



Privacy & Identity in the Information Age School Library

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Article III of the Code of Ethics of the American Library Association

“We protect each library user’s right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted” (ALA 2008)

The AASL “Position Statement on the Confidentiality of Library Records”

“The library community recognizes that children and youth have the same rights to privacy as adults.”

Traditional Concerns

Privacy & Confidentiality concerns

- What has been checked out
- What is overdue
- What is being reading
- What is being looked at



Digital World Concerns

Privacy & Confidentiality concerns

What has been checked out

What is overdue

What is being reading

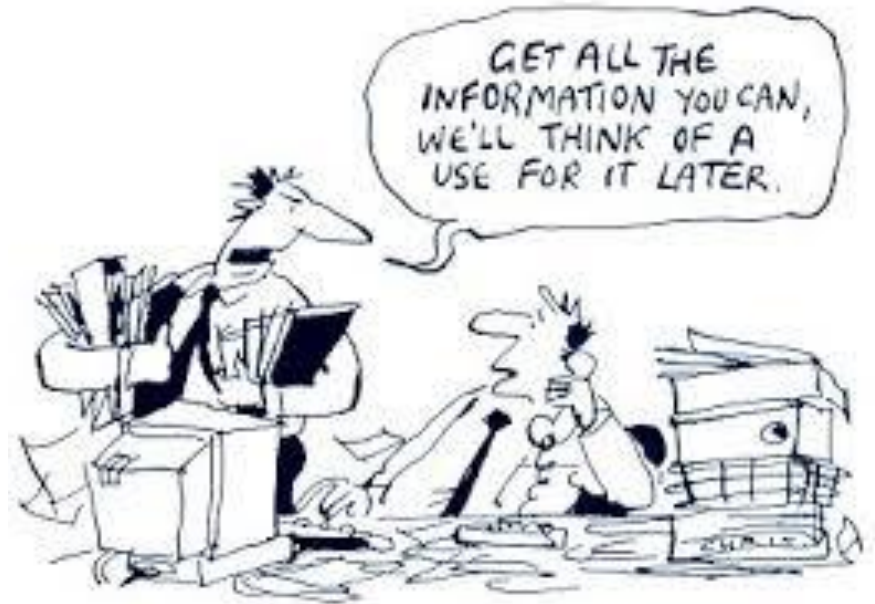
What is being looked at

Who or what is mining the data



Capturing PII

- Mobile Apps
- Cloud storage
 - Quality of Security - Encryption
 - Data Mining
 - Google Apps
- Third Party vendor
 - Hosting service
 - Outsourcing Services



In the Library

- Library automation hosting
- Subscription services
- Privacy and E-books
- Privacy policy shared with IT staff, teachers, students, parents



Surveillance camera(s) not be aimed at the circulation desk or be intrusive in recording actions of persons using the school library.

Discuss privacy concerns with vendors of any technology currently owned or under consideration for purchase and requested that they include privacy protections in future software changes – or don't use their services.

E-books

- Currently, service providers and e-readers have the ability to store their users' reading habits with precise detail, knowing not only what books a reader has purchased but also what books a reader has browsed, what pages a reader has viewed, and even the amount of time a reader has dedicated to a single page



Overdrive

- Requiring new users to establish an account for use – under 13 will establish an anonymous account
- Subscription databases are also beginning to take this approach which seems to be a marketing ploy

Amazon

As of 2012 Amazon.com, for example, maintains on its servers all data about a user's Kindle interactions, including "information related to the Digital Content on your Kindle[,] . . . your use [of that content,] . . . [and] annotations, bookmarks, notes, highlights, or similar markings you make using your Kindle



Privacy Tool Kit

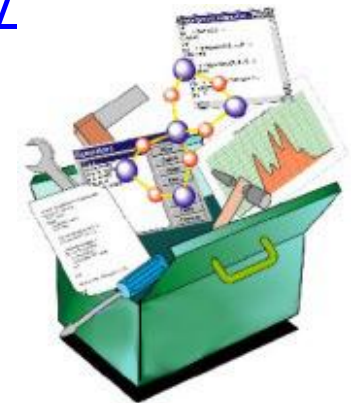
<http://www.ala.org/advocacy/privacyconfidentiality/toolkitsprivacy/privacy>

“School Library Privacy Policy.”

Confidentiality of Library Records

(<http://www.ala.org/Template.cfm?Section=otherpolicies&Template=/ContentManagement/ContentDisplay.cfm&ContentID=13084>)

“Confidentiality of Personally Identifiable Information about Library Users” (<http://www.ala.org/offices/oif/statementspols/otherpolicies/policyconcerning>)



Schools and Privacy

Children's Educational Records and Privacy

- [Fordham University School of Law](http://www.fordham.edu/school-of-law)
- <http://law.fordham.edu/center-on-law-and-information-policy/14769.htm>

State databases across the country ignore key privacy protections for the nation's K-12 children.

