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DELAWARE STATE SENATE
148th GENERAL ASSEMBLY
SENATE SUBSTITUTE NO. 1
FOR
SENATE BILL NO. 79

AN ACT TO AMEND TITLE 14 OF THE DELAWARE CODE RELATING TO EDUCATIONAL DATA GOVERNANCE.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF DELAWARE:

1 Section 1. Amend Part V, Title 14 of the Delaware Code by making deletions as shown by strike through and
2 insertions as shown by underline as follows:

3 Chapter 81A. Student Data Privacy Protection Act.

4 § 8101A. Short title.

5 This chapter shall be known and may be cited as the “Student Data Privacy Protection Act.”

6 § 8102A. Definitions.

7 For purposes of this chapter:

8 (1) “Aggregate student data” means data that is not personally identifiable and that is collected or reported at
9 the group, cohort, or institutional level.

10 (2) “De-identified data” means a student data set that cannot reasonably be used to identify, contact, single
11 out, or infer information about a student or a device used by a student.

12 (3) “Department” means the Delaware Department of Education.

13 (4) “Education record” means an education record as defined in the Family Educational Rights and Privacy
14 Act, 20 U.S.C. § 1232g, and its implementing regulations, 34 C.F.R. Part 99, as amended.

15 (5) “Geolocation data” means information that is, in whole or part, generated by, derived from, or obtained by
16 the operation of an electronic device that can be used to identify the past, present, or future location of an electronic
17 device, an individual, or both.

18 (6) “Internet” means, collectively, the myriad of computer and telecommunications facilities, including
19 equipment and operating software, which comprise the interconnected world-wide network of networks that employ

20 the Transmission Control Protocol/Internet Protocol, or any predecessor or successor protocols to such protocol, to
21 communicate information of all kinds by wire, radio, or other methods of transmission.

22 (7) “K-12 school purposes” means purposes that customarily take place at the direction of a school, teacher, or
23 school district or aid in the administration of school activities, including instruction in the classroom or at home,
24 administrative activities, preparing for postsecondary education or employment opportunities, and collaboration
25 between students, school personnel, or parents, or are for the use and benefit of the school.

26 (8) “Law enforcement entity” means any government agency or any subunit thereof which performs the
27 administration of criminal justice pursuant to statute or executive order, and which allocates a substantial part of its
28 annual budget to the administration of criminal justice, including the Delaware State Police, all law enforcement
29 agencies and police departments of any political subdivision of this State, the Department of Correction, and the
30 Department of Justice.

31 (9) “Online contact information” means an e-mail address or any other substantially similar identifier that
32 permits direct contact with an individual online, including an instant messaging user identifier, a voice over internet
33 protocol (VOIP) identifier, a video chat user identifier, or a screen name or user name that permits such contact.

34 (10) “Operator” means any person other than the Department, school districts, or schools, to the extent that the
35 person does any of the following:

36 a. Operates an Internet website, online or cloud computing service, online application, or mobile
37 application with actual knowledge that the Internet website, online or cloud computing service, online application,
38 or mobile application is used primarily for K-12 school purposes and was designed and marketed for K-12 school
39 purposes.

40 b. Collects, maintains, or uses student data in a digital or electronic format for K-12 school purposes.

41 (11) “Parent” means a student’s parent, legal guardian, or relative caregiver pursuant to § 202(f) of this title.

42 (12) “School” means any public school in the State providing educational instruction in one or more grades
43 from kindergarten through grade 12.

44 (13) “School district” means a clearly defined geographical subdivision of the State organized for the purpose
45 of administering public education in that area.

46 (14) “State-assigned student identifier” means the unique student identifier assigned by the State to each
47 student that shall not be and shall not include the social security number of a student in whole or in part.

48 (15) “Student” means any individual attending a school in this State.

49 (16) “Student data” means personally identifiable information or materials, in any media or format, that meets
50 any of the following:

51 a. Is student performance information.

52 b. Is created or provided by a student or parent to an employee or agent of the Department, school district,
53 or school.

54 c. Is created or provided by a student or parent to an operator in the course of the student’s or parent’s use
55 of the operator’s site, service, or application for K-12 school purposes.

56 d. Is created or provided by an employee or agent of a school district or school, to an operator.

