



## School Boards Video Guide

### Privacy Professional Development for Educators

[iKeepSafe.org/PrivacyEducation](https://iKeepSafe.org/PrivacyEducation)

#### Objectives

By the end of this unit, you will be able to:

1. Communicate the importance of balancing technology and learning goals with privacy and security responsibilities\*
2. Clarify the difference between data privacy and security\*
3. Contextualize your role as a school board member in protecting student data\*
4. Identify the key areas that will help guide your school into privacy awareness and compliance

---

As a school board leader, you create vision and set direction in education. You ensure accountability, and advocate for children, school districts and schools in the community. Today, one of the most important issues school boards need to address is digital technology.

Technology enables innovation, and advances learning, but it can also bring risks. Using technology and student data in smart ways can personalize learning experiences and increase efficiency.

#### *What can you do as a school board member?*

**Tip #1:** Understand the landscape — engage with your schools and your community. Listen to their concerns and investigate the risks your district faces. Having an independent third party conduct a privacy review can help you can identify gaps in your policies and practices and take steps in the right direction.

**Tip #2:** Understand these important definitions:

- **Privacy:** The protection of personal information — practices we follow to ensure that data is only accessed by appropriate parties for appropriate uses (including designating permissions).

- **Security:** Safeguards (which are usually technical) implemented to insure data is protected. (e.g. encryption, strong passwords, etc.)
- Weaknesses in either of these areas can result in a data breach!
  - Most data breaches result from an employee mistake or mismanagement.

**Tip #3:** Develop your data privacy plan. You should be able to answer these questions:

### 1. Who is in charge of student privacy?

- A *privacy leader or point person* will strengthen practices, ease concerns, and keep things running smoothly
- A *digital privacy and safety team* composed diverse stakeholders will bridge institutional silos, track the pulse of privacy, and inform policy and procedures. This team can include:
  - Teachers
  - Administrators
  - Tech directors
  - Curriculum directors
  - And more

### 2. What kinds of digital tools are being used in your schools?

- What programs, apps, games, and tools are being used in your schools? Have they undergone a privacy assessment?
- Understanding the benefits and privacy practices of these tools will help keep your students safe without sacrificing their competitive education
- Working with tech vendors is a great way to start!

### 3. How are the individuals in your schools being trained?

- Do you offer educational resources?
- Training educators, staff, and administrators is essential to complying with the law and fostering a healthy environment
- Maintaining and understanding this changing landscape can be time-consuming, but will pay off — as understanding grows, each member of the school system becomes a valuable resource!

---

Once you can answer these critical digital privacy and security questions, you can feel confident that you are helping to foster a positive digital environment. You should circle back with your community, letting them know the good news. Keeping them informed will go a long way toward building confidence and trust.