

We have changed our privacy policy effective December 1, 2018. [Click here for more information](#)

PRIVACY

Privacy

PLEASE READ THE FOLLOWING CAREFULLY

Introduction

This Privacy Statement provides information on how PowerSchool Group, LLC collects, uses, and protects personal information. PowerSchool supports the most critical processes of managing student, class, and school data, and we are committed to the highest standards of protection for personal data at all times. When we refer to “us,” “we,” “our,” or “PowerSchool” in this Privacy Statement, we are referring to PowerSchool and its affiliates. Privacy is a fundamental right for all individuals. Our clients entrust us with the

personal information of both employees and parents, and students. On this basis, we take the responsibility attached to this information very seriously.



We are EU-U.S. Privacy Shield certified and a signatory of the Student Privacy Pledge.

This Privacy Statement governs all the manners in which PowerSchool collects personal information directly from you. Whether you are a visitor to our websites, request a trial of our products or a whitepaper, or any other communication with us (such as attendance at a conference or trade show), this Privacy Statement governs our use of personal information for products and services that we provide directly to you as what is known as a “data controller.”

When a customer’s privacy statement/policy governs. If you are an end-user (parent or student) of our customer (a school or school district) and you are using PowerSchool products and services through our customer (your school or school district), we are considered a “data processor.” In these cases, your school or school district’s privacy statement or privacy notice governs the use of any personal information. Our Privacy Statement does not supersede the terms of any agreements between us and your school or school district (our customer), nor does it affect the terms of any agreement between the student and the student’s school or school district.

From time to time we will need to update this Privacy Statement to reflect changes to our PowerSchool products and services, the way we operate, or to meet new legal and regulatory requirements.

This Privacy Statement was last updated on December 1, 2018. You will find the latest version of this Statement at <http://www.powerschool.com/privacy/>. When we update this Statement, we will explain changes as listed directly below.

We have completely redesigned our Privacy Statement following the effectiveness of the EU’s General Data Protection Regulation.

This includes unifying our policies into one single policy for users of our websites, Customers, and Parents and Students whose information we process on behalf of our Customers. We have not changed the way in which we use your personal information.

What Information We Collect and How We Use It

The nature of the personal information we collect and how we use it depends on the context in which we collect that personal information. Please see the section below that applies to you.

Website Users. You may visit any PowerSchool website without having to log in or provide any personal information. If you are on a PowerSchool website to access a service or product, you may need to log in to make use of the functionality of the particular product.

Information We Collect

Directly from you. You may voluntarily provide us information when you complete a form or survey on our website or subscribe to our blog or newsletters. You may also provide information when you register for an account through a PowerSchool website to log in to use a product or service. You may also submit a resume or other information through our [Careers](#). If you submit an application or resume, PowerSchool will collect and retain the submission, including your personal information and use this information to evaluate you for an employment position at PowerSchool as detailed per the [Candidate Privacy Notice](#). All information is submitted through our third party provider, HireBridge, and is subject to their [privacy policy](#). If you provide information when you communicate through our PowerSchool communities, we may link this information with your personal information.

Indirectly from you. We collect information about the pages you visit and how you access and use the PowerSchool websites using cookies, tracking technologies and other third party analytics tools. This information includes information about the devices you use to access the PowerSchool website including unique device identifiers, IP address, operating system, browser, and cookies. Depending on your device settings, we may also collect information about your geographical location. You can learn about our use of cookies, and set your preferences, in our [Cookie Statement](#).

Information from third parties. We may supplement the information we collect with information from the PowerSchool Group affiliates and other third parties that we use to promote our products and services. For example, we may receive information from a third party about how well an online marketing or email campaign performed, or from conference and trade show organizers.

How We Use This Information

We use the information collected to provide and improve our website services and our products and to analyze usage information for sales and marketing purposes. We also use the information collected to communicate with you in any manner that you have requested. This analysis is necessary to further our legitimate interest in understanding our users and their interactions with us and

our websites to best iterate and improve on our websites and communications, including marketing purposes, and to provide you with content that you have requested.