57 e. Is gathered by an operator through the operation of a site, service, or application described in paragraph
58 (10)a. of this section and can be used to distinguish or trace the identity of the student, or is linked to information
59 that can be used to distinguish or trace the identity of the student, including information in the student’s education
60 record or email; the student’s name, in whole or in part; residential or other address that allows physical contact;
61 telephone number; online contact information; discipline records; test results; special education data; juvenile
62 dependency records; criminal records; medical records; health records; social security number; passport number;
63 student identification number or other student identifier; driver’s license number; state identification card number;
64 alien registration number; geolocation data; biometric information; disability status; socioeconomic information;
65 food purchases; political affiliations; religious information; text messages; instant messages; documents; search
66 activity; photos; voice recordings; or video recordings.

67 (17) “Student performance information” means the following data relating to student performance from early
68 childhood learning programs through postsecondary education: college and career readiness; course and grade; degree,
69 diploma, or credential attainment, including high school equivalency diploma; demographic; educator; enrollment;
70 financial aid; remediation; retention; state and national assessments; transcripts; vocational and technical education
71 information; any other data relating to education deemed necessary by the Department.

72 (18) “Targeted advertising” means presenting advertisements to a student, or a student’s parent, where the
73 advertisement is selected based on information obtained or inferred from that student’s online behavior, usage of
74 applications, or student data. “Targeted advertising” does not include advertising to a student at an online location
75 based upon that student’s current visit to that location without collection and retention of a student’s online activities
76 over time.

77 § 8103A. Enforcement.

78 The Consumer Protection Unit of the Department of Justice has enforcement authority over this chapter and may
79 investigate and prosecute violations of this chapter in accordance with the provisions of subchapter II of Chapter 25 of Title
80 29 of the Delaware Code.

81 § 8104A. Operator duties.

82 An operator shall:

83 (1) Implement and maintain reasonable security procedures and practices appropriate to the nature of the
84 student data to protect that information from unauthorized access, destruction, use, modification, or disclosure, which
85 shall, at a minimum, comply with the Department of Technology and Information's Cloud and Offsite Hosting Policy
86 and include the terms and conditions set forth in the Department of Technology and Information's Cloud and Offsite
87 Hosting Template for Non-Public Data.

88 (2) Delete a student's data within a reasonable timeframe not to exceed 45 calendar days if a school district or
89 school requests deletion of data under the control of the school district or school.

90 § 8105A. Operator prohibited activities.

91 An operator shall not knowingly engage in any of the following activities with respect to such operator's Internet
92 website, online or cloud computing service, online application, or mobile application:

93 (1) Engage in targeted advertising on the operator's, or any other, Internet website, online or cloud computing
94 service, online application, or mobile application when the targeting of the advertising is based upon any information,
95 including student data and state-assigned student identifiers or other persistent unique identifiers, that the operator has
96 acquired because of the use of an Internet website, online or cloud computing service, online application, or mobile
97 application as described in § 8102A(10)a. of this title.

98 (2) Use information, including state-assigned student identifiers or other persistent unique identifiers, created
99 or gathered by an Internet website, online or cloud computing service, online application, or mobile application as
100 described in § 8102A(10)a. of this title, to amass a profile about a student except in furtherance of K-12 school
101 purposes.

102 (3) Sell student data. This prohibition does not apply to the purchase, merger, or other type of acquisition of
103 an operator by another entity, provided that the operator or successor entity continues to be subject to the provisions of
104 this chapter with respect to previously-acquired student data that is subject to this chapter.

105 (4) Disclose student data, unless the disclosure is made for any of the following reasons:

106 a. In furtherance of the K-12 school purposes of the Internet website, online or cloud computing service,

107 online application, or mobile application. The recipient of the student data disclosed for this reason shall not

108 further disclose the student data unless done to allow or improve the operability and functionality within that

109 student’s classroom or school, and is legally required to comply with the requirements of § 8104A of this title or

110 paragraphs (1) through (3) of this section.

111 b. To ensure legal or regulatory compliance.

112 c. To respond to or participate in judicial process.

113 d. To protect the security or integrity of the operator’s Internet website, online or cloud computing

114 service, online application, or mobile application.

115 e. To protect the safety of users or others or security of the Internet website, online or cloud computing

116 service, online application, or mobile application.

