

Data Privacy PLUS: Tips for Safely Navigating a Digital World

Presented by:

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Today's Presentation...

- Please mute yourself unless you're speaking
- Three ways to ask questions: raise hand, put it in chat, wait for periodic pauses
- A soft copy of the presentation will be provided after the session

Gluten Free Chocolate Chip Cookies

Classic Chocolate Chip Cookies

Life just isn't complete without the occasional fresh-baked chocolate chip cookie.

Ingredients

9 oz. butter
6 oz. brown sugar
6 oz. granulated sugar
2 eggs
1 tsp. vanilla
13 oz. all-purpose gluten free flour
1 tsp. baking soda
1 tsp. salt
12 oz. chocolate chips



Instructions

1. Preheat oven to 375° F.
2. Mix together butter, sugars, eggs, and vanilla.
3. Sift together flour, baking soda, and salt.
4. Combine wet and dry ingredients and add chocolate chips.
5. Scoop ping pong ball-sized portions of dough 2 in. apart on a cookie sheet. Bake about 10 min. until cookies are cooked in the middle and golden brown on the edges. Remove from cookie sheet promptly! The more they cool, the more they stick.

Background/Disclaimer

- Disclaimer 1: I am NOT...
 - an attorney
 - Consult [Legal Division](#) for specific legal questions
 - a technology expert
 - Consult the [Technology Services Division](#) (TSD) for specific technical questions
- Disclaimer 2: We will not cover everything
- Data Privacy Experience
 - State of California
 - University of California Davis

Setting the Stage

#CuturalContext

For Hackers, Big Emotions = Big Opportunities

'Pandemic, Inc.' author says financial predators made more than \$1 billion off COVID

April 12, 2022 - 12:59 PM ET
Heard on Fresh Air



washingtonpost.com
Keystroke tracking, screenshots, and facial recognition: The boss may...
Companies are increasingly turning to surveillance software tools as they consider permanent remote work policies.

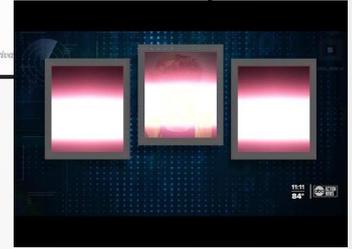
WSB-TV 2
Report points to privacy, accuracy concerns with facial recognition technology



Smartphone malware is on the rise, here's what to watch out for

Cybersecurity researchers warn of a 500% surge in mobile cyberattacks as hackers try to steal passwords, bank details and even take full control of smartphones.

Forbes
Billionaires Innovation Leadership Money Business Small Business Life
EDITORS' PICK | 3,688 views | Jun 3, 2020, 06:35am EDT
Huge Cyberattacks Attempt To Silence Black Rights Movement With DDoS Attacks
Thomas Brewster Forbes Staff
Cybersecurity
Associate editor at Forbes, covering cybercrime, privacy



Get patching now: CISA adds another 95 flaws to its known exploited vulnerabilities list

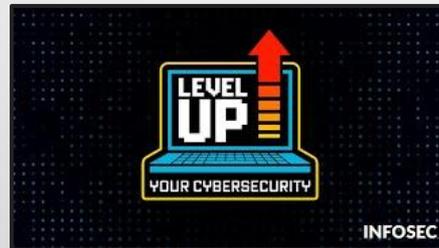
CISA has ordered federal agencies patch bugs in software from Cisco, Microsoft, Adobe, Oracle and more.

FBI warns of online scammers impersonating government officials, law enforcement

Scammers typically call victims and say their identity was used in a crime before asking them to verify their social security number and date of birth.

ZDNET
/innovation
Why you can trust ZDNET
ZDNET independently tests and researches products to bring you our best recommendations and advice. When you buy through our links, we may earn a commission. Our process
Home / Innovation / Social Media
How to delete your Twitter account (and protect your data)

npr | copradio
NEWSLETTERS SIGN IN NPR
NEWS CULTURE MUSIC PODCASTS & SHOWS SEARCH
TECHNOLOGY
How to detect hidden cameras in vacation rentals and hotel rooms
JUNE 19, 2022 - 9:11 AM ET
HEARD ON WEEKEND EDITION SUNDAY
Aysha Rascoe
3-Minute Listen



CALIFORNIA WILDFIRES
Watch out for these fire recovery scams, Los Angeles police warn



'AI could be smarter than us'

NEWS



AI ... Oh My!

How AI is revolutionizing how governments conduct surveillance

June 13, 2023 - 5:05 AM ET
Heard on Morning Edition

Geoff Brumfiel

6-Minute Listen

+ PLAYLIST



forbes.com
Lawyer Used ChatGPT in Court—And Cited Fake Cases.

Even OpenAI says its new voice cloning tool has major potential for misuse

APRIL 4, 2024 - 6:57 PM ET
HEARD ON ALL THINGS CONSIDERED

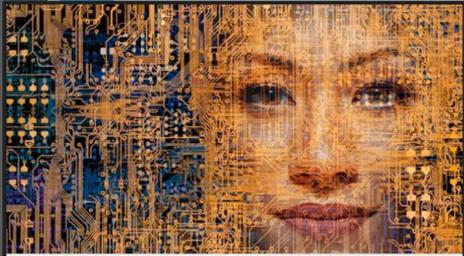
Dara Kerr

3-Minute Listen

+ PLAYLIST



govinfosecurity.com
Cybersecurity Challenges and Opportunities With AI Chatbots



arstechnica.com
FBI warns of increasing use of AI-generated deepfakes in sextortion



wired.com
Don't Want Students to Rely on ChatGPT? Have Them Use It

What is AI and how will it change our lives? NPR Explains.

May 25, 2023 - 9:30 AM ET
By Danny Hajek, Bobby Allyn, Ashley Mo

Exposing the secretive company at the forefront of facial recognition technology

September 28, 2023 - 1:29 PM ET
Heard on Fresh Air

FRESH AIR

Terry Gross

42-Minute Listen

+ PLAYLIST

'Too dangerous': Why even Google was afraid to release this technology

Updated October 11, 2023 - 9:16 AM ET
Bobby Allyn

4-Minute Listen

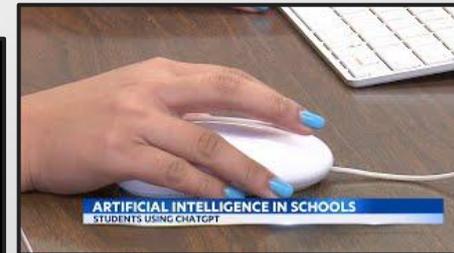
+ PLAYLIST



Real-Time Video Deepfake Scams Are Here. This Tool Attempts to Zap Them



How to Stop Your Data From Being Used to Train AI



ARTIFICIAL INTELLIGENCE IN SCHOOLS
STUDENTS USING CHATGPT

OpenAI Is Testing Its Powers of Persuasion

Sam Altman is touting AI's ability to sway people's behavior. His company is also wrestling with the risks.



