

## APPENDIX E.

# Sample petition

Petitions are a powerful tool to support your advocacy efforts. Ask parents to sign paper or online petitions to get the attention of the school community, press, and decision-makers. Keep the email addresses of those who signed to update them and involve them in ongoing advocacy efforts. Be sure to hold on to the original version and send copies to decision makers.

## Sample petition

To: Superintendent of Smithville Unified Schools Paul Harris  
CC: Smithville Unified School Board  
Mayor of Smithville Reginald Hayes

### We Demand Better Privacy Protections for SUSD Students

In the wake of a breach of educational software called Edufile, we demand that Smithville Unified School District (SUSD) cease using this program and take immediate steps to protect sensitive student data. We have learned that SUSD's privacy and security policies are outdated, do not properly defend against breaches and do not bar vendors against using personal student data for advertising, marketing or other commercial purposes.

Technology can play an important role in education but it shouldn't come at the expense of our children's privacy or safety, or be used for advertising which is distracting and undermines their ability to learn. We urge the district to adopt policies that incorporate the Five Principles for Student Privacy as articulated by the Parent Coalition for Student Privacy:

**TRANSPARENCY:** Parents must be notified in advance of any disclosure of personal student information to any individuals, companies or organizations outside of the school or district, and the contracts posted or available on demand.

**NO COMMERCIAL USES:** Personal student data should not be used for advertising, marketing, or other business purposes.

**SECURITY PROTECTIONS:** At minimum, this should include encryption, security training for all individuals with access to the data, and security audits by an independent recognized auditor.

**PARENTAL/ STUDENT RIGHTS:** No re-disclosures to additional third parties, whether individuals, sub-contractors, or organizations, should be allowed without parental notification and consent.

**STRONG ENFORCEMENT MECHANISMS:** Fines should be required and parents allowed to sue if the vendor violates the terms of the contract or the law.

Name	School/Organization	Phone	Email