

# **Safeguarding American Families from Exposure by Keeping Information and Data Secure Act (SAFE KIDS Act)**

**Senator Steve Daines (R-MT) and Senator Richard Blumenthal (D-CT)**

In today's digital age, access to and storage of information is easier than at any other point in history. Teachers and schools are using technology and digital information in innovative ways that benefit students. Today, schools utilize electronic records to update student information and transfer data from one school to another. But as data is collected, it is important to maintain student privacy and ensure the data is being stored safely and securely.

In 2014, a working group was formed to address the issue of student data privacy. The group produced the Student Data Privacy Pledge which intended to set self-imposed principles to ensure that information collected from students is kept secure and private. The Daines/Blumenthal bill builds on these ideas by empowering the Federal Trade Commission to oversee and enforce collection, storage and usage of covered information.

## **The SAFE KIDS Act:**

### **Protects Student Privacy**

- Prohibits operators from using student data for targeted advertising.
- Prohibits operators from selling or disclosing covered information.
- Prohibits operators from disclosing covered information to a third-party operator unless they comply with the Act.

### **Establishes Security and Transparency**

- Requires operators to provide and maintain security of covered information.
- Requires operators to delete a student's record either within forty-five days if requested by a parent or two years of inactivity by a student.
- Requires operators to obtain consent from schools regarding the types of covered information collected or generated and what that information would be used for.
- Operators must disclose their privacy policy on a public website and provide sufficient notice on the website before any material changes are made to the policy.
- Parents have the ability to access and correct covered information.

### **Encourages Innovation:**

- Allowing education technology providers to use student data to further personalized student learning purposes.
- Allowing education technology providers to disclose student data that has been thoroughly de-identified for research into advancements in the science of learning.

### **Ensures Accountability:**

- Complying with security measures found in the Student Data Privacy Pledge.
- Clarifying the Federal Trade Commission's role through guidelines in the bill.