Spotting & Avoiding Scams



staysafeonline.org
Vacation and Travel Security Tips



A sophisticated scam uses technology to impersonate real law enforcement agents

June 13, 2023 - 4:21 PM ET
Heard on All Things Considered



Dara Kerr



LIFE KIT
8 simple things you can do to protect yourself from getting scammed



CONSUMER ALERT
BEWARE OF SCAMS | AIR QUALITY GLITCH | PRISON REFORMS | INSIDE THE JAIL | 11:32 AM

The Biggest Online Scams to Watch for in 2025—And How to Avoid Them

Please pay the fee of FasTrak Lane on January 14, 2025. In order to avoid excessive late fees and potential legal action on statements, please pay the fee in time. Thank you for your cooperation.

<https://thetollroads.com-ui38.sbs/us>

(Please reply Y, then exit the text message and open it again to activate the link, or copy the link to your Safari browser and open it)

The sender is not in your contact list.

[Report Junk](#)

Don't Help the Bad Guys!



Olive Drive • 5 min ago

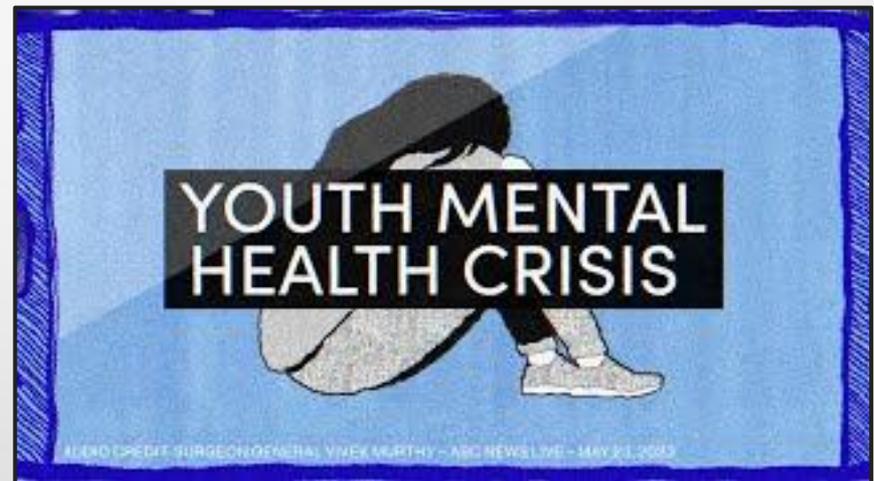
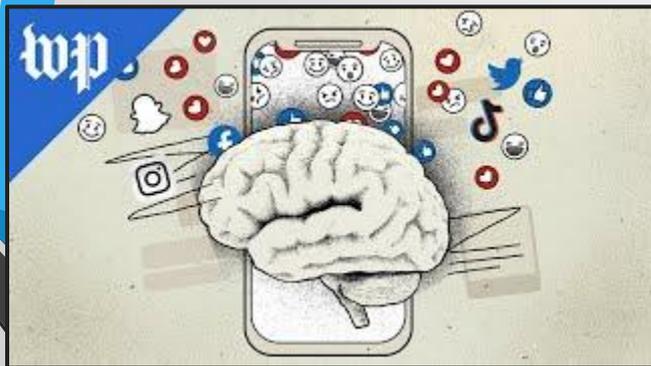
Do not post your vacation dates, departure information, or length of vacation. Hi folks, I'm a professional pet sitter and I have seen so many posts on social media asking for a pet sitter for specific dates! That does two things. First, it makes your house a target for crime. Secondly, it puts me at risk (or whomever you hired as a pet sitter). I have been at overnight pet sit jobs where the burglars broke in while I slept. Stop putting us at risk and stop posting your dates.

FBI and NSA say: Stop doing these 10 things that let the hackers in

Enable multi-factor authentication, patch your software, and deploy a VPN, but configure them securely, the US government and allies warn.

7 password rules to live by in 2024, according to security experts

Real Life Truman Show



Growing Up Connected

WILL KIDS ONLINE, IN FACT, BE ALL RIGHT?

A new documentary reveals social-media platforms' iron grip on the lives of teen-agers, one that's increasingly being linked to a slew of mental-health issues. How scared should we be?

Laomi Fry, and Alexandra Schwartz



THE MORNING NEWS Too Much Screen Time Linked to OCD LOS ANGELES



NBC NEWS

MAR 10, 2024 11:35 AM

Florida Middle Schoolers Arrested for Allegedly Creating Deepfake Nudes of Classmates

In what appears to be the first criminal case of its kind, two teenage boys were charged under a 2022 Florida law for allegedly creating AI-generated images depicting middle school classmates.

THE CORONAVIRUS CRISIS

Anxious? Meditation Can Help You 'Relax Into The Uncertainty' Of The Pandemic

Play 19, 2020 - 1:27 PM ET

Heard on Fresh Air



TERRY GROSS

FRESH AIR

41-Minute Listen



edweek.org

A Digital Divide Haunts Schools Adapting to Virus Hurdles

As more families pivot back to remote learning, reliable, consistent access to devices and home internet remains elusive for many students.



Scams are targeting teenagers. Here's how to keep your kids safe.

Get to your kids before online scammers do

EDUCATION

Hackers are targeting a surprising group of people: young public school students

MARCH 12, 2024 - 5:01 AM ET

HEARD ON ALL THINGS CONSIDERED

By Kavitha Cardoza

7-Minute Listen



EducationWeek

LEADERSHIP POLICY & POLITICS TEACHING & LEARNING TECHNOLOGY OPINION

CURRICULUM

Biden Team Spotlights How Cybersecurity Education Can Help Protect Democracy

By Alyson Klein — April 11, 2023 3 min read

Social Studies OFFICIAL TRAILER

Coping with COVID-19: How Young People Use Digital Media to Manage Their Mental Health

ars TECHNICA

Student-Powered Cybersecurity: A Whole-of-State Strategy to Close the Skills...

Scanning students' homes during remote testing is unconstitutional, judge says

Ohio judge says room scans could form a slippery slope to more illegal searches.

ASHLEY BELANGER - 8/23/2022, 2:16 PM



Talking to Kids About the Violence at the U.S. Capitol

Use these age-based tips and questions to have conversations as a family about disturbing events. Advice from Common Sense Media editors.

commonsensemedia.org

AI Trends in Ed Tech to Watch in 2025

Media Literacy

Teach Others How To Stay Safe Online

Section Teach Others How to Stay Safe Online: Volunteer Toolkit **ion Post** Gift Subscriptions

You are probably spreading misinformation. Here's how to stop.

A citizen's guide to not helping trolls, b... ulent times



A YouTube video player interface. The video title is 'FAROT!' in large red letters. The video content shows a news broadcast with a 'TOP STORIES' section at the top right.



TikTok has known about how the app can harm teens and preteens, new documents show



A YouTube video player interface. The video title is 'Misinformation spreads like a virus. Can public health strategies help stop that kind of contagion?'. The video duration is 10:49. The date is October 19, 2022.