Data warehouses lack adequate privacy protections, such as clear access and use restrictions and data retention policies, often not compliant with the FERPA, and leave K-12 children unprotected from data misuse, improper data release, and data breaches.

CITP Conference on School Privacy on Line

- <http://www.youtube.com/watch?v=bLz3EHvFc80>
- Schools are adopting new technological tools and cloud services to support their educational missions. Schools transfer large quantities of student personal data including transcript information, homework essays, lunchroom purchases and even student weight to third party providers.
- What can the providers do with the student information?
- Does the law protect the privacy of the data?
- Do school districts assure the protection of the data they transfer or is student privacy lost in the cloud?

Recommendations

District data privacy policy

- Data belongs to district
- Vendor only minimum data use
- Data purged
- Vendor compliance with State and Federal law
- Designate a privacy official
- Seek legal counsel
- Have a process for evaluation
- Do a privacy audit
- Have file of all vendor privacy policies
- Education faculty, students, parents (Transparency)

Kentucky H.B. 232

- restricts how “student data” on cloud systems can be used.
- prohibits cloud providers from processing stored student data (defined to include not only information identifying the student, but also “any documents, photos, or unique identifiers relating to the student”) without parental permission for “other than providing, improving, developing, or maintaining... its cloud services.”
- restricts the activities of not only cloud services, but also broadly available free services like Google Docs
- Kentucky’s strong restriction stands in contrast to the FTC’s recent guidance in its [updated COPPA FAQs](#) that outline permissible uses and allow schools to consent on behalf of parents.

Privacy Websites

- American Civil Liberties Association <https://www.aclu.org/time-rein-surveillance-state-0>
- American Library Association [http://www.ala.org/search/site/privacy?f\[0\]=hash%3Amf0qin](http://www.ala.org/search/site/privacy?f[0]=hash%3Amf0qin)
- Center for Democracy and Technology <https://www.cdt.org/>; <http://consumerprivacyguide.org/>
- Choose Privacy Week <http://chooseprivacyweek.org/>
- CNET News: Security & Privacy <http://news.cnet.com/security/>
- Electronic Frontier Foundation <https://www.eff.org/issues/privacy>
- Electronic Privacy Information Center (EPIC) Privacy Blog <http://epic.org/blog/>
- The Future of Privacy Forum www.futureofprivacy.org
- International Association of Privacy Professionals <https://www.privacyassociation.org/>
- OECD <http://www.oecd.org/general/searchresults/?q=privacy%20guidelines>
- The Privacy Coalition <http://privacycoalition.org/>
- Privacy.org <http://privacy.org/>

- Privacy Association <https://www.privacyassociation.org>
- Privacy International <https://www.privacyinternational.org/>
- Privacy Rights Clearinghouse <https://www.privacyrights.org/>
- Worlds of David Brin <http://www.davidbrin.com/transparency.html>
- **Protecting Student Privacy While Using Online Educational ...**

[http://ptac.ed.gov/sites/default/files/Student%20Privacy%20and%20Online%20Educational%20Services%20\(February%202014\).pdf](http://ptac.ed.gov/sites/default/files/Student%20Privacy%20and%20Online%20Educational%20Services%20(February%202014).pdf)

- **Data Breach - Privacy & Security Law Blog**

<http://www.privsecblog.com/2014/05/articles/litigation-2/kentucky-enacts-data-breach-notice-law-that-adds-extra-protection-for-student-information-while-inbloom-withers/>

May 1, 2014 - Home > **Data Protection** > Kentucky Enacts Data Breach Notice Law

- **School Privacy Zone** | Common Sense Media

<https://www.common sense media.org/advocacy/school-privacy-zone>

Aug 26, 2014 - **Schools** and **education** technology providers shall adopt appropriate **data** security, ...

- **Future of Privacy Forum** Launches One-Stop Shop Website ...

<http://www.futureofprivacy.org/issues/student-privacy/>

Aug 21, 2014 - More than at any other time in the evolution of **education**, **data**-driven

- **Protecting Student Privacy While Using Online Educational Services: Requirements and Best Practices**

[http://ptac.ed.gov/sites/default/files/Student%20Privacy%20and%20Online%20Educational%20Services%20\(February%202014\).pdf](http://ptac.ed.gov/sites/default/files/Student%20Privacy%20and%20Online%20Educational%20Services%20(February%202014).pdf)

Information Indigestion