We keep website usage information for as long as necessary for the purposes described above. Account information is retained until you delete the account and for a limited period thereafter. Where you have provided information in forms, we retain the information as long as it is required, depending on the nature of the request. If you unsubscribe from receiving marketing communications from us, we will keep a record of this to ensure that you do not receive such communications in the future.

Third party information that we collect from social media may be used to provide you with requested information or our newsletter or contact you regarding our services, opportunities, products, and/or events.

How We Share This Information

Where we use third-party analytics tools to help us understand how the PowerSchool websites are used, these parties will have access to some of your personal information. This includes analytics tools such as Google Analytics and LinkedIn Lead Gen. Learn more about our use of cookies in our [Cookie Statement](#).

We also share information with our vendors and service providers and other third parties for legal or business purposes, but only as permitted and subject to required limitations. See [Vendors & Other Disclosures](#).

Customers (Schools and School Districts). If you are a customer of PowerSchool, we are providing our products and services directly to your school or school district and we are a “data controller” for purposes of the personal information collected in connection with the customer accounts.

Information We Collect

Directly from you. We collect information necessary to provide the educational technology services as directed by you. The information collected from you depends on the specific product and what is needed to integrate with your systems and to set up and maintain accounts. This includes information in the following data categories:

Account information: The exact elements will depend on the product and what specific information you as a customer provide us, but often we receive from you include pupil records of students and parents of students enrolled in your school or district, such as directory information, email addresses, student IDs, account credentials, courses students are enrolled in, health

information kept in student records. We also collect employee account information including user names, email addresses and titles to initially set up products and services for you. Depending on your needs as a customer, we may also collect financial information of students and parents of students as you make available to us in order to provide services.

Indirectly from you. We collect device and usage information when you access and use our products and services, including information that your browser or the mobile app sends when you are using it. This data may include your unique device identifier, IP address, your browser type and configuration, the date and time of your use of the product or service and cookie data. Learn more about our use of cookies in our [Cookie Statement](#).

From third parties. We may receive information from affiliates in our PowerSchool Group of companies and other third parties. For example, we may receive limited personal information from third-party services that integrate with or complement the PowerSchool products or services in order to provide you with the best possible user experience.

How We Use This Information

We use your information to provide you the features and functionality of the PowerSchool products and services, as well as to communicate directly with you and allow you to communicate with other PowerSchool users. It is necessary for us to use your information in this manner in order to provide you with the services your school district has requested pursuant to its agreement with PowerSchool.

We will use your information to provide you with news and information about new products and services. Any such marketing communications from us may be discontinued at any time. See [Marketing](#). We may also use de-identified and aggregated information to understand and improve our products and services.

We may share general customer contact information with certain Partners as is necessary to offer and provide our products and services to our current and prospective clients. No customer data other than general institution contact information is provided for these purposes. For absolute clarity, we do not provide any student data or personally identifiable information to any Partners for marketing purposes.

How We Share This Information

We share information to provide the PowerSchool products and services to you and further improve them. Within PowerSchool, your information will be accessed only by those who have a need to provide the PowerSchool products and services. We use vendors to help us provide the PowerSchool products and services to your school or school district. For example, if your school or school district has a hosted PowerSchool product or service, Amazon Web Services and Azure provide our cloud hosting facilities. Third-party analytics tools may also have access to your personal information to help us understand how the PowerSchool products and services are being used. Learn more about our use of cookies and analytic tools in our [Cookie Statement](#).

Student Personal Information

PowerSchool is a data processor with respect to student personal information and the PowerSchool customer (school or school district) is the data controller. By entering into an agreement with PowerSchool to provide products and services, you acknowledge that PowerSchool is a data processor with respect to personal information received from you or from a student/parent in connection with the PowerSchool products and services.

Student Personal Data Ownership

All student personal data remains the property of and is solely owned, and thereby controlled, by our PowerSchool customers. You grant PowerSchool a non-exclusive, royalty free license, to use equipment, software, your data or other material of yours solely for the purpose of providing, maintaining, and supporting you and other licensees with PowerSchool products and services.