Conspiracy theories surge following the assassination attempt on Trump

Schoolkids Are Falling Victim to Disinformation and Conspiracy Fantasies

Although children are prime targets, educators cannot figure out how best to teach them to separate fact from fiction

AI-generated images are everywhere. Here's how to spot them

June 13, 2023 - 12:20 AM ET

Shannon Bond

20-Minute Listen

A digital illustration of a woman's face with glowing green and blue elements, representing AI-generated content.

The NPR logo in a red, white, and blue box.



Sharenting



OPINION



**PARENTS
WHO
OVERSHARE**



The Atlantic

Posting kids online is risky. Here's how to remove their images.

A photo of a child posted online can end up in the hands of strangers, added to massive databases without consent, or altered with AI to bully and blackmail.

By Heather Kelly • December 27, 2023



IoT: Convenience & Comfort v. Privacy



Your Data Has Been Encrypted

Hackers hijacking Instagram accounts of companies and influencers, demanding ransom

Access to the accounts is being sold for up to \$40,000.

FBI warns of rise in PYSA ransomware operators targeting US, UK schools

Data is being stolen ahead of encryption in extortion attempts.

ZDNET
tomorrow belongs to those who embrace it today
trending innovation
/ innovation Home / Innovation / Security

The real cost of ransomware is even bigger than we realised

gt government technology
AI CYBERSECURITY DATA
EMERGING TECH
California Ranks as State With Most Ransomware Attacks in 2023
Plus U.S. social media rankings, the 60 football field-sized data centers worth \$25 billion coming to Arizona and Chipotle's pilot for a robot to make its guacamole.
March 2024 - News Staff

ZDNet
VIDEOS WINDOWS 11 5G BEST VPI'S CLOUD SECURITY AI MORE
MUST READ: Ransomware: Take these three steps to protect yourself from attacks and make it easier to recover
Texas, California, New York, Louisiana, Missouri lead list of states with most ransomware attacks on schools: report
A Comparitech study tracked more than 220 ransomware attacks on schools in the US since 2018.

WIRED BACKCHANNEL BUSINESS CULTURE GEAR IDEAS MORE MY ACCOUNT
How to Protect Your Files From Ransomware
It's a growing threat for individuals and businesses alike. Here's how to protect yourself.



STOP RANSOMWARE
RESOURCES NEWSROOM ALERTS REPORT RANSOMWARE
WHAT IS RANSOMWARE? LEARN MORE
HAVE YOU BEEN HIT BY RANSOMWARE? LEARN MORE
AVOID BEING HIT BY RANSOMWARE LEARN MORE

STOP RANSOMWARE
RESOURCES NEWSROOM ALERTS REPORT RANSOMWARE
Stop Ransomware > Resources > Campaigns > K-12 Resources > Ransomware Reference Materials for K-12 School and School District IT Staff
K-12 Resources
RANSOMWARE REFERENCE MATERIALS FOR K-12 SCHOOL AND SCHOOL DISTRICT IT STAFF
Cyber Threats to K-12 Remote



WIRED BACKCHANNEL BUSINESS CULTURE GEAR MORE
BRIAN BARRETT SECURITY 09.03.2021 07:00 AM
Why Ransomware Hackers Love a Holiday Weekend
Looking forward to Labor Day? So are ruthless gangs of cybercriminals.

K-12
Texas school district paid \$547K ransomware demand
[{"access:denial","status":true,"message":"Access denied"}]

Scams are Evolving, Becoming More Sophisticated

Phishing & Whaling

PHISHING



- Cyber attacker masquerades as trusted, well-known source
- User tricked into downloading malware (viruses, etc.)



RANSOMWARE

- Specific kind of malware
- Encrypts and holds data ransom
- Requires payment to decrypt/release data

SPEAR PHISHING

- Cyber attacker masquerades as someone known to the user
- User tricked into clicking on malicious content



WHALING

- Highly-sophisticated, research-based
- Cyber attacker masquerades as an organizations' "big fish" (CEO, CFO, etc.)
- Tricks top-level executives/staff into releasing funds or data



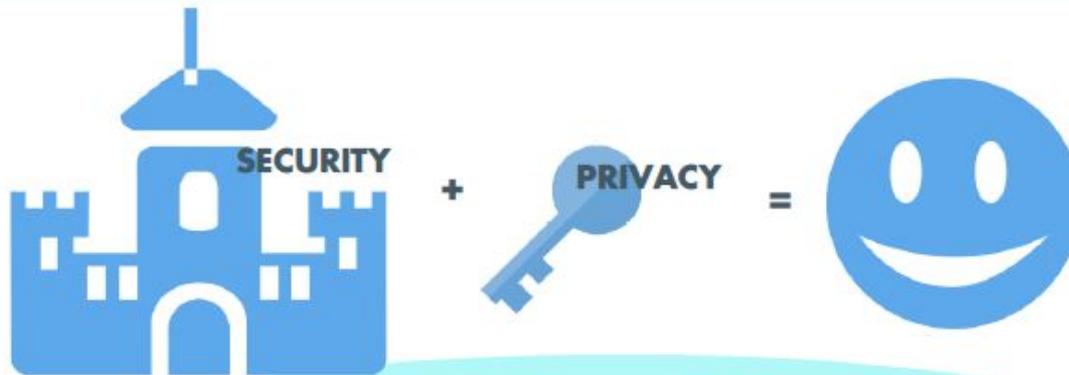
Privacy v. Security

PRIVACY

- Policies
- Procedures
- Laws/Guidance
- Behavioral Best Practices

SECURITY

- Hardware
- Software
- Encryption Methods/Access Rights
- Infrastructure Best Practices



Security: The walls of our city
Privacy: The keys to our gate
Data & Privacy together help to keep everything safe!

