

SECTION VII:

How to advocate for stronger teacher and student privacy protections

After you've read about the serious risks associated with the increasing collection and disclosure of personal data, you may want to advocate for stronger privacy practices and policies to be adopted by your school, district, or state. Remember: educators are the guardians at the schoolhouse door. Teachers should engage and encourage responsible data use and the thoughtful implementation of technology. If you feel your school or district prevents you or your colleagues from doing so, here are some tips to help you advocate for better privacy protections.



Share this toolkit with others

We've tried to make this resource easy to share. Send the entire toolkit to your friends and colleagues as an email attachment or website link. You can also print a copy and leave it in the teachers' lounge or the library for others to flip through.

Please also suggest that your principal, superintendent, or union invite someone from our team to come and offer a professional development workshop on privacy and how to use the toolkit. To arrange this, please email us at TeacherPrivacy2018@gmail.com.



Find allies

Advocacy can be lonely and difficult unless others stand with you. Find other individuals who share your interest in this issue, whether they're colleagues, parents, union representatives, or members of advocacy groups. Exchange contact information and meet for coffee. There's no reason you can't enjoy yourself while also advocating for important causes.

You can also reach out to national organizations concerned with student privacy issues, including our organizations, the **Badass Teachers Association** at www.badassteacher.org or the **Parent Coalition for Student Privacy** at www.studentprivacymatters.org. Other groups that advocate on privacy include:

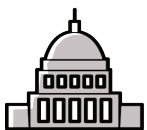
- American Civil Liberties Union — www.aclu.org
- Campaign for a Commercial-Free Childhood — www.commercialfreechildhood.org
- Electronic Frontier Foundation — www EFF.org
- Electronic Privacy Information Center — www.epic.org
- Network for Public Education — www.networkforpubliceducation.org
- Privacy International — www.privacyinternational.org
- Student Data Privacy Consortium — www.privacy.a4l.org
- World Privacy Forum — www.worldprivacyforum.org

You should also contact your local and state unions and their national organizations, whether the American Federation of Teachers or the National Education Association, who helped fund this toolkit.



Bring forward your concerns to school or district leadership

It's important to raise concerns about data privacy, especially as there are so many organizations and funders urging schools to expand the use of ed tech. If you're worried by any of the products being used at your school, ask administrators for a copy of the contract or service agreement with the vendor. The Massachusetts Student Privacy Alliance provides a model agreement you can compare it with. The Resources section of this toolkit contains more information. Remember, it is your right to access the contract or the product's Terms of Service under most states' Freedom of Information laws. Rely on your allies for support and request a meeting with school or district leaders to address your concerns. If you are told they will "get back to you," ask for a timeline and follow up promptly to keep the topic front and center.



Encourage your school or district to convene an oversight committee

If you believe your school or district could be doing better to protect teacher and student privacy — and everyone could be doing better — suggest that your school or district create a privacy committee or working group to provide guidance in this area. Parents and high school students should be included, as well as individuals with relevant professional experience in technology or cybersecurity.



Request that your local union adopt contract language to protect teacher and student privacy

If you are in a state that allows collective bargaining, local teacher unions can negotiate stronger privacy protections in their contracts. Share this toolkit with your building union representative who can bring the issue to your executive body for discussion. See Appendix A for sample contract language.



Ask your state union to develop resolutions or new business items to protect teacher and student privacy

If you believe that your state or national union should develop policies around teacher or student privacy, make an appointment with your NEA/AFT delegates — usually members of your executive body — to discuss creating a resolution or a new business item (usually referenced as an NBI) to be considered and voted upon at the NEA Representative Assembly or AFT Convention. You can do this on the state level in the same manner. Please see your local union president for guidance.