PowerSchool will only use student personal data for the purposes of providing the products and services that you have contracted with us to provide and we will process student personal data according to your instructions and the terms of our contract.

Student personal data will not be used for targeted Advertising by PowerSchool or any of its affiliates.

Parents and Students

The school or school district decides how your personal information is used. PowerSchool provides learning and registration products and services to end-users of a school or school district (our customers) as a “data processor.” The main responsibility of what is known as a “data controller” lies with the school or school district. This also means that the school or school district’s own privacy statement governs the use of student personal information. PowerSchool’s customers determine what information we collect

through the PowerSchool products and services and how it is used, and we process that information according to our customer's instructions and the terms of our contract with our customer.

This section of our Privacy Statement is provided for informational purposes and describes how parent and student personal information is used when PowerSchool products and services are provided through a school or school district. How that information is used depends on the school or school district, so please consult your institution's privacy statement.

Information We Collect

Information provided to us by a school or school district. The PowerSchool products and services integrate with our customer's systems. The specific information that is collected from the school or school district depends upon the PowerSchool product or service, but in general, this information includes but is not limited to: name, age, email address, student ID, account credentials, academic and student records, certain health information kept in student records, courses a student is enrolled in when we initially set up the products, and additional records as requested by the school or school district. Depending on the school or school district's request, we may also collect financial information of students and parents of students as is made available to us in order to provide services. PowerSchool will receive regular updated information to keep account information accurate and up to date.

Directly from a parent or student: Depending on the PowerSchool products and services your school (or your child's school) uses, we will collect the following data categories directly: name, age, email address, student ID, account credentials, academic and student records, certain health records, courses a student is enrolled in when we initially set up the products and services for your institution, and additional records as requested by the school or school district. Depending on the school or school district's request, we may also collect financial information of students and parents of students in order to provide services. PowerSchool will receive regular updated information to keep account information accurate and up to date.

Indirectly from a parent or student: We collect device and usage information when you access and use PowerSchool products and services, including information that your browser or the mobile app sends when you are using it. This data may include your unique device identifier, IP address, your browser type and configuration, the date and time of your use of the product or service, and cookie data. Learn more about our use of cookies in our [Cookie Statement](#).

How We Use This Information

On behalf of your school or school district. We use your information

on behalf of and under the instruction of your child’s school or school district, which is the data controller. We use the information in accordance with our agreement with your child’s school or school district to operate, maintain, and provide the features and functionality of the PowerSchool products and services. Your child’s school or school district determines how the personal information is used.

How We Share This Information

We share student information in accordance with our agreement with your (or your child’s) school or school district. Generally, this includes the sharing of such information inside and outside PowerSchool under certain terms. Student information will be accessed inside PowerSchool only by those who have a need to know to provide the PowerSchool products and services and improve them. For example, our technical and client support teams may have access to personal information when the PowerSchool products and services are implemented for your school or school district or when software or other changes are required for support and maintenance purposes. We use vendors to help us provide the PowerSchool products and services to you (or to your child) on behalf of our school or school district customer.

Sharing with Vendors, Partners, and Other Disclosures

Vendors

We engage directly with certain third-party companies to help us provide the PowerSchool products and services to our customers or to you or to perform work on our behalf (“Vendors”). Our vendors are required to abide by our privacy and security instructions and are contractually restricted from using any personal information they access or receive from us for any purposes other than as needed to perform such services. We may use vendors to help us conduct marketing campaigns or events and disclose customer contact information necessary for those activities.

Partners

Your institution may work with third-party companies to provide additional content and functionality which requires access to PowerSchool products and services (“Partners”) Only with your institution’s permission, will we share information about you, such as your name, email, or student ID, that is required to provide you with access to the products and services that have been requested by

your institution. In these cases, these Partners will enter into an agreement directly with your institution regarding the processing of any data at the direction of your institution.

Other Types of Disclosures

We may also share your information where required under the following circumstances:

Where permitted by applicable law and by contracts with our customers, we may disclose your information in the course of a corporate transaction such as a merger, acquisition, sale of assets, or a financing, or pursuant to a bankruptcy, dissolution proceeding or reorganization.

