



## Lower Merion School District

301 East Montgomery Ave Ardmore, PA 19003

610-645-1925 [www.lmsd.org](http://www.lmsd.org)

*Department of Information Systems*

### **2019 – 2020 Online Educational Services and Children’s Online Privacy Protection Act Notification**

In this packet you will find:

- Information regarding Online Educational Services and the Children’s Online Privacy Protection Act (COPPA)
- A list of online educational service providers used by the Lower Merion School District with a link to their privacy policies
- A link to a LMSD administrative regulation titled, District Provided Technology Resources: Student Email Accounts, Web and Cloud-based storage and Web and Cloud-based Applications
- Parental consent form for Online Educational Services

Please review the included information and linked documents for the Online Educational Services used by the Lower Merion School District.

If you have any questions, please contact George Frazier at [isdept@lmsd.org](mailto:isdept@lmsd.org) or 610-645-1925 or your building Principal.

If you agree with the enclosed information, please sign the enclosed acceptance form to your child’s teacher. This will allow your student to use the growing number of web-based tools and applications available through the District’s iPad, Chromebook and laptop resources for the 2019-2020 school year.

Sincerely,

George Frazier

Director

Information Systems Department

## ONLINE EDUCATIONAL SERVICES AND THE CHILDREN'S ONLINE PRIVACY PROTECTION ACT (COPPA)

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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.

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. Enclosed you will find a list of online educational service providers used by the Lower Merion School District and their contact information, including the providers' website addresses and a link to their privacy policy. The enclosed list of online service providers can be found at [www.lmsd.org/coppa](http://www.lmsd.org/coppa) as well in order to use active hyperlinks to provider privacy policies.

The list below provides key points regarding the use of educational service providers by the District:

- For some selected web-based tools and applications, it may be necessary for the District to provide student data.
- District policy requires that we only provide the following data to online educational services providers with respect to students under the age of 13: 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.
- 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.
- 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.
- 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 student's principal. In some instances, depending upon the nature of the request, the parent/guardian may be required to contact the provider directly.
- 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.
- More information about COPPA can be found at <https://www.ftc.gov/tips-advice/business-center/guidance/complying-coppa-frequently-asked-questions>.

**For parents/guardians of children under the age of 13, the Child Online Privacy Protection Act (COPPA) requires that you agree to the attached Opt-In form in order for the District to allow your student access to online educational services for the 2019-2020 school year.**

Vendor	Product	Contact Information	Student Data Required	Privacy Policy
Blackboard Inc.	Learn Collaborate	1111 19th Street, NW, 9th Floor Washington, DC 20036 Telephone: 800-424-9299 Email: <a href="mailto:privacy@blackboard.com">privacy@blackboard.com</a>	First Name Last Name Student ID Email Address	<a href="https://help.blackboard.com/Privacy_Statement">https://help.blackboard.com/Privacy_Statement</a>
BrainPOP	My BrainPOP	71 W 23rd St., 17th Floor New York, New York 10010 Telephone: 866-542-7246 Email: <a href="mailto:Privacy@brainpop.com">Privacy@brainpop.com</a>	First Name Last Name Student ID Graduation Year	<a href="https://www.brainpop.com/about/privacy_policy/">https://www.brainpop.com/about/privacy_policy/</a>
Edmentum	Exact Path	5600 West 83rd Street Suite 300, 8200 Tower Bloomington, MN 55437 Telephone: 800-447-5286 Email: <a href="mailto:info@edmentum.com">info@edmentum.com</a>	First Name Last Name Grade Level	<a href="https://www.edmentum.com/privacy-policy">https://www.edmentum.com/privacy-policy</a>
Google	G-Suite	1600 Amphitheatre Parkway Mountain View, CA 94043 Telephone: 877-355-5787 Email: Web form available at vendor website	First Name Last Name Student ID	<a href="http://www.google.com/edu/privacy.html">http://www.google.com/edu/privacy.html</a>
IXL Learning	Quia Web	777 Mariners Island Blvd., Suite 600 San Mateo, CA 94404 Telephone: 650-372-4040 Email: <a href="mailto:info@quia.com">info@quia.com</a>	First Name Last Name	<a href="http://www.quia.com/web/privacy_policy.html">http://www.quia.com/web/privacy_policy.html</a>
McGraw Hill	Discovering Life Skills	McGraw-Hill Education 2 Penn Plaza, 20th Floor New York, NY 10121 Telephone: 800-338-3987 Email: <a href="mailto:privacy@mheducation.com">privacy@mheducation.com</a>	First Name Last Name Gender Grade Level	<a href="https://www.mheducation.com/privacy.html">https://www.mheducation.com/privacy.html</a>
Naviance	Naviance eDocs AchieveWorks Career Key	3033 Wilson Blvd., Suite 500 Arlington, VA 22201 Telephone: 866-337-0080 Email: Web form available at vendor website	The initial account setup requires the student to provide an email address and password	<a href="https://succeed.naviance.com/auth/signin#/privacy">https://succeed.naviance.com/auth/signin#/privacy</a>
Newsela	Newsela	620 8 <sup>th</sup> Avenue, 21st Floor New York, NY 10018 Email: <a href="mailto:privacy@newsela.com">privacy@newsela.com</a>	First Name Last Name Email Address	<a href="https://newsela.com/pages/privacy-policy/">https://newsela.com/pages/privacy-policy/</a>

Pearson Education	enVision 2.0 Math Autentico Spanish	Telephone: 800-234-5832 Email: Web form available at vendor website	First Name Last Name	<a href="https://www.pearson.com/corporate/privacy/learning-services-privacy-policy.html#">https://www.pearson.com/corporate/privacy/learning-services-privacy-policy.html#</a>
Questar	DRP (Degrees of Reading Power)	5550 Upper 147th Street West Minneapolis, MN 55124 Telephone: 877-997-0422 Email: <a href="mailto:customerservice@questarai.com">customerservice@questarai.com</a>	First Name Last Name Student ID Grade Level Date of Birth	<a href="http://www.questarai.com/privacy/">http://www.questarai.com/privacy/</a>
Seesaw	Seesaw for Schools	180 Montgomery Street, Suite 750 San Francisco, CA 94104 Email: Web form available at vendor website	First Name Last Name Student ID Email Address Grade Level	<a href="https://web.seesaw.me/privacy">https://web.seesaw.me/privacy</a>
TCI Teacher's Curriculum Institute, LLC	HA! US Through Modern Times	2440 W. El Camino Real, Suite 400, Mountain View, CA 94040 Telephone: 877-234-3214 Email: <a href="mailto:info@teachtci.com">info@teachtci.com</a>	First initial Last Name	<a href="http://www.teachtci.com/privacy-policy.html">http://www.teachtci.com/privacy-policy.html</a>

This list of online service providers can also be found at [www.lmsd.org/coppa](http://www.lmsd.org/coppa) as well in order to use active hyperlinks to provider privacy policies.

## **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: \_\_\_\_\_