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Via Online Filing¹

Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580

Dear PrivacyCon Organizers,

I would be delighted to present a study conducted by the Future of Privacy Forum regarding K-12 parents' perspectives on technology use and student data collection in public schools at the January 2017 PrivacyCon. Our research examines issues at the heart of "Transparency and Control" – topics the PrivacyCon team identified as areas of particular interest to the Commission.

Building on FPF's first Parent Survey in 2015, our second annual report tracks the trends in parent understanding and priorities for technology use and data collection in K-12 public schools. The 2016 *Beyond One Classroom: Parent Support for Technology and Data Use in Schools* finds:

- Parents, and their children, are increasingly using school-related technologies to manage the educational process.
- Parents appear to increasingly understand the value of student data, particularly as it benefits their own child, while also appreciating the potential benefits of broader research and analysis using personal and even sensitive data.
- Parents have specific privacy and security concerns, but a large percentage remains unaware of current laws and regulations limiting access and use of student data.

FPF's education team has studied the concerns around student data collection and use for several years, and identified the need to have parents' perspectives clarified and included in the discussion. We conducted our first survey in April 2015, with the expectation that we would repeat it annually as long as we perceived continuing value from surveying changing parental priorities. In this second annual report, we have the first opportunity to review changes over the last year – a period in which state legislatures were very active regarding student privacy – to see where parents stand on the collection and use of their children's data. The survey results and our analysis sheds light on the familiarity parents have with current technology and data collection, the concerns they have for data sharing and use, and the benefits parents perceive and desire on behalf of their children.

¹ <https://ftcpubcommentworks.com/ftc/privacyconresearch>

I believe that this study would contribute to PrivacyCon's focus on empirical research regarding consumer privacy and security issues.

Thank you,

Brenda Leong
Senior Counsel and Director of Operations, Future of Privacy Forum

Submission Details

Requester:

Publication details: The *Beyond One Classroom: Parent Support for Technology and Data Use in Schools* will be published by the Future of Privacy Forum in Fall 2016 on the FPF website (www.fpf.org).

Prior year survey report here: https://fpf.org/wp-content/uploads/2015/11/Beyond-the-Fear-Factor_Sept2015.pdf (attached)

Title and Abstract: *Beyond One Classroom: Parent Support for Technology and Data Use in Schools* (2016) attached separately.