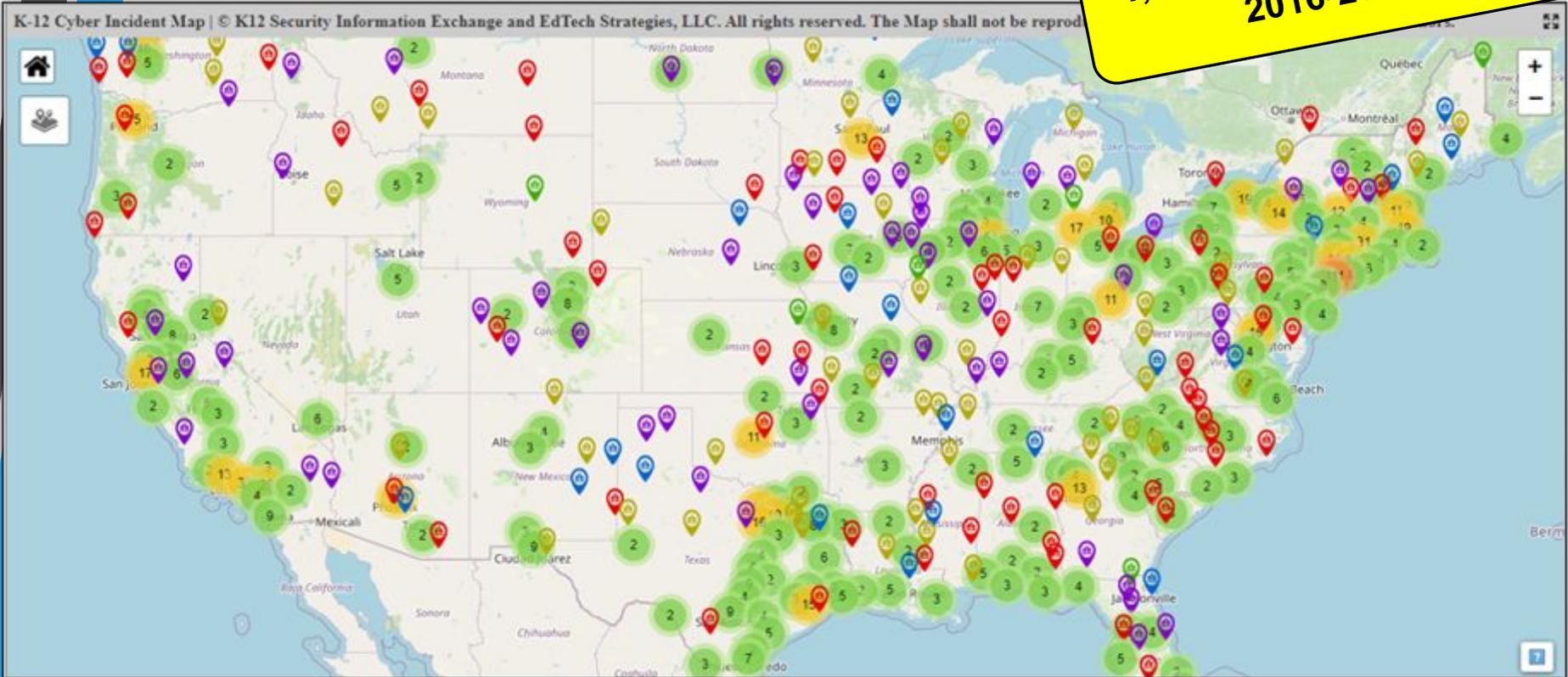
Even those with little technical expertise play a HUGE role in keeping data safe. Since most cyber attacks target human behavior, a few simple precautions can greatly minimize the risk of a breach.

Privacy in Schools

#Educational Context

The K-12 Cyber Incident Map

1,619 KNOWN Incidents
2016-2022



BLUE: phishing attacks

PURPLE: breaches or hacks resulting in the disclosure of personal data

YELLOW: ransomware attacks

GREEN: denial-of-service attacks (green pins); and

RED: other cyber incidents resulting in school disruptions & unauthorized disclosures

Cyberattacks on the Rise in Schools

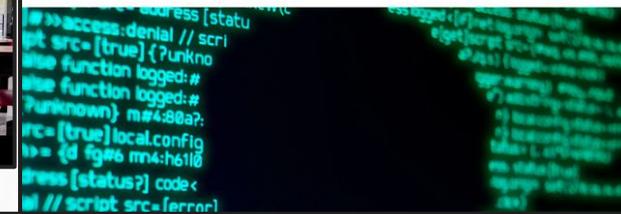
K-12

Cyberattacks against K-12 schools up 18% in 2020, report finds



K-12

Senate approves bill for DHS review of K-12 cybersecurity



US School Shooter Emergency Plans Exposed in a Highly Sensitive Database Leak

More than 4 million school records, including safety procedures, student medical files, and court documents, were also publicly accessible online.

K-12

Cyber incidents against K-12 schools expected to rise by 86%



K-12 schools, with their wealth of data and limited resources, are tempting targets to ransomware criminals and hackers, says a new report. Nonprofits offer free support, but some say the federal government must do more.



TEACHING PROFESSION EXPLAINER

What Is Doxxing, and How Can Educators Protect Their Privacy Online?



By Sarah D. Sparks — May 09, 2024 · 7 min read

CYBERSECURITY

Can Interventions Turn Teens from Cyber Crime to Cybersecurity?

Teen hackers are becoming powerful cyber criminals, and their misbehavior is often hidden from parents until it becomes a felony. Now, authorities are aiming to divert teen hackers from cyber crime into cybersecurity.

May 10, 2024 · Julie Pattison-Gordon



Tips for parents, students in the wake of cyberattack on Glendale Unified schools — Daily News



Thousands of School Websites Went Down in a Cyberattack. It'll Happen Again, Experts Say



By Alyson Klein — January 10, 2022 · 4 min read

A screenshot of the NPR website showing an article titled 'One reason school cyberattacks are on the rise? Schools are easy targets for hackers'. The article is dated March 11, 2024, at 12:00 PM ET and is by Kavitha Cardoza. The website header includes logos for NPR and Capradio, and navigation links for NEWS, CULTURE, MUSIC, PODCASTS & SHOWS, and SEARCH. There are also links for NEWSLETTERS, SIGN IN, and NPR SHOP.

Privacy @ CDE

#OrganizationalContext

Practical Example

June 4, 2020

Mr. Tony Thurmond
Dept of Education
1430 North Street
Sacramento, CA 95814-5901

Attention: Tony Thurmond, Superintendent of Public Instruction

RE: Student Pebbles Flintstone

Dear Mr. Thurmond:

My niece, Pebbles Flintstone, was in public school till the finish of her first attempt at Yabba Dabba Doo Elementary School in the first grade for the year of 2018-2019 within the Bedrock Unified School District. My niece was assessed while in Kindergarten (2017-2018) as part of the Bedrock Unified School District and was found to be dyslexic and autistic by school psychologist.

During Pebbles' first grade at Yabba Dabba Doo Elementary School she was asked to leave school early because her first grade teacher, Mr. Stone, didn't have the time (he had 32 students at that time and maybe the training) to deal with an autistic student like Pebbles who has learning difficulties. The school authorities at Yabba Dabba Doo had meetings with me and Pebbles' mother requesting that Pebbles be put on medication so her brain could slow down enough to get her to cooperate more in the classroom.

Pebbles' mother, Wilma Flintstone, and myself, Betty Rubble, took Pebbles to a psychiatrist (Dr. Mabel Sandstone at 321 Granite Dr., Ste T, Bedrock, CA 98765, (555) 555-4444 ext 123) for evaluation about her dyslexia. The physician said she would put Pebbles on medication but could not because the state of California would have to have permission from the girl's father, Fred Flintstone, who has joint custody with Pebbles mother, Wilma Flintstone. Pebbles' father resides in Jellystone but at this time the state of California can't find him. The last we heard Fred Flintstone still resides at 456 Peanut Butter Dr. Apt 567, Jellystone, WY 87654 which is now under his girlfriend's name Jenny something but used to be Fred Flintstone's mother's apartment address, however Fred's mother is now deceased. That's probably why Fred Flintstone can't be found.

