



CHOOSE

PRIVACY

WEEK

EDUCATE YOUR STUDENTS

(AND YOURSELF) ABOUT PRIVACY



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Choose Privacy Week (CPW) is an annual observance sponsored by ALA's Office for Intellectual Freedom (OIF). Begun in 2009, CPW's purpose is to encourage a national conversation to raise awareness of the growing threats to personal privacy online and in day-to-day life.

In 2016 Choose Privacy Week will be observed May 1–7, and the theme is respecting individuals' privacy, with an emphasis on minors' privacy. Using the tagline "Respect me, respect my privacy," CPW activities will include one blog post mounted daily on the CPW website <<https://chooseprivacyweek.org>> throughout the seven days and a webinar. Scheduled for mid-March 2016, the webinar will provide attendees with ideas for organizing educational privacy activities in their schools and libraries. Want to observe CPW but don't know how to start planning? Go to the CPW homepage and click "Resources" below the website banner. Among the programming-related resources you will find is a free downloadable CPW resource guide.

A plethora of issues relating to minors' privacy in education are of concern to school librarians. For example, in September 2015 a Florida school district implemented a portal for parents and guardians to check remotely on what their K–12 children and young adults (and wards) had checked out from their schools' libraries. On the Choose Privacy Week website you can read the response coauthored by two members of the ALA Privacy Subcommittee; see <<https://chooseprivacyweek.org/watching-what-students-read-in-the-school-library>>.

In 2014 the Data Quality Campaign and the Consortium for School Networking worked with other national education organizations to create ten data privacy principles for using and protecting students' personal data in schools. The principles have been endorsed by many professional education associations, including AASL. The principles include common-sense concepts such as:

Students' personal information should only be shared, under terms or agreement, with service providers for legitimate educational purposes; otherwise the consent to share must be given by a parent, guardian, or a student, if that student is over 18.

Educational institutions, and their contracted service providers with access to student data, including researchers, should have clear, publicly available rules and guidelines for how they collect, use, safeguard, and destroy those data. (Student Data Principles n.d.)

Read the complete set of ten principles at <<http://studentdataprinciples.org/the-principles>> and share your knowledge with colleagues.

In the last two years state legislatures across the country have been introducing and passing student data privacy laws that restrict the use of students' data by online third-party service vendors and also require security of that data. California's Student Online Personal Information Protection Act (SOPIPA) is considered a model, and other

states are adapting and adopting sections of it. As part of this trend, increasingly districts are being required to protect their students' data by creating a data-governance policy and providing staff training (Data Quality Campaign 2015). This information is important for school librarians because it may affect vendor contracts and how student data is handled.

Resources

Where can you go for resources on minors' privacy? The Choose Privacy Week website <<https://chooseprivacyweek.org/students->



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THEME OF
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[and-minors-privacy](#)> has a lengthy list of links to federal and state privacy legislation, scholarly articles, privacy principles and policy statements, and privacy news. The website also publishes blog posts throughout the year in response to specific events and issues.

How can you teach students of all ages to protect their personal information and privacy? In November 2015 iKeepSafe (aka the Internet Keep Safe Coalition), a nonprofit international alliance, announced availability of its "Privacy K–12 Curriculum Matrix" <<http://ikeepSAFE.org/privacy-k-12-curriculum-matrix>>. A downloadable copy of the curriculum is available free and includes suggested activities to spark lively discussions, helping students develop skills needed to make choices about gray-area privacy dilemmas rather than focusing only on specific right and wrong actions.

The iKeepSafe website also includes a resource-rich section for educators <<http://ikeepSAFE.org/educators>> with links to help school librarians and classroom teachers understand privacy-related federal laws (such as the Family Educational Rights and Privacy Act and Children's Online Privacy Protection Act), the critical nature of keeping student data confidential and secure, and resources on digital citizenship.

The Choose Privacy Week theme of respecting privacy, especially the privacy of minors, comes at a critical time for schools and libraries. The lack of respect for students' privacy in reading choices evidenced by technology-enabled monitoring is

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discouraging, as is the widespread use of easily collected student data far beyond original intended purposes. Fortunately, there is growing acknowledgment of a need to protect the burgeoning

amount of students' data in schools. By being knowledgeable about protecting students' privacy, school librarians can advocate for their students and help districts to make the right choices.



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Library Media Endorsement Program. She is a member of the ALA Intellectual Freedom Committee Privacy Subcommittee and the American Libraries Advisory Committee. She also serves on the Knowledge Quest Editorial Board and the AASL Distinguished Service Award Committee. With Trina Magi, Helen served as guest editor of the September/October 2015 issue of Knowledge Quest; the issue's theme was "Intellectual Freedom—Enduring Values in a Changing World." She contributed to the ninth edition of the Intellectual Freedom Manual, writing "Internet Filtering and Intellectual Freedom: Part 4: What Are School Libraries Doing?" and coauthoring "How to Respond to Challenges and Concerns about Library Resources." She served as AASL President 2000–2001.

Works Cited:

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- Student Data Principles. n.d. "The Principles: 10 Foundational Principles for Using and Safeguarding Students' Personal Information." <<http://studentdataprinciples.org/the-principles>> (accessed December 17, 2015).

