

# Illinois students need **real** protection of their personal data



## The price of a child's public education shouldn't be their privacy.



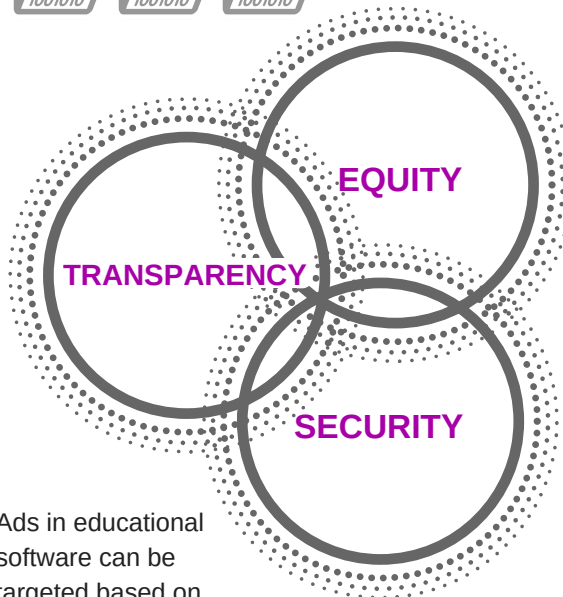
In 2017, the ILGA passed the Student Online Privacy Protection Act (SOPPA). Parents weren't at the table when this bill was negotiated. SOPPA protects the tech industry's interests, not our children's.

Digital redlining: Data follows you as you apply for college, for jobs, for loans. Data-driven algorithms can be used to help identify students for support, but can also be used to exclude. Bias can be built-in when algorithms learn from big data.



Parents aren't told who is collecting their child's data, what it's being used for and how they can control its use or have it deleted.

ILGA needs to pass comprehensive legislation protecting public school students data. Parents should retain complete control over their child's data. Companies shouldn't profit from student data. Sharing data beyond the school building should never be required to receive a public education. The loopholes in SOPPA must be closed.



It is almost impossible to completely de-identify or anonymize data. With only a couple of pieces of easily acquired info, identities can be reconstructed. Exceptions for de-identified data mean privacy isn't really protected.

Ads in educational software can be targeted based on IP address or other sensitive info. Ed tech software has the potential to collect millions of data points about a single student every single day.

Data brokers in the US sell huge amounts of highly-detailed data about children to marketers and college admissions offices; tracing the origin of this data is extremely difficult. When companies merge or are acquired, there's no restrictions on transferring personal data; (e.g. a Chinese company acquired EdModo & data of 90 million users this past spring)