But I digress back to Yabba Dabba Doo Elementary school officials. They asked Pebbles to leave school early at first and they only required her to attend less than the 230 minutes minimum day during her first grade. I called it to their attention that they were not abiding by the Education Code of minimum day, so, they had her attend school to include lunch time so they could meet the requirement minutes. They also had Pebbles sit outside the teaching room in the hallway but within earshot of the teacher. This did nothing for Pebbles' self esteem which is very important to kids that have dyslexia.

We have Pebbles in a private Christian school to repeat first grade (class room size is 1-14 teacher student ratio instead of 1-32 teacher to student ratio like at Yabba Dabba Doo School) and she is doing very well. Should it become necessary to enroll Pebbles again at Yabba Dabba Doo School due to lack of finances, will Pebbles be treated the same as she was during her attendance in first grade within the Bedrock Unified School District schools?

If you need to contact me over this issue I can be reached at the following: Betty Rubble, 246 Dino Drive, Bedrock, CA 98765, (555) 333-2222.]

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Privacy Policies

- Department of Education Administrative Manual (DEAM) sections 10600 and 10601
 - The CDE only allows access to personally identifiable information (PII) when required/allowed by law
 - The CDE has established policies and procedures to ensure secure handling of PII

Key takeaway: The CDE **DOES NOT** share personally identifiable information unless permitted or required by law!

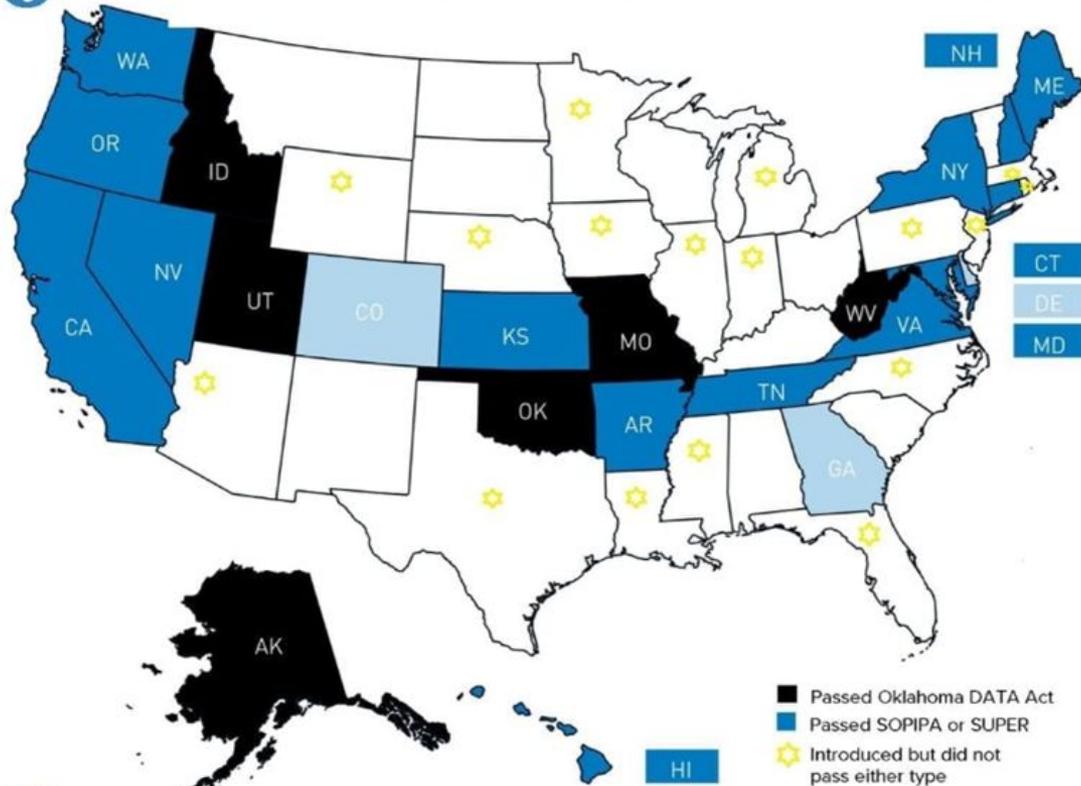


There Ought to be a Law!

