

Safety, Privacy and Security RubricTool:

Score →	1	2	3	4	5
<p>Data Security (Security Score)</p> <p>Includes authentication, session data, and personal information (full name, age or DOB, email address, gender, location, student ID)</p>	<p>Data gathering, storage, or distribution is insecure NOT encrypted in transit. * Automatically "Not Recommended"</p>	<p>Not possible to score 2 here.</p>	<p>The data mostly gathered, stored, and distributed in a secure manner Some data (but NOT PII) are being sent in the clear</p>	<p>Not possible to score 4 here.</p>	<p>Data gathered, collected, stored, and distributed in a secure manner</p> <p>Uses SSL throughout. OR All data are encrypted in transit</p>
<p>Gathering and Use of Personal Identifying Information (PII)</p> <p>Sensitive personal student information includes, but is not limited to, first and last name, DOB, email address, home address, phone number, social security number, test results, special education data, grades, medical records, text messages, documents, student id number, search activity, geo-location info</p> <p>(Privacy Score)</p>	<p>Collects sensitive personal student information and does any one of the following:</p> <ul style="list-style-type: none"> • Displays information publicly; no option to disable • Sells or shares student info to third parties (including plug-ins) via cookies or other method • Uses student info in unrelated ways • Requires to input personal student information beyond directory info as defined by FERPA. <p>*Automatically "Not Recommended"</p>	<p>Not possible to score 2 here.</p>	<p>Sharing settings default to private</p> <ul style="list-style-type: none"> • Personal information can be displayed publicly • Sensitive personal information collected, used to further the K-12 purpose • Information collected is not sold or shared to third parties • Users can opt-in to share personal info with third parties • Sensitive personal student information collected is limited to directory info as defined by FERPA 	<p>Not possible to score 4 here.</p>	<p>Collects no sensitive personal student information</p> <p>OR</p> <p>ALL of the following Sensitive personal student information collected cannot be displayed publicly</p> <ul style="list-style-type: none"> • Not sold or shared • Only used for educational purposes Is limited to directory info as defined by FERPA

Safety, Privacy and Security RubricTool:

<p>Privacy Policy Availability and Disclosure (Privacy Score)</p>	<p>No privacy policy is available.</p> <p>Policies are NOT Linked on Apps page or prominently linked in header or footer of developer's homepage or app's specific page within developer's site.</p> <p>For Web content Prominently linked in header or footer of site's homepage. *Automatically "Not Recommended" if product scores a 1 here.</p>	<p>One of the following applies:</p> <p>The privacy policy is difficult to find or is only available after login.</p> <p>Privacy policy contains nested policy links or references. (Users must drill down and/or go to additional sites.)</p> <p>The developer provides no explanation about the information collected from users or how that information is used.</p>	<p>One of the following applies:</p> <p>The privacy policy is easy to find but difficult to read</p> <p>The privacy policy for an app lives on the developer website and is unclear as to where it applies (website where policy is found or the app, itself).</p> <p>The developer discloses some, but not all, of the following:</p> <ul style="list-style-type: none"> • Information collected Why it's collected • How that information is shared 	<p>The privacy policy is easy to find and is easy to read.</p> <p>AND</p> <p>The developer discloses what information is collected from users, why it is collected, and if and how it's shared.</p> <p>Disclosure not easy to find.</p>	<p>The privacy policy is available in plain English and is easy to find.</p> <p>Apps: Privacy policy is available on app store page or easily found on the developer's website</p> <p>For websites, the privacy policy is available before login and is found in the site's header or footer.</p> <p>In the policy, the developer discloses in plain English what information is collected, why it's collected, and if and how it's shared.</p> <p>The disclosure is up front in the privacy policy and easy to find.</p>
<p>Data Rights (Privacy Score)</p>	<p>No option to delete accounts or data</p> <p>Developer gives users no right to their account data.</p>	<p>Not possible to score 2 here.</p>	<p>Users can cancel their accounts yet the app will retain usage information.</p> <p>Information is kept for legal or product development purposes.</p>	<p>Users can cancel their accounts and all data can be deleted</p> <p>Users do not have the option to keep their account data</p>	<p>Users can cancel their accounts and all data will be deleted</p> <p>Users can keep the rights to data</p>



Safety, Privacy and Security RubricTool:

