common sense
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Student Privacy Survey

From January 6-9, 2014, Benenson Strategy Group conducted 800 telephone interviews with registered voters nationwide. Overwhelmingly, the findings show that adults:

1. Are concerned about how private companies with non–educational interests are able to access and use students' personal information
   - 90% concerned (64% very concerned/ 26% somewhat concerned)
   - 10% not concerned (6% not very concerned/ 4% not at all concerned)

2. Would support various proposals regulating how student data is used, including:
   - Increasing transparency by requiring schools to notify parents before they share students' personal data with private companies - 91%
   - Tighter security standards to protect students' private information that is stored "in the cloud" - 89%
   - Making it illegal for schools and education technology companies to sell students' private information to advertisers - 77%
   - Restricting companies from using students' online habits and searches on school computers to target online advertisements to them - 74%;
   - Restricting cloud services like Google from using students' email, online searches, and web history to build a profile of personal data and demographics over time. - 70%

3. Don't know enough about how their schools currently collect, use, store and destroy students' data, including such details as social security numbers, grades, behavior and attendance records:
   - 13% know a great deal about it
   - 24% know something about it
   - 32% know not very much about it
   - 30% know nothing at all about it

4. And, when asked which statement comes closer to their view when it comes to tighter regulations on student data that is provided to schools:
   - **86% of adults chose**: "Protecting children's safety and personal information should be priority number one. In this digital age, oversight is necessary to ensure their private information is not exploited for commercial purposes and stays out of the hands of the wrong people."
   - **11% chose** "These regulations would be overly burdensome and stifle innovation. Rules like these hurt the people they're intended to help by making educational tools more expensive and making it harder for technology companies to improve the tools available to students."

Methodology: All interviews were conducted over telephone using a voter list. The margin of error is ±3.5 for the entire sample and is ±6.9 for parents at the 95% confidence level. Once fielding was completed, the sample was weighted to ensure it was proportionally representative of the registered voter population.