#LegalContext

Changing Landscape of Data Privacy

40 States Have Introduced One of Two Models



25 States Have Passed One of Those Two Models

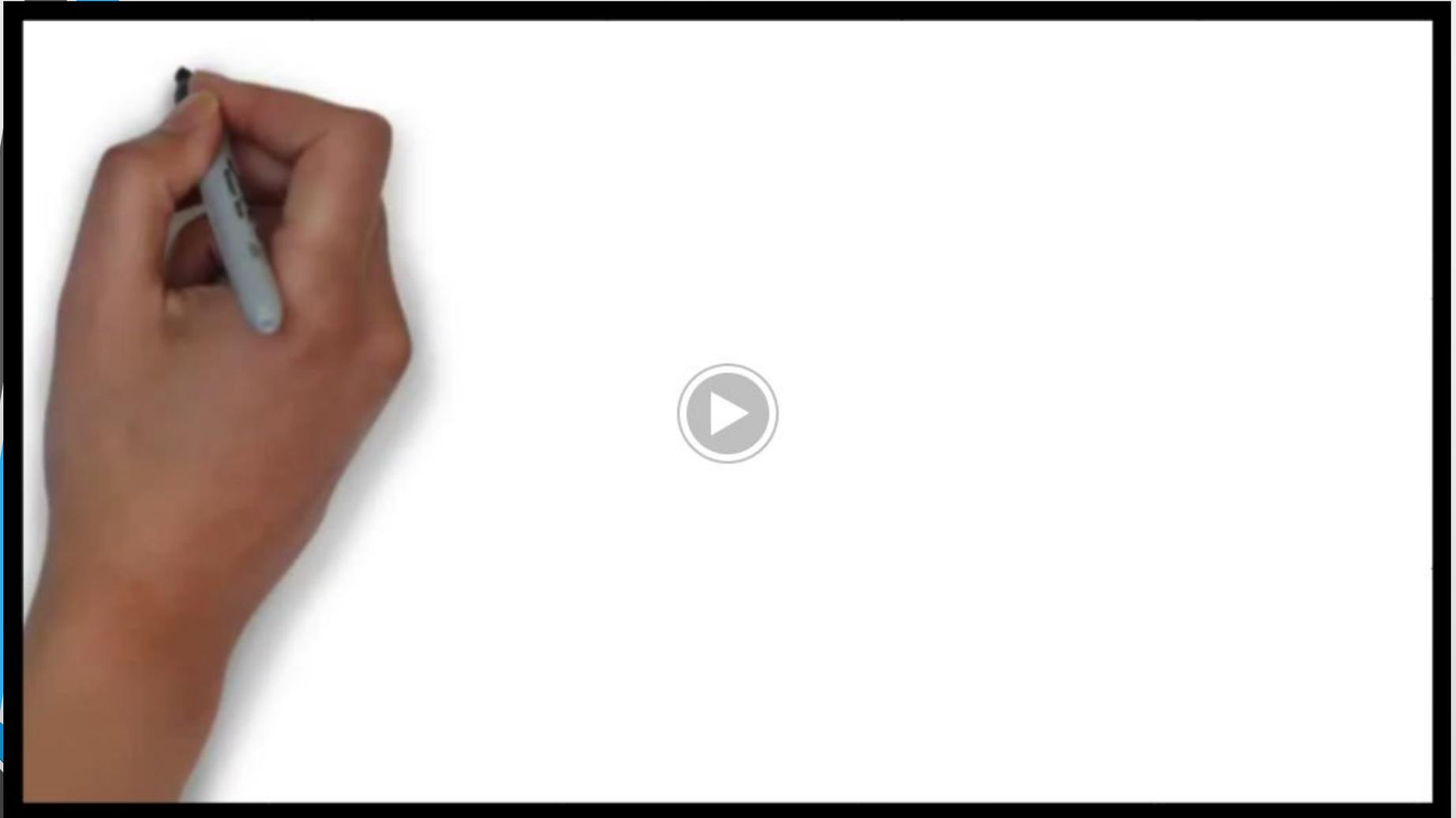


Student Privacy: It is the Law!

Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. sections 1232(g)/Title 34 Code of Federal Regulations [CFR] Part 99)

- Designed to protect student and parental rights related to student privacy.
- Prohibits release **and** re-release of personally identifiable student data unless very nuanced, legally complex conditions are met.

FERPA 101



FERPA Facts

- Local educational agencies (LEAs) have primary obligation to safeguard student data and are allowed to share student data with the CDE under very specific provisions of state and federal laws.
- **At the CDE, legal and executive approval are required for any release of personally identifiable student data!**

FERPA Exceptions: Consult CDE Legal Staff

Examples...

- Emergencies/Health and Safety
- Subpoenas/Court Orders
- Authorized representatives acting for/on behalf of an LEA or State Educational Agency (SEA) for (and ONLY for) specific purposes designated in a written agreement that articulates obligations under both state and federal laws

Kids & Tech

WHAT IS COPPA?



EducationWeek®

What does COPPA require companies to do?

The list is long. Among other things, COPPA-covered operators must:

- Post a “clear and comprehensive” online-privacy policy
- Give parents “direct notice” before collecting information from children under 13
- Obtain “verifiable parental consent” before collecting such information
- Allow parents to review their children’s information and request that it be deleted
- Allow parents to opt out of further collection, use, or sharing of information pertaining to their child
- Maintain the confidentiality and security of any child’s information that is collected
- Delete children’s information after it is “no longer necessary to fulfill the purpose for which it was collected.”

CALIFORNIA EDUCATION CODE

(*EC* sections 49079.5 -.7 and Section 60607)

- At least as restrictive as FERPA, sometimes **more**
- Provides some guidance for interagency data sharing
- Provides specific restrictions on the release of assessment data (*EC* Section 60607) and school lunch information (*EC* Section 49558)

California Student Data Privacy Laws

- Student Online Personal Information Protection Act (SOPIPA)
- California Education Code section 49073.1(Contracts)
- California Education Code section 49073.6 (Social Media)
- California Electronic Communications Privacy Act (CalECPA) (Electronic Devices)

Laws Balancing Personal Privacy and Public Access

- Affirm the public's right to access information regarding how public money is managed/spent
- Inform conditions for release of public records (including permissible exemptions for nondisclosure)
 - "Balance" often achieved through redaction of exempt material

Laws Balancing Personal Privacy and Public Access

- Includes laws such as the federal Freedom of Information Act (FOIA) (5 U.S.C. Section 552), the California Information Practices Act (IPA) (*Civil Code* sections 1798 et seq. 1798.3) and...
- The California Public Records Act (PRA) (*Government Code* sections 6250-6276.48)

California Public Records Act

(*Govt. Code* sections 6250-6276.48)

- Modeled after FOIA, details conditions for release of State and local public records
- Defines records broadly to include hard copy records, electronic records, video and audio recordings, etc.
- Provides permissible exemptions for nondisclosure

Potential PRA Exemptions: Examples

- Records exempted/prohibited from disclosure by federal or state law (e.g., educational records protected by FERPA) (*Government Code* Section 6254[k])
- Personnel, medical, or similar files (*Government Code* Section 6254[c])*
- Drafts, notes, and memoranda not kept as part of normal business practice (*Government Code* Section 6254[a])*

*Best practice is to delete/destroy records that are no longer needed for business necessity since ANY records that are retained could be subject to disclosure in response to a records request or subpoena.

Potential PRA Exemptions: Examples

- Privileged communications (*Government Code* Section 6254[k])
- Records Reflecting Deliberative Process of Decision Makers (*Government Code* Section 6255, [Times Mirror Co. V. Superior Court, 53 Cal.3d 1325 \[1991\]](#))*
- Records that could impact an ongoing investigation, litigation, or law enforcement process

*Note: All of these exemptions employ the public interest balancing test to determine if they apply.

Important PRA Considerations

- The CDE must provide a written response within 10 days of receiving a request indicating what responsive records (if any) exist, what determinations have been made about the records, and when records are estimated for production.
- **Legal and Communications Divisions must both be informed when PRA requests are received.**

Important PRA Considerations

- For discretionary exemptions, the CDE Legal Division and Executive Office can determine whether or not to assert permissible exemptions.
 - Note: Some laws (e.g., FERPA) prohibit disclosure of PII. Such info **must** be withheld.
- Exemption of **some** materials or records does not equal withholding of ALL materials. Redactions are often in order before providing materials.
- Public Interest Balancing Test
 - Input from the CDE Legal Division is **always** required.

California Information Practices Act (IPA)

(*Civil Code* sections 1798 et seq. 1798.3)

- Articulates...
 - What personal information public agencies can collect maintain and disseminate
 - What information can be disclosed to third parties without consent of the individual(s) who could be identified/affected if records were released
 - Access rights individuals have to records maintained about them by a public agency

Note: Employees are entitled to see what is said about them in records created by their supervisors.

EU Leads the Charge: GDPR & AI Regulation





State of California Department of Justice

ROB BONTA
Attorney General

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California Consumer Privacy Act (CCPA)

Home / Privacy / California Consumer Privacy Act (CCPA)

Updated on March 13, 2024

- Notice: Guarantees consumers the right to know what data is being collected
- Consent: Guarantees consumers the right to opt out of that data collection
- Deletion: Guarantees consumers the right to delete all their private data
- Access: Guarantees consumers the rights to access, download, or transfer their data
- Kids' Rights: Kids under 16 must opt in to consent to the sale of their data
- Enforcement: The attorney general can levy fines, consumers can sue for breaches

How does California's law compare to the EU's GDPR?

