Data Privacy and Security on the Digital Campus

The Institute for Security, Technology, and Society

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Devon Chaffee, Executive Director
ACLU of New Hampshire

Because Freedom Can’t Protect Itself
High Profile Data Breaches
According to the Privacy Rights Clearinghouse on data breaches:

- 30 educational institutions experienced data breaches in 2014.
- 5 of the 30 schools actually had larger data breaches than the notorious Sony Hack.
Top 5 College Data Breaches of 2014

1. University of Maryland
2. North Dakota University
3. Butler University
4. Indiana University
5. Arkansas State University
Americans Hold Strong Views About Privacy in Everyday Life

In response to the following question: “Privacy means different things to different people today. In thinking about all of your daily interactions – both online and offline – please tell me how important each of the following are to you . . .”

% of adults who say ...

<table>
<thead>
<tr>
<th>Privacy Concern</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not very Important</th>
<th>Not at all important</th>
<th>Don’t know</th>
<th>NET Important</th>
<th>NET Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being in control of who can get info about you</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>93%</td>
<td>4%</td>
</tr>
<tr>
<td>Being able to share confidential matters with someone you trust</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>93%</td>
<td>4%</td>
</tr>
<tr>
<td>Not having someone watch you or listen to you without your permission</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>88%</td>
<td>9%</td>
</tr>
<tr>
<td>Controlling what information is collected about you</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>90%</td>
<td>6%</td>
</tr>
<tr>
<td>Not being disturbed at home</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>85%</td>
<td>11%</td>
</tr>
<tr>
<td>Having individuals in social/work situations not ask you things that are highly personal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>79%</td>
<td>15%</td>
</tr>
<tr>
<td>Being able to have times when you are completely alone, away from anyone else</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>85%</td>
<td>10%</td>
</tr>
<tr>
<td>Not being monitored at work</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>56%</td>
<td>27%</td>
</tr>
</tbody>
</table>
What the Failure of inBloom Means for the Student-Data Industry
Are Colleges Invading Their Students' Privacy?

From ID-card swipes to online discussion forums, administrations are increasingly tracking digital footprints.
“You’re describing a state of education where every interaction a learner is having with a faculty member and with each other [online] is tracked and used to form judgments about people like them, to form judgments about the next group of people like them.”

Matt Pittinsky (right) with his cofounder of BlackBoard.
I would like to request the names, addresses (multiple if more than one on file), email addresses (multiple if more than one on file) and phone numbers for all students attending NDUS institutions. Please also include the school they are attending. If possible, I would like to receive the information in a spreadsheet format.

Thanks,
Pat

Patrick Finken
President

1400 West Century Avenue
P.O. Box 2035
Bismarck, ND 58503
Office: 701.222.8721
Cell: 701.220.0797
Fax: 701.222.8172
www.odney.com
Status of the Law
Knock knock
Who's there? ~FERPA
FERPA who?
Sorry, I can't tell you that....
Proposed Federal Legislation

- Protecting Student Privacy Act
- Student Digital Privacy and Parental Rights Act
- Student Privacy Protection Act
- Student Digital Privacy Act
State Level Legislation

- Over **170 state student privacy bills** were introduced in the first 4 months of 2015

- While some are focused on K-12 others extend to or focus on higher education.
Student Online Privacy Laws
Steps to Mitigate Risk

- Know Your Tech
- Data Minimization
- Transparency
- Education
Know Your Tech
Data Minimization
Transparency
Education:
Students / Faculty / Personnel
Steps to Mitigate Risk

- Know Your Tech
- Data Minimization
- Transparency
- Education
Thanks!

Devon Chaffee

devon@aclu-nh.org

www.aclu-nh.org