We may need to disclose your information to comply with legal or regulatory requirements and to respond to lawful requests, court orders, and legal processes. Where such disclosures relate to personal data we hold as a data processor on behalf of our customers, we will refer such requests to our customers where permissible.

We may need to disclose your information to protect and defend the rights, property, or safety of PowerSchool, our customers, or third parties, including enforcing contracts or policies, or in connection with investigating and preventing fraud or other misuse of our systems.

We may disclose aggregated or de-identified (anonymized) information that is no longer associated with a person to enhance and promote the PowerSchool products and services. **PowerSchool does not rent, sell, or otherwise provide access to student personal data to third parties for marketing or advertising purposes.**

Marketing

We conduct marketing to promote the PowerSchool products and services, but do not use or disclose information (whether personal information or otherwise) about students that we collect through the provision of PowerSchool products and services for targeting of advertisements to students.

When we conduct (or sponsor) events, conferences, and webinars, we will collect information about attendees, such as the session they attend and their contact information to provide them information about PowerSchool products and services and other PowerSchool information.

Marketing Preferences and Opt-Out

Our marketing emails will always include an “unsubscribe” link so that you can change your preferences and opt-out of receiving marketing emails or communications from PowerSchool. You can also send us email at webmaster@powerschool.com to unsubscribe.

Please note that even if you opt-out of marketing emails, we may still need to contact you with important information about your PowerSchool account.

Interest-based Advertising

We use third party advertising tools to collect information about your visits to the PowerSchool websites to provide targeted advertisements to you based on your browsing history on other websites or on other devices you may use. To learn more about interest-based advertising and how you may be able to opt out of some of this advertising, you can visit the Network Advertising Initiative’s online resources at <http://www.networkadvertising.org/choices>, the DAA’s resources at <http://www.aboutads.info/choices> and/or Your Online Choices at <http://www.youronlinechoices.com.uk>.

Google Analytics and Advertising

We also use Google Analytics and other third-party cookies to collect certain information about your visits to our PowerSchool websites. You can opt-out of third-party cookies from Google Analytics using the [Google Analytics opt-out browser setting add-on](#) or other ad management tools.

You can learn more about our use of cookies in our [Cookie Statement](#) and you can learn about managing your preferences.

“Do Not Track” Signals

Without a common industry or legal standard for interpreting so-called “Do Not Track” (DNT) signals, PowerSchool does not respond to browser DNT signals. We will continue to monitor further development of a DNT standard by the privacy community and industry.

Children’s Privacy

We do not knowingly collect any information from children under the age of 16 unless and until the PowerSchool customer (school or school district) has provided authorization for a student under 16 to use the PowerSchool products and services and for us to collect personal information from such student.

Please contact us at legal@powerschool.com if you believe that we have inadvertently collected personal information from a child under 16 without proper consent. This will allow us to delete such information as soon as possible.

Security

PowerSchool employs a variety of physical, administrative, and technological safeguards that are designed to protect personal information against loss, misuse, and unauthorized access or disclosure. We strive to continuously enhance our technical and operational security measures. Our measures consider the type and sensitivity of the data being collected, used, and stored, and the current state of technology and threats to information. PowerSchool's security measures include data encryption, firewalls, data use and access limitations for personnel and vendors, and physical access controls to our facilities. PowerSchool independently verifies its security management system to the internationally recognized standard for security management and holds ISO 27001 certification. PowerSchool also aligns its privacy and security operations to best practices and relevant international regulations.

Information Regarding EU-U.S. Privacy Shield

PowerSchool is headquartered in the United States, and data is transferred to the United States for processing for the purposes of providing PowerSchool products and services to customers outside the United States. This subsection is only applicable to customers that have contracted with PowerSchool and reside in the European Union. PowerSchool participates in the EU-U.S. Privacy Shield framework, and therefore adheres to the Privacy Shield Principles regarding the collection, use, and retention of personal information received from the European Union. In the event of an unauthorized transfer of EU students' PII, which PowerSchool received pursuant to the EU-U.S. Privacy Shield, PowerSchool may be potentially liable. For more information on the Privacy Shield framework, including the Privacy Shield Principles, please visit the Privacy Shield website (<https://www.privacyshield.gov/>).

