Privacy Overview for Parents

At Apple, we believe privacy is a fundamental human right, so we build privacy and security into all our products from the ground up, including our apps and services for education. When schools set up accounts, devices, and apps for their students in Apple School Manager, they can be sure that Apple will use any data for educational purposes only. This document provides an overview of Apple products used at school and their built-in privacy protections.



Apple at School

Apple has designed powerful tools specifically for use in schools to support administrators with deployment, help teachers with classroom workflows, and enable a personalized learning experience for every student.

Managing devices and content

Apple School Manager is a free web-based service that helps technology managers deploy iPad and Mac in schools, create Managed Apple ID accounts for students and staff, set up class rosters for the Schoolwork and Classroom apps, and manage apps and books for teaching and learning.

Authorized school staff can also use Apple School Manager to reset passwords and inspect Managed Apple ID accounts. Apple School Manager maintains a record of these activities.

Teaching

The **Schoolwork** app allows teachers and students to share instructional materials, review student progress, and provide instant feedback, empowering teachers to personalize instruction. When a school enables progress reporting for Schoolwork in Apple School Manager, student progress data is shared only for activities a teacher specifically assigns, and only when students are using their Managed Apple ID on their device. Parents can view their child's progress information by opening Schoolwork or visiting Settings on their child's iPad.

The **Classroom** app enables teachers to manage student iPad devices in the classroom and helps them guide students through a lesson. Classroom manages devices only while students are physically present during class time. It doesn't store data or allow control after the class ends.

To learn more about Apple products for education, go to apple.com/education.

Protecting Student Privacy

Apple services and apps for education are built with the same integrated approach to privacy that's fundamental to the design of all Apple hardware, software, and services.

We will never sell student information, and we never share it with third parties to use for marketing or advertising. We never build profiles of students based on their online behavior, and we don't collect, use, or disclose student information other than to provide relevant educational services.

Apple provides accounts designed for school use called Managed Apple IDs. These accounts are created, owned, and controlled by the school to give students access to iCloud Drive, iCloud Photo Library, Backup, Schoolwork, and Shared iPad. Students can also sign in to their account on a personally owned iPad or Mac at home to access their work if the school has issued a home-use password. The accounts are designed to protect student privacy, including limitations on ads, purchasing, and communications. Purchasing on the App Store, iBooks Store, iTunes, and Apple Music is disabled, and learning materials and apps are distributed by the school. The school can enable or disable services such as iMessage, FaceTime, or student progress recording with the Schoolwork app.

Student privacy law compliance

Schools can use Apple features and services for education in compliance with their obligations under COPPA and FERPA in the United States, GDPR in the EU, and other applicable data privacy laws in those jurisdictions in which Apple School Manager is available.

To learn more about privacy and security for Apple products in education, go to support.apple.com/kb/HT208525.

Learning with iPad and Mac

Learning with technology is more than typing papers and using the Internet. iPad and Mac give every student a range of tools to express themselves, solve problems, and do work they can be proud of. We design our products with the creative potential of every individual in mind, so your child can learn by listening, seeing, touching, and creating.

Powerful productivity and creativity apps

Pages, Numbers, and Keynote are ideal for students and teachers to create beautiful reports and books, insightful spreadsheets, and stunning presentations.

GarageBand, iMovie, and Clips allow students and teachers to compose music, edit documentary films, or record short video clips.

Swift Playgrounds on iPad makes getting started with coding in Swift—our powerful programming language—fun and interactive.

With these free apps, students have all the tools they need to do their work, and to express their creative ideas in ways as unique as they are. They can turn a term paper into a documentary film with iMovie. Set poetry to music with GarageBand. Or collaborate in Pages to transform the school paper into an interactive digital book complete with photos and illustrations.

Supporting your child's learning

Read more about iPad, Mac, built-in apps, and how they're being used in school at apple.com/education.

Create some fun family projects together. Use iMovie to capture a family event, create a soundtrack for a family slideshow with GarageBand, or edit a Keynote presentation about a recent trip you took. Working together on short projects can help you and your child learn what's possible with these tools—and generate new ideas for the future.

Explore a few activities from our Everyone Can Create curriculum with your child to get you started at www.apple.com/education/everyone-can-create.

Setting Up iPad and Mac

To ensure that devices are configured for the best learning experience, schools can use mobile device management (MDM) software to configure settings and policies for network access, safe web content, software updates, and more. MDM also allows schools to distribute the apps and books that students use for their learning.

On a school-issued device, management settings are typically not removable. If your student brings their own device to school, the device can only be managed after you opt in to the school's management software. You can then remove MDM settings at any time.

Parents and students should review their school's technology policy regarding acceptable use, email and messaging, and accessing content and apps.

Apps

iPad and Mac come with a set of powerful Apple apps: Pages, Numbers, Keynote, iMovie, and GarageBand. On a school-issued device, the school can choose which additional learning apps to install, and restrict students from downloading other apps.

The Settings app on iPad includes a list of all installed apps. Discover more of the best learning apps, curated by educators and Apple, in the Education category of the App Store on iPad.

Restrictions

On personal devices, parents can use parental controls in the Settings app to block or limit specific apps and features on their children's devices. For example, parents can restrict content like movies or music according to age ratings; block certain apps or web pages; and restrict sharing of private data such as their children's location. To learn more about the tools we provide to help parents choose what their children can do with their devices, go to www.apple.com/families.

Helping your child become a good digital citizen

Many resources are available to help students make safe, smart, and ethical decisions online, and to guide schools and parents. For example, you can find a range of guides for families at www.commonsensemedia.org.

Parents can attend free sessions at an Apple Store to learn about the features of iOS that help them manage what their kids see and do with their devices. To see available sessions on a range of topics, go to www.apple.com/today.

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