

# **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 was 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 collecting, using, or disclosing covered 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 a reasonable time 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, what that information will be used for, and the identity of any third parties that receive the information.
- Requires operators to 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:**

- Allows education technology providers to use de-identified student data to improve their educational products.
- Allows education technology providers to disclose de-identified student data for research into advancements in the science of learning.

### **Ensures Accountability:**

- Complies with security measures found in the Student Data Privacy Pledge.
- Preserves state laws that afford greater protection.