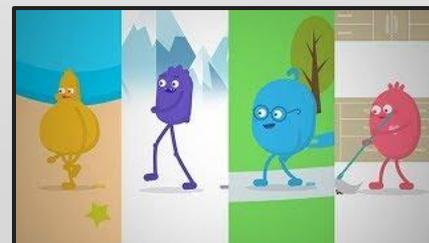
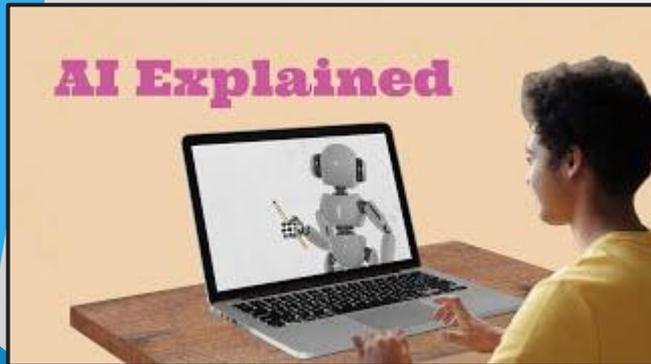
In general, the CCPA provides many of the key data subject rights of the GDPR, but it does not provide all of them. It also does not contain the internal record-keeping, auditing, and data privacy officer requirements.

Protections	GDPR	CCPA
Notice about information practices	Yes	Yes
Data portability/right to have information sent to a third party	Yes	Yes
Right to delete info you've provided	Yes	Yes
"Personal information" broadly defined	Yes	Yes
Right to access personal information	Yes	Yes
Covers all internet service providers and edge providers	Yes	Yes
Allows for private right of action	Yes	Only for certain data-breach cases
Requires data minimization	Yes	No
Lawful purpose for data use, including opt-in consent or legitimate interest	Yes	No
Right to be forgotten	Yes	No
Right to correct information	Yes	No
Right to object to automated decision-making	Yes	No
Security requirements for all personal information	Yes	No

So Now What?

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Ask Your Kid's School These Essential Student Privacy and Safety Questions

Get assurance that your kid's school is doing everything it can to protect privacy and keep student data safe. By [Caroline Knorr](#) 8/6/2018

Stay Current!



Looking to the Future



NPR.ORG

The Age Of Automation Is Now: Here's How To 'Futureproof' Yourself

How our relationships are changing in the age of "artificial intimacy"

AUGUST 2, 2024 · 3:00 AM ET



49-Minute Listen

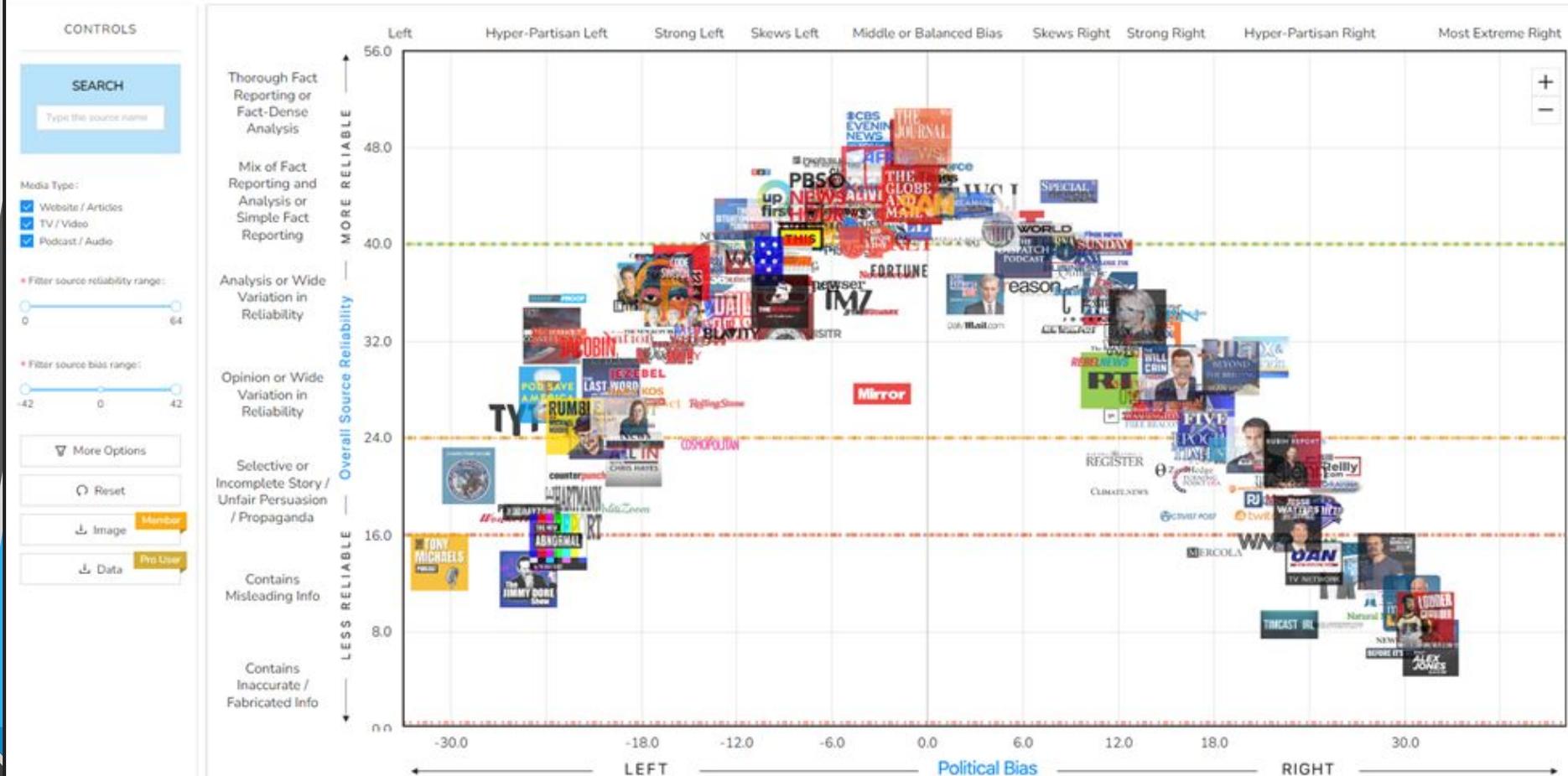
+ PLAYLIST



LeArchitecto/Getty Images/iStockphoto

Be Mindful of Bias!

Use search box to isolate sources and see their individual articles or episodes



Think Before You Post!

Before You Post **THINK**



- T** - is it True?
- H** - is it Helpful?
- I** - is it Inspiring?
- N** - is it Necessary?
- K** - is it Kind?

**Pause.
Reflect.
Reorient.**



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What To Do When Your Data Is Breached

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Check if your email address is in a data breach

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EQUIFAX

experian.

TransUnion.



Manage Your Privacy Settings

Delete/Destroy What is Not Needed

- Establish and implement a schedule for destroying (e.g., shredding, deleting electronic files) confidential data, consistent with the State Administrative Manual (SAM)

Note: Any records that are retained may be subject to release – even if their business necessity has been exhausted.

