



VENTURA COUNTY OFFICE OF EDUCATION

Stanley C. Mantooth, County Superintendent of Schools

Dear [Vendor]

As you know, California has passed several new student data privacy laws last year, including the Student Online Personal Information Protection Act (SOPIPA), which takes effect on January 1, 2016. These new laws were passed – and more are being debated in other states – because policymakers are hearing concerns about student privacy from parents and advocates.

CETPA members hear these concerns as well, and we know how important it is to build parent trust and confidence about new edtech products and tools that can help students and schools achieve. We need your help reassuring parents that these tools protect student data privacy.

As we are renewing or entering into new contracts with our vendors that host our student data we are now requiring that all contracts have specific language that comply with AB 1584 and SOPIPA. We strongly encourage your company to go through a 3rd party review as described below.

The Internet Keep Safe Coalition (iKeepSafe.org) has a new California Privacy Assessment – an independent, third-party review of the privacy policies and practices of edtech products, services and websites. The California Privacy Assessment builds on iKeepSafe's FERPA Assessment and COPPA Safe Harbor, which help educators and parents find products that meet the expectations of federal privacy laws.

The iKeepSafe California Privacy Assessment reviews a product for compliance with SOPIPA, as well as California's AB 1584, which requires edtech service contracts to include specific provisions for pupil record protection and management (and which took effect on January 1, 2015.)

All of the iKeepSafe privacy assessments are performed under an NDA (Non Disclosure Agreement) by nationally recognized student and child privacy experts. These assessments will:

- Clearly communicate how your policies and practices protect student data. Products that complete the assessment earn the iKeepSafe California Privacy Badge, along with a detailed product profile.
- Provide a market advantage by identifying your product as trusted and approved to CETPA members and other school decision-makers – who consider thousands of products each year.

CETPA leaders – and our lawyers at Fagen Friedman & Fulfroost – have provided iKeepSafe with the legal criteria to ensure the iKeepSafe California Privacy Assessment examines both California state laws and FERPA.

CETPA members – and the students and families we serve – want more technology and innovation in our classrooms. We need your help building confidence that these new tools protect student data privacy. We will recognize the first products to earn the iKeepSafe California Privacy Assessment at the CETPA Annual Conference in San Diego in December, and we'd like [your product] to be part of that announcement. For more information about the iKeepSafe assessment programs, please contact Hallie Saber at privacy@ikeepSAFE.org.