



Lower Merion School District

301 East Montgomery Avenue, Ardmore, PA 19003

610-645-1925 www.lmsd.org

Department of Information Systems

Dear Elementary Parents and Guardians,

The growing availability of web-based tools and applications is providing teachers with new and exciting methods to improve, enrich and diversify the delivery of curriculum and instruction to students. Many web-based tools and applications use data to create access accounts and to customize the learning experience. The purpose of this letter is to explain what data will be provided to online educational service providers and parent/guardian rights in regard to the use of the online educational services. Also, this letter will give you information relating to the Child Online Privacy Protection Act (COPPA), which requires that you acknowledge receipt of and agree to the attached Opt-In form in order for the District to allow your student access to online educational services.

Lower Merion School District makes every effort to select and implement products that protect the confidentiality of students' personally identifiable information and that avoid third party promotional marketing material. In order for students to use some selected web-based tools and applications, it may be necessary for the District to provide student data. In addition to data provided by the District, online educational service providers may collect additional data using cookies, logs, and other Internet-based technologies.

Service providers communicate important information about their collection, protection, use and disclosure of data through their own privacy policies. Enclosed, please find a list of online educational service providers and their contact information, including the web address to the providers' privacy policy. Data is typically used only to provide educational services to students. In some cases, providers may use certain data for their own internal marketing purposes. On occasion, providers will state that they provide data to third parties under certain circumstances, such as to improve the performance of its website. The enclosed list will be updated periodically and updates to this list will be emailed or mailed to you. The enclosed list of online service providers can be found at <https://www.lmsd.org/coppa> as well, in order to use active hyperlinks to provider privacy policies.

The Child Online Privacy Protection Act (COPPA) requires that web-based tools and application providers obtain verifiable parental consent in order for children under the age of 13 to use web-based tools and applications. The responsibility of obtaining parental consent is often passed on to schools. In order for the District to allow your student access to online educational services, parents/guardians must acknowledge receipt of and agree to the attached Opt-In form. Please

note that our policies limit what data we can provide to online educational services providers with respect to students under the age of 13 to the following: student name, date of birth, gender, zip code, school and years of attendance, local student ID number, state student ID number, disability information pertinent to a student's educational plan, the student's District email address and any activities and awards the student wishes to disclose. For a more detailed list of what data is provided per service provider, please see the attached list of web-based tools and applications.

Parents/guardians can request to review and have removed personal information that an online educational service provider has collected from the student. If a parent/guardian wishes to review or have removed the data provided to a provider by the District, a written request should be sent to the students' principal. In some instances, depending upon the nature of the request, the parent/guardian may be required to contact the provider directly.

If you have any questions, please contact George Frazier at isdept@lmsd.org or 610-645-1925. If you would like your student to use the growing number of web-based tools and applications available through the District's iPad, Chromebook and laptop resources, please Opt-In by signing the enclosed consent form.

Sincerely,
George Frazier
Director
Information Systems Department

Vendor	Product	Contact	Student Data Required	Privacy Policy
Blackboard Inc.	Learn Collaborate	1111 19th Street, NW, 9th Floor Washington, DC 20036 Telephone: 800-424-9299 Email: privacy@blackboard.com	First Name Last Name Student ID	https://help.blackboard.com/Privacy_Statement
BrainPOP	My BrainPOP BrainPOP BrainPOP Jr. BrainPOP Espanol BrianPOP Francais	71 W 23rd St., 17th Floor New York, New York 10010 Telephone: 866-542-7246 Email: Privacy@brainpop.com	First Name Last Name	https://www.brainpop.com/about/privacy_policy/
DreamBox	DreamBox Online	600 108th Ave NE, Suite 805, Bellevue, WA 98004 Telephone: 877-451-7845 Email: info@DreamBox.com	First Name Last Name Student ID Grade Level	http://www.dreambox.com/privacy
Learning A-Z	Raz Kids	1840 East River Rd, #320 Tucson AZ 85718 Telephone: 866-889-3729 Email: support@learninga-z.com	First Name Last Name Student ID Grade Level Curricular Level	https://lazcommunity.force.com/knowledgebase/s/article/Privacy
Learning Without Tears	Keyboarding Without Tears	806 W. Diamond Avenue Suite 230 Gaithersburg, MD 20878 Telephone: 888-983-8409 Email: privacy@lwtears.com	First Name Last Name School	https://www.lwtears.com/privacy-policy
Pearson Education	Investigations	Telephone: 800-234-5832 Email: Web form available at vendor website	First Name Last Name Grade Level	https://www.pearson.com/corporate/privacy/learning-services-privacy-policy.html#

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PARENT/GUARDIAN CONSENT FORM

Parental consent for Online Educational Services

(For your child under the age of 13 to access online educational services, we need your signed consent.)

My signature below constitutes consent for my child to access the web-based tools and applications referenced in the Online Educational Services letter.

Print Student Name: _____

Student Grade: _____

Print Parent/Guardian Name: _____

Sign Parent/Guardian Name: _____

Date: _____