We encourage you to contact us at EULegal@powerschool.com should you have a Privacy Shield-related question, concern, and/or complaint. PowerSchool takes all concerns about privacy and use of personal information seriously, and shall endeavor to reply to you within 45 days of receiving a complaint. If we fail to respond to you within that time, or for any complaints that cannot be resolved with PowerSchool directly, PowerSchool has chosen to cooperate with JAMS as its independent recourse mechanism that is available to you, at no cost to you, to investigate unresolved complaints regarding PowerSchool's compliance with the Privacy Shield. Please visit the JAMS' Privacy Shield website (<https://www.jamsadr.com/eu-us-privacy-shield>) for more information. As further

explained in the Privacy Shield Principles, a binding arbitration option will also be made available to you in order to address residual complaints not resolved by any other means. Please see the [Privacy Shield arbitration requirements](#) for further information.

PowerSchool is subject to the investigatory and enforcement powers of the U.S. Federal Trade Commission.

IF YOU ARE LOCATED IN THE EUROPEAN ECONOMIC AREA (EEA) OR SWITZERLAND

THIS SECTION ONLY APPLIES TO USERS OF OUR PRODUCTS AND SERVICES THAT ARE LOCATED IN THE EUROPEAN ECONOMIC AREA, UNITED KINGDOM OR SWITZERLAND AT THE TIME OF DATA COLLECTION. WE MAY ASK YOU TO IDENTIFY WHICH COUNTRY YOU ARE LOCATED IN WHEN YOU USE SOME OF OUR PRODUCTS OR SERVICES, OR WE MAY RELY ON YOUR IP ADDRESS TO IDENTIFY YOUR COUNTRY LOCATION.

PowerSchool’s relationship to you. A “data controller” is an entity that determines the purposes for which and the manner in which any personal information is processed. Any third parties that act as our service providers are “data processors” that handle your personal information in accordance with our instructions. With respect to the personal data of our customers or received through our PowerSchool websites, PowerSchool is a controller in relation to the information that you enter directly into the website about yourself or when you register for an account through your school or school district. To the extent that PowerSchool receives personal information through its customers’ (school or school district) use of PowerSchool products or services, PowerSchool is a processor and the PowerSchool customer is the data controller.

Individual data subject rights. In many of the PowerSchool products and services, you will be able to access student information as well as change and delete some of the information by logging into the parent/student account. If you cannot access, correct, or delete the required information on your own, please follow these steps:

For parents/students: PowerSchool does not control your personal information. We provide our products and services on behalf of your school or school district. Please contact your institution to exercise your rights of access, rectification, erasure, or restriction of use of personal information. The institution needs to manage your request under applicable laws and PowerSchool will support our schools and school districts with such requests.

For all other cases: Please email PowerSchool at EULegal@powerschool.com or contact us using the information in the “CONTACT US” section if you want to exercise any of these rights.

When we receive an individual rights request from you, please make sure you are ready to verify your identity. Please be advised that there are limitations to your individual rights. We may limit your individual rights in the following ways: (i) where denial of access is required or authorized by law; (ii) when granting access would have a negative impact on other’s privacy; (iii) to protect our rights and properties; and (iv) where the request is frivolous or burdensome.

In many jurisdictions, you also have the right to lodge a complaint with the local data protection authority. A listing of EEA data protection authorities can be found at http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm. But, please contact us at PowerSchool first, so we can address your concerns.

