as a basis for this information

Terms of Service/Terms of Use

<https://www.cengagegroup.com/legal/>

Privacy Policy

<https://www.cengagegroup.com/privacy/>

Cookie Policy

<https://embed.widenet.net/pdf/plus/cengage/s4xpnkoxwg/Cengage-Cookie-Notice-12-2019.pdf>

Rubric Results

N/A UNMET PARTIAL MEETS

DATA COLLECTION

SECURITY

THIRD PARTY DATA

ADVERTISING

Rubric Area

Expectations Notes

		Meets	Partially	Unmet
G	GENQ1 How are changes to key policies managed? ANSWER: Notification is provided to the user in advance of a change		✓	
	DQ1 Does the supplier have a publicly available statement regarding accessibility? ANSWER: Supplier has a comprehensive statement that includes identification of a standard and associated conformance documentation. Statement may also include information about accessibility development and conformance testing conducted by the supplier, including compatibility with assistive technology.	✓		
	DQ2 Does the supplier provide accessibility conformance documentation? ANSWER: Accessibility conformance report (a completed VPAT) has comprehensive detail about how the criteria are met. May also provide information about alternative access options if needed.	✓		
	DQ3 Are the documents shared by the supplier accessible? ANSWER: Fully accessible documents.	✓		
	DQ4 How long ago was the accessibility conformance documentation completed and/or updated? ANSWER: Less than 12 months prior to the completion date of the rubric.	✓		
I	DQ5 Does the supplier have a documented roadmap for accessibility improvements and enhancements? ANSWER: Supplier communicates (verbally or in writing) about planned accessibility improvements and enhancements and includes projected timelines, contingencies and updates as available.	✓		



Staying ahead

- How do you stay proactive with changing privacy policies?
- How do you support transparency of approved apps?



Building community trust

How do you support parents and the public in understanding your data governance process?



ROI

What impact has this had on
your district's tech spending and
ROI?





Ensure student data privacy

- Spot rogue apps that require student login and haven't been approved
- View 3rd party vetting from 1EdTech & SDPC right in Lightspeed Insight
- Get real-time alerts with highlighted changes when privacy policies change to proactively protect student PII from getting into the wrong hands



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Q&A