

## **Pickerington Local School District**

90 North East Street Pickerington, Ohio 43147

Valerie Browning-Thompson, Ph.D., Superintendent

Ryan Jenkins, Treasurer/CFO

Brian Seymour, Director of Instructional Technology



### **Student Online Personal Information Protection Agreement**

Pickerington Local School District (“PLSD”) takes the protection of student data very seriously and PLSD adopts all reasonable measures to protect personally identifiable information (“PII”) about students. PLSD asks each company that requests or is provided PII about students to agree to the terms of the following agreement. The purpose of this agreement is to protect the students of PLSD. Accordingly, PLSD and operator hereby agree as follows

This agreement applies to the operator in which PII of a PLSD student is:

- Provided by a student or parent for PreK-12 school purposes;
- Provided by PLSD, agents for the PLSD, or the Fairfield County Educational Service Center
- Gathered by the operator through the operator’s services that clearly describes a PLSD student or identifies a PLSD student.

The PII about students that is covered in this agreement includes, but is not limited to:

- Information in the student’s educational record maintained by PLSD;
- First and last name, home address, telephone number, email address, or other information that allows physical or online contact with the student and/or parent;
- Date and place of birth;
- Participation in officially recognized activities and sports;
- Dates of attendance and graduation;
- Discipline records, test results, special education data, juvenile dependency records, grades, and evaluations;
- Criminal and/or juvenile court records, medical records, health records, social security number, biometric information, any recognized disabilities;
- Socioeconomic information, food purchases, political affiliations, and religious beliefs
- Text messages, student identifiers, online search activity, photos, videos, voice recordings, or geolocation.
- Personally identifiable student information as referenced in Ohio Revised Code 3319.321;
- Information contained in student records as defined by 20 USC § 1232g and 34 CFR Part 99

The operator is prohibited from using PII student data to:

- Conduct targeted advertising on their website, mobile application, etc or use targeted advertising on other websites, when such targeting is based on information (as defined above or persistent unique student identifiers) acquired by the operator because of the use of the operator’s website or mobile app.
- Create or gathering information about PLSD PreK-12 students and using that collected information to create a profile of the PreK-12 students, except in cases when the information is used for PreK-12 school purposes.
- Selling student’s PII (including information defined above).

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If the operator utilizes a subcontractor or other third party vendor to manage students' data then, the operator shall require the subcontractor or other third party to prohibit the use of any PII about PLSD students for any purpose other than providing the contracted service to, or on behalf of, the operator. Also, the operator shall require the subcontractor or other third party to prohibit the disclosure or sharing of any PII about PLSD students with subsequent third parties, and shall require the subcontractor to implement and maintain reasonable information and data security procedures and practices.

Aside from the non-disclosure of PII about PLSD students, operators will comply with the following security and deletion requirements:

- Implement and maintain security procedures to protect PII about students from unauthorized access, destruction, use, modification or disclosure;
- Operator shall not release PII about students without parental or student (if age 18 or older) consent, other than the release of such information to authorized subcontractors and other third parties who provide services to operator to support operator's service to PLSD under this Agreement;
- Delete all PII about students if PLSD requests deletion of data under the control of PLSD.
- The operator will indemnify, defend and hold PLSD harmless from any damages, costs, losses (including loss of state or federal funding), fines, claims, demands, suits, actions or causes of action in law or in equity, in state or federal court, or before any administrative body that are caused by or arise out of operator's breach of this Agreement.

Operator may use PII about PLSD students for the following purposes, as long as all aggregated or anonymized data must be adequately de-identified :

- Maintain, develop and improve the operator's website or mobile app;
- Legitimate research purposes as required by state or federal law;
- Using de-identified data to improve operator's products;
- Learning purpose, such as for adaptive learning;
- Marketing educational products that are targeted towards parents and/or students. To that end, the operator may share the student's name, address, and email address.

**Operator:**

**Pickerington Local School District**

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_