For information regarding how to contact our EU Representative, please contact us at EULegal@powerschool.com

United States Federal and State Education Privacy Laws

PowerSchool, in its role as a vendor to educational agencies and institutions, both public and private entities (“Educational Agencies”), receives disclosures from the Educational Agencies, which include the personal information and other data (“Student Data”) contained in student records as well as directly from students and parents of students. Only information that is needed for PowerSchool to perform services, which are outsourced to PowerSchool by the Educational Agencies, is disclosed to PowerSchool. These disclosures are authorized by the federal Family Educational Rights and Privacy Act (FERPA). PowerSchool considers Student Data to be strictly confidential and do not use Student Data for any purpose other than improving and providing our products and services to the Educational Agencies or on the Educational Agencies’ behalf. Our collection, use, and sharing of Student Data is governed by our contracts with the Educational Agencies, the provisions of FERPA, the Children’s Online Privacy Protection Act (COPPA), and other applicable state and federal laws and regulations that relate to the collection and use of personal information of students. **If you have questions about reviewing, modifying, or deleting personal information of a student, please contact the relevant Educational Agency(ies) directly.**

Your California Privacy Rights

If you are a California resident, California Civil Code Section 1798.83 allows you to request information on how we disclose personal information to third parties for their direct marketing purposes during the immediately preceding calendar year. You may make one request each year by emailing us at Legal@powerschool.com or writing to us (see address below in “CONTACT US”).

Links to Other Sites

Our PowerSchool websites may provide links to third party websites or resources. The information practices of those websites are not covered by this Privacy Statement or any other policies or terms applicable to the PowerSchool websites or the PowerSchool products or services. We recommend that you review any terms of use and privacy policy of any linked third party website before providing any information.

Contact Us

If you have any questions or concerns about your privacy or this Privacy Statement, please [Contact Us](#).

You may also write to us at:

PowerSchool
150 Parkshore Dr.
Folsom, CA 95630 USA
ATTN: Privacy

For U.S. Educational Agency Customers

Pursuant to state law, the following state specific language is hereby incorporated into this Privacy Statement, provided that PowerSchool is providing and/or offering you PowerSchool products or services in one of the following states (capitalized terms below which are not otherwise defined in this Privacy Statement are as defined either in the applicable state law or in your PowerSchool agreement):

California – PowerSchool will not use your data for any purpose beyond the indicated purposes in the Terms of Use, which includes this Privacy Statement. This includes, but is not limited to, PowerSchool’s policy to never use PII from a Pupil’s Records to engage in targeted advertising.

Colorado – PowerSchool will not use your data for any purpose beyond the indicated purposes in the Terms of Use, which includes this Privacy Statement. Only the PowerSchool employees that have a legitimate interest in accessing your data, will be granted authorization by PowerSchool.

Connecticut – PowerSchool will not use your data for any purpose beyond the indicated purposes in the Terms of Use, which includes this Privacy Statement. This includes, but is not limited to, PowerSchool’s policy to never use any student’s PII to engage in targeted advertising. PowerSchool also avers to utilize industry standard security, or better, to ensure the protection of said student PII. Connecticut law shall govern this agreement between you and PowerSchool. All terms herein are defined in accordance with Public Act No. 16-189, and in case of any ambiguity or conflict between the terms herein and Public Act No. 16-189, then Public Act No. 16-189 will govern.

Florida – PowerSchool will provide notification of a security breach pursuant to requirements as mandated in the Florida Information Protection Act of 2014.

Maryland – PowerSchool will not use Covered Information to engage in targeted advertising.

New York – In accordance with New York Education Law § 2-d, PowerSchool will comply with and attach to your contract the Parents’ Bill of Rights for Data Privacy and Security, as applicable.

Pennsylvania – PowerSchool will provide notification of a security breach pursuant to the requirements of Pennsylvania’s Breach of Personal Information Notification Act.

Washington – PowerSchool will provide notice before making material changes to this Privacy Statement.

Explore our solutions & resources for...

Superintendents



Streamline operations and create a meaningful path to success for educators and students. [Learn More](#)

[Webinar Series](#)

Curriculum Directors



Give your teachers the tools—and time—to focus on what matters most: educating students. [Learn More](#)

[Webinar Series](#)

Tech Directors



Give your team a single source for secure, reliable solutions designed to meet your needs. [Learn More Webinar Series](#)

CFOs



Break down barriers between departments and manage all your solutions in one system. [Learn More](#)

Solutions

Unified Classroom
Assessment

K-12 Impact

School Operations
Student Growth

Resources

Product Demos
Upcoming Webinars

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Community

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