Gather and Store Confidential Data Securely

- Encrypt confidential electronic data.
- Store hard copies of confidential data in locked cabinets/drawers/secure rooms.
- Ensure that individuals with access to confidential data maintain a current understanding of data privacy laws, policies, and best practices...including **notice-triggering elements.**



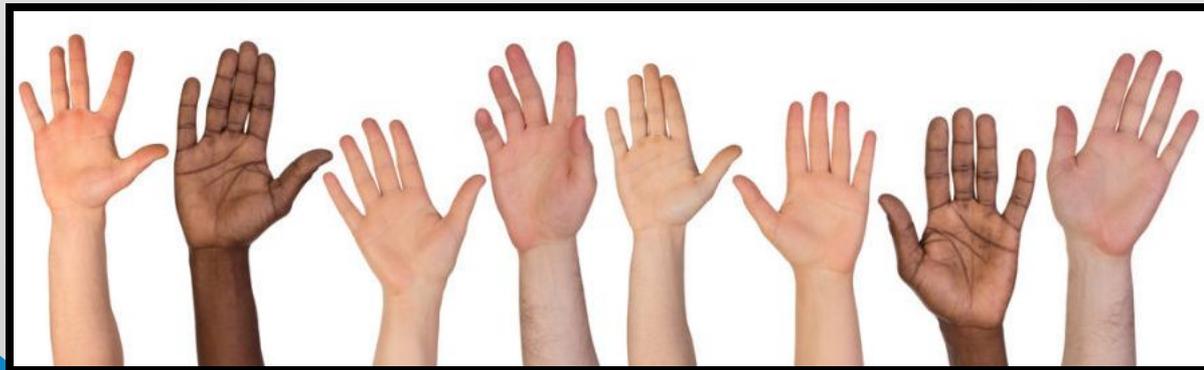
Still With Me?

#CheckingIn

Perfect Match: Match the Law to the Description...

LAW	DESCRIPTION
FERPA (34 CFR Part 99)	California law prohibiting marketing to students/their families
PRA [Government Code Section 6254(c)]	California law requiring written consent/a warrant to access electronic devices
IPA (Civil Code Section 1798.24)	California law outlining contractual requirements for vendors with access to student data
SOPIPA	California law outlining requirements for collecting/accessing data about public employees
AB 1584	California public records law
SB 178	Federal student data privacy law

Name the 3 Places its OK to Have Hard Copy Documents Containing PII



Living the DEAM

According to the CDE's policy manual (i.e., the Department of Education Administrative Manual or DEAM) and the State Administrative Manual (SAM), how often is data privacy training required for CDE staff with access to student data?

- A. Bi-Annually
- B. Every 2 Years
- C. Annually
- D. Every 4 Years



Stay Informed & Keep Exploring!

#Resources

Student Data Privacy Law References

Resource	Web site
Data Privacy Guidebook	http://ccsesa.org/wp-content/uploads/2015/09/Data-Privacy-Guidebook.pdf
SB 178 (Electronic Devices)	https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160SB178
California Consumer Privacy Act of 2018	https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201720180AB375
The Policymaker's Guide to Student Privacy	https://ferpasherpa.org/resource/the-policymakers-guide-to-student-privacy/
Student Privacy Compass Guide to State Student Privacy Laws	https://studentprivacycompass.org/state-laws/

Student Data Privacy Resources

Resource	Website
US Department of Education's Student Privacy Web Page	https://studentprivacy.ed.gov/
National Center for Education Statistics (NCES) Forum Guide to Education Data Privacy	http://nces.ed.gov/pubs2016/2016096.pdf
Common Sense Education Privacy Program	https://www.commonsense.org/education/privacy
NCES's Data Stewardship: Managing PII in Student Education Records Report	http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2011602
Student Privacy Compass Student Privacy Resource Center	https://studentprivacycompass.org/
The CDE's Data Privacy Web Page	http://www.cde.ca.gov/ds/dp/
Utah Board of Education Student Privacy YouTube Channel	https://www.youtube.com/channel/UCu1bCN7xLlpA1-9sT_mvqiw
K-12 Cybersecurity Resource Center	https://k12cybersecure.com/
Future Ready Framework	https://futureready.org/about-the-effort/framework/
California IT in Education (CITE) Resources	https://cite.org/page/StuPrivacy
Common Sense Media's 2023 Report on Teens' Smartphone Use	https://www.commonsensemedia.org/research/constant-compani-on-a-week-in-the-life-of-a-young-persons-smartphone-use

Privacy, Digital Citizenship, & Media Literacy Resources

Resource Title	Website
Common Sense Media's Digital Citizenship Page	https://www.commonsense.org/education/digital-citizenship
Common Sense Media's "What Is..." Videos	https://www.commonsensemedia.org/video/what-is
US Department of Ed Student Privacy Page	https://studentprivacy.ed.gov/
Student Privacy Compass	https://studentprivacycompass.org/
#ICanHelp: Ed & Empowerment to Help Students to Use Social Media Positively	https://www.icanhelpdeletenegativity.org/
Teaching Tolerance: Equity & Justice Resources	https://www.tolerance.org/
PBS News Hour Junk News Segments	https://www.pbs.org/newshour/tag/junk-news
News Literacy Project	https://newslit.org/
National Cybersecurity Alliance	https://staysafeonline.org/stay-safe-online/
Cybersecurity & Information Security Agency's Stop Ransomware Website	https://www.cisa.gov/stopransomware
California Cybersecurity Integration Center	https://www.caloes.ca.gov/office-of-the-director/operations/homeland-security/california-cybersecurity-integration-center/
How to Freeze Your Credit	https://www.usa.gov/credit-freeze
How to Manage Privacy Settings	https://bit.ly/manage-your-privacy-settings

recursos de privacidad de datos

Resource Title	Website
US Department of Education Guía para estudiantes elegibles sobre La Ley de Derechos Educativos y Privacidad Familiar (FERPA)	https://studentprivacy.ed.gov/resources/gu%C3%ADa-para-estudiantes-elegibles-sobre-la-ley-de-derechos-educativos-y-privacidad-familiar
US Department of Education Una guía para padres sobre La Ley de Derechos Educativos y Privacidad Familiar (FERPA)	https://studentprivacy.ed.gov/resources/una-gu%C3%ADa-para-padres-sobre-la-ley-de-derechos-educativos-y-privacidad-familiar-ferpa
Common Sense Recursos de privacidad en español	https://privacy.commonsense.org/resource/spanish-resources
En breve: Sus derechos conforme a la ley de privacidad del consumidor de California	https://www.consumer-action.org/spanish/articles/Brief-CCPA-Privacy-Rights-SP
¡Actúe! Ejercer sus derechos conforme a la ley de privacidad del consumidor de California	https://www.consumer-action.org/spanish/articles/CCPA-Privacy-Rights-SP
Telemedicina: Información sobre las consultas médicas virtuales	https://www.consumer-action.org/spanish/articles/telehealth-COVID-SP
Tome control: Personalice la configuración de privacidad en las redes sociales	https://www.consumer-action.org/spanish/articles/social-media-privacy-controls-sp

Questions?

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