117 f. To a service provider, provided that the operator, by contract, does all of the following:

118 1. Prohibits the service provider from using any student data for any purpose other than providing the

119 contracted service to, or on behalf of, the operator.

120 2. Prohibits the service provider from disclosing to subsequent third parties any student data provided

121 by the operator.

122 3. Requires the service provider to comply with the requirements of paragraphs (1) through (3) of

123 this section and to implement and maintain the security procedures and practices as provided in § 8104A(1) of

124 this title.

125 (5) Notwithstanding paragraph (4) of this section, an operator may disclose student data under the following

126 circumstances, so long as paragraphs (1) through (3) of this section are not violated:

127 a. When another provision of state or federal law requires the operator to disclose the student data, and

128 the operator complies with the requirements of applicable state and federal law in protecting and disclosing that

129 information.

130 b. For legitimate research purposes:

131 1. As required by state or federal law and subject to the restrictions under applicable state or federal

132 law.

133 2. As allowed by state or federal law and under the direction of a school district, school, or the
134 Department, if no student data is used for any purpose in furtherance of advertising or to amass a profile on
135 the student for purposes other than K-12 school purposes.

136 c. To a state agency, school district, or school, for K-12 school purposes, as permitted by state or federal
137 law.

138 (6) Nothing in this subsection prohibits an operator from using student data for any of the following:

139 a. Maintaining, delivering, supporting, evaluating, or diagnosing the operator’s Internet website, online or
140 cloud computing service, online application, or mobile application.

141 b. Adaptive learning or customized student learning purposes.

142 (7) Nothing in this subsection prohibits an operator from using or sharing aggregate student data or de-
143 identified student data for any of the following:

144 a. The development and improvement of the operator’s Internet website, online or cloud computing
145 service, online application, or mobile application, or other educational Internet websites, online or cloud
146 computing services, online applications, or mobile applications.

147 b. Within other Internet websites, online or cloud computing services, online applications, or mobile
148 applications owned by the operator, and intended for school district, school, or student use, to evaluate and
149 improve educational products or services intended for school district, school, or student use.

150 c. To demonstrate the effectiveness of the operator’s products or services, including their marketing.

151 § 8106A. Exclusions.

152 This chapter shall not be construed so as to do any of the following:

153 (1) Apply to general audience Internet websites, online or cloud computing services, online applications, or
154 mobile applications, even if login credentials created for an operator’s Internet website, online or cloud computing
155 service, online application, or mobile application may be used to access those general audience Internet websites,
156 online or cloud computing services, online applications, or mobile applications.

157 (2) Limit the authority of a law enforcement agency to obtain any content or student data from an operator as
158 authorized by law or pursuant to an order of a court of competent jurisdiction.

159 (3) Limit Internet service providers from providing Internet connectivity to schools or students and their
160 families.

161 (4) Prohibit an operator from marketing educational products directly to parents, so long as the marketing
162 does not result from the use of student data obtained by the operator through the provision of services covered under
163 this chapter.

164 (5) Impose a duty upon a provider of an electronic store, gateway, marketplace, or other means of purchasing
165 or downloading software or applications to review or enforce compliance with this chapter on those applications or
166 software.

167 (6) Impose a duty upon a provider of an interactive computer service, as defined in § 230 of Title 47 of the
168 United States Code, to review or enforce compliance with this chapter by third-party content providers.

169 (7) Impede the ability of a student or parent or guardian to download, transfer, export, or otherwise save or
170 maintain their own student data or documents.

171 (8) Prevent the Department, school district, or school from recommending, solely for K-12 school purposes,
172 any educational materials, online content, services, or other products to any student or to the student's family if the
173 Department, school district, or school determines that such products will benefit the student and no person receives
174 compensation for developing, enabling, or communicating such recommendations.

175 Section 2. The provisions of Section 1 of this Act do not apply to projects relating to the privacy and security of
176 student data approved prior to the effective date of this Act under the Department of Education's data governance
177 regulation, § 294, Title 14 of the Delaware Administrative Code, in existence on the effective date of this Act.