<p>COPPA Score N/A for teacher-directed products (e.g., a lesson planning site) or products specifically for users over age 13.</p> <p>(Safety Score)</p>	<p>Product is not COPPA compliant (for products that gather sensitive personal information and are directed to students under the age of 13 or with knowledge that the user is under 13).</p>	<p>Not Possible to score 2 here.</p>	<p>Not Possible to score 3 here.</p>	<p>Not Possible to score 4 here.</p>	<p>Product is COPPA compliant (for products that gather sensitive personal information and are directed to students under the age of 13 or with knowledge that the user is under 13).</p>
<p>Social Features (Safety Score)</p>	<p>Social features are unsafe for target age</p> <p>Ages 13 and up Unmoderated public chat. Users must reveal personally sensitive information</p> <p>Under 13 (any one of the following) Public chat with users of all ages -- kids can chat with strangers, including adults and reveal personally sensitive information</p> <p>*Automatically "Not Recommended" if product scores a 1 here.</p>	<p>Social features are unsafe for target age</p> <p>Ages 13 and up</p> <ul style="list-style-type: none"> • Unmoderated public chat. <p>Under 13 (all three of the following) Moderated, but not thoroughly or actively. (Inappropriate comments stay up for days before they're removed.) Parents or teachers can't determine what users kids can connect with. Parents or teachers can't monitor all social activity.</p>	<p>Social features fall short in two of the following ways</p> <p>Ages 13 and up (two of the following): Monitored, not actively. Teens can flag abuse. No immediate response. Teens can choose contacts. Contract vendors don't log student-teacher interactions or allow audit.</p> <p>Under 13 (two of the following): Monitored, not actively. Parents or teachers can't monitor interactions. Contract vendors don't log interactions or allow audit</p>	<p>Social features are mostly safe but fall short in one of the following ways</p> <p>PG13 (one of the following): Monitored, not actively. Teens can flag abuse. No immediate response. Teens can choose contacts. Contract vendors don't log student-teacher interactions or audit.</p> <p>Under 13 (one of the following): Monitored, not actively. Parents or teachers can't monitor interactions. Contract vendors don't log interactions or allow audit</p>	<p>Social Features Age Appropriate</p> <p>Ages 13 and up Actively moderated. Rapid response to abuse reports. Teens choose contacts. No need to reveal PII. Contract vendors log student-teacher interactions and allows audit.</p> <p>Under 13 - Social features are designed with kids in mind. Actively moderated chat. Parents or teachers determine what users kids can connect with. Logged interactions and allows audit</p>

Safety, Privacy and Security RubricTool:

<p>Ads – Children’s Internet Protection Act Compliance</p> <p>(Safety Score)</p>	<p>Ads are obviously inappropriate (alcohol, violent or sexual content) and are misleading -- so many ads, it's difficult to determine where the learning content is.</p> <p>OR</p> <p>Product is clearly using targeted advertising based on students' personal information or online activity.</p> <p>*Automatically "Not Recommended" if product scores a 1 here.</p>	<p>Ads do not appear to be targeted but are prevalent and distracting</p> <p>Content of ads isn't alcohol-related, violent, or sexual, but is clearly for adults (adult TV shows, products only adults would use).</p>	<p>Ads do not appear to be targeted and do not display adult content</p> <p>However, ads are prevalent and could be distracting for learners (easy to click on or tap and take kids out of the learning content).</p>	<p>Ads are clearly identifiable as ads</p> <p>They are used sparingly, and are appropriate for education market and age of the audience.</p>	<p>Does not display ads</p>
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Ratings and Recommendations

To rate, the document will calculate the average of each section. To update your calculations, after rating above, right click on each score and select "update field".

Points	Security	Privacy	Safety
Score			
5	Exceeds basic requirements for use in schools.	Exceeds basic requirements for use in schools.	Exceeds basic requirements for use in schools.
4	N/A – it is not possible to score 4	Meets requirements	Meets requirements
3	Meets the basic requirements for use in schools.	Meets the basic requirements for <i>use with caution</i> in schools.	Meets the basic requirements for <i>use with caution</i> in schools.
2	N/A – it is not possible to score 2	Not recommended for use in schools.	Not recommended for use in schools.
1	Not recommended for use in schools.	Not recommended for use in schools.	Not recommended for use in schools.