



COPPA

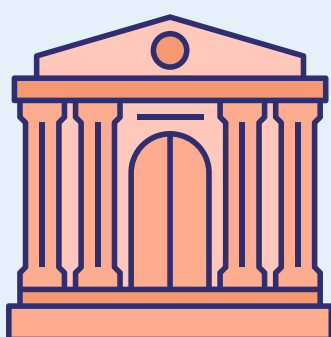
Children's Online Privacy Protection Act

WHAT IS IT?

COPPA requires consent from parents to control what information is collected from their students (age 13 and below) online.



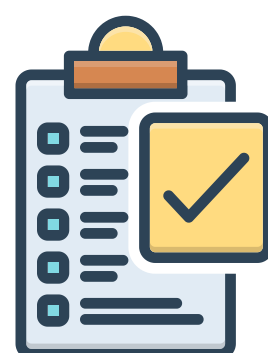
WHO DOES IT APPLY TO?



Applies to operators of child-oriented websites, including educational related programs and homework websites that collect information directly from children

WHAT IS REQUIRED?

1. Post a clear privacy policy
2. Provide direct notice to parents
3. Give parents the choice of consent to usage but prohibiting disclosure to third parties
4. Provide parents access to child's personal info to review. Also ability to prevent further use of their data.
5. Maintain confidentiality, security, integrity of child's info
6. Data retention policies
7. Don't require more info that is reasonably necessary to participate



WHAT IS PROTECTED?

Data may include, but are not limited to:

- First and last name
- A home or other physical address
- Online contact information
- A screen or user name
- A telephone number
- A Social Security number
- Identifiers that can be used to recognize a user over time & across different websites or services
- A photograph, video, or audio file, where such file contains a child's image or voice;
- Geolocation information



IMPACT ON SCHOOLS?

Teachers and schools can provide consent on parents' behalf but only if data isn't be used for commercial purposes. Examples: homework help lines, individualized education modules, online research and organizational tools, or web-based testing services.



For more resources on COPPA:

<https://www.ftc.gov/business-guidance/privacy-security/childrens-privacy>