178 Section 3. There is established a Student Data Privacy Task Force to study and make findings and
179 recommendations regarding the development and implementation of a comprehensive framework to govern the privacy,
180 protection, accessibility, and use of student data within and as part of the State's public education system. The Task Force
181 is composed of the Attorney General, the Secretary of Education, the President of the State Board of Education, the
182 Secretary of the Department of Technology and Information, the Chief of the State School Officers Association, the
183 President of the Delaware School Boards Association, the President of the Delaware Charter Schools Network, the
184 President of the Delaware State Education Association, and the President of the Delaware Congress of Parents & Teachers,
185 Inc., or their respective designees, and two representatives from companies, trade associations, or groups which operate in
186 the area of student data privacy or online educational technology services, appointed by the Chairs of the Education
187 Committees of the Senate and House of Representatives. The chair of the Task Force shall be the Attorney General, or the
188 Attorney General's designee, who shall be responsible for the administration of the Task Force. The Department of Justice
189 shall be responsible for providing reasonable and necessary support staff and materials for the Task Force. The Task Force
190 shall report its findings and recommendations in writing to the Chairs of the Education Committees of the Senate and

191 House of Representatives, and to the Directors of the Division of Research and the Delaware Public Archives, by December
192 18, 2015.

193 Section 4. If any provision of this Act or the application thereof to any person or circumstances is held invalid, the
194 invalidity does not affect any other provision or application of the Act which can be given effect without the invalid
195 provision or application; and, to that end, the provisions of this Act are declared to be severable.

196 Section 5. Section 1 of this Act becomes effective on August 1 the first full year following the Act's enactment
197 into law. Sections 2 through 4 of this Act become effective upon the Act's enactment into law.

SYNOPSIS

The Student Data Privacy Protection Act will enable students and educators in Delaware public schools to use technology to enhance student educational opportunities without compromising the privacy and security of student data. According to a recent survey of parental attitudes toward educational technology published American Public Media, an overwhelming majority of parents are concerned about the security and privacy of their children's data, how that data is collected and used, and access advertisers will have to children using educational technology.

Modeled after California's groundbreaking Student Online Personal Information Privacy Act, the Student Data Privacy Protection Act prohibits education technology service providers, primarily operators of Internet websites, online or cloud computing services, mobile service, and mobile applications used for K-12 school purposes, from selling student data, using student data to engage in targeted advertising to students or their families, amassing a profile on students to be used for non-educational purposes, or disclosing student data except as permitted by the Act. The Act also requires education technology service providers to have reasonable procedures and practices for ensuring the security of student data they collect or maintain, protecting that student data from unauthorized access, destruction, use, modification, or disclosure, and deleting the student data if appropriately requested to do so by a school or school district.

The Act also establishes a Student Data Privacy Task Force to study and make findings and recommendations regarding the development and implementation of a comprehensive framework to govern the privacy, protection, accessibility, and use of student data at all levels of the State's public education system.

The Act gives the Consumer Protection Unit of the Department of Justice the authority to investigate and prosecute violations of the Act.

The Act exempts any projects relating to student data privacy and security approved under the Department of Education's existing education record privacy regulation prior to the effective date of the Act.

The Act provides that its provisions are severable.

The Act provides that Section 1 will become effective on August 1 the first full year following the Act's enactment into law, while the remaining sections of the Act will become effective immediately upon the Act's enactment into law.

The Act is substituted for Senate Bill No. 79 and differs from Senate Bill No. 79 by (1) creating a new chapter in Title 14 of the Delaware Code creating the "Student Data Privacy Protection Act"; (2) deleting provisions addressing data security and privacy responsibilities of the Department of Education in favor of establishing the Student Data Privacy Task Force to study and report on those issues as part of a comprehensive evaluation of student data privacy and security within the State's public education system; (3) clarifying that an operator's security and privacy procedures must comply with certain terms and conditions required by the Department of Technology and Information for all state online and cloud computing service contracts involving non-public data; (4) clarifying the circumstances under which an operator can use student data for adaptive learning or customized student learning; (5) giving the Department of Justice's Consumer Protection Unit the authority to investigate and prosecute violations of the Act by operators; (6) making the Act's provisions severable; (7) setting different effective dates for Section 1 versus the remaining sections of the Act; (8) revising, adding, and deleting certain definitions; and (9) correcting minor typographical errors.

Author: Senator Sokola