

Student Privacy and Ed Tech

SPEAKER BIOS

LINETTE ATTAI has over 25 years of experience guiding clients through the complex compliance obligations governing data privacy matters, online user safety and marketing, with a focus in the education and entertainment sectors. As the founder of PlayWell, LLC, Ms. Attai works with private and public companies, schools and districts, youth groups, education leadership, lawmakers and policy influencers, children, and parents. Ms. Attai is Project Director for the CoSN Privacy Initiative and Trusted Learning Environment programs, an Adjunct Professor of marketing at the Fordham Graduate School of Business and at The New School, serves as a virtual Chief Privacy Officer and Data Protection Officer to a number of companies, and speaks nationally on online privacy, safety and marketing matters.

KRISTIN COHEN is a Senior Attorney in the Division of Privacy and Identity Protection in the Federal Trade Commission's Bureau of Consumer Protection. Her work focuses primarily on enforcing federal statutes and regulations that pertain to information security and consumer privacy, including the Children's Online Privacy Protection Act. Ms. Cohen previously served as the Chief of the FTC's Office of Technology Research and Investigation. This Office conducts research on emerging applied technologies, including with respect to privacy and data security issues.

DAN CROWLEY manages the policy, privacy, compliance, and safety programs for Quizlet, an online learning platform serving over 30 million active students each month. In his position, Mr. Crowley develops tools and policies that maintain Quizlet as an appropriate platform for all audiences and works to ensure the responsible use of data across all of Quizlet's products and throughout engineering and product development and design processes.

Mr. Crowley came to Quizlet after spending the previous 6 years working at Google and Facebook in their privacy and policy programs, providing advice and privacy design review for a wide range of products, including online advertising, machine learning and content personalization, civic engagement, and photo and video services. Mr. Crowley is a graduate of Claremont McKenna College and is a member of the International Association of Privacy Professionals where he has earned certifications in US and European privacy as well as privacy program management.

BILL FITZGERALD is a technologist at Common Sense Media. His work ranges from looking at privacy and security practices used in technology, to researching ad trackers and data brokers, to researching hate speech and misinformation campaigns. Prior to joining Common Sense, Mr. Fitzgerald started and ran FunnyMonkey, an open-source development shop focused on education, open educational resources, and peer-based learning. Prior to that, he worked as a classroom teacher for 16 years. At Common Sense, Mr. Fitzgerald directs the Privacy Evaluation Initiative, a program designed to evaluate privacy policies and practices of vendors building educational technology.

MICHAEL HAWES is the Director of the Student Privacy Policy and Assistance Division (SPPAD) for the U.S. Department of Education. SPPAD is responsible for developing policy and guidance on long-standing and emerging student privacy policy issues, and for providing general and targeted technical assistance to educational agencies and institutions, and the broader education community on issues relating to statutory and regulatory compliance, as well as best practices for protecting student privacy beyond compliance with Federal requirements.

Prior to becoming the Director of Student Privacy Policy, Michael served for five years as the Department's Statistical Privacy Advisor, advising ED's Chief Privacy Officer and senior leadership on issues relating to data privacy, data governance, and statistical disclosure limitation. Before joining the Department of Education, Michael served as a statistician and policy analyst for the U.S. Census Bureau, focusing on data stewardship and data management. Michael is a statistician, a Project Management Institute-certified Project Management Professional (PMP), and an International Association of Privacy Professionals Certified Information Privacy Professional/Government (CIPP/G).

DAVID LEDUC is the Senior Policy Director for the Software & Information Industry Association (SIIA), where he leads the Association's Technology Policy Committee. David is responsible for working closely with member companies to develop and promote SIIA's public policy priorities across a wide range of issues, including privacy and data security, cyber security and policies affecting data-driven innovation. David represents the Association before Congress and the Administration, and he advises member companies on policy outcomes, business strategy and best practices. SIIA is the principal trade association for the software and digital information industries, representing software companies, data and analytics firms, information service companies, and digital publishers that serve nearly every segment of society. SIIA is the leading association of companies that work with K-12 schools and institutions of higher education nationwide to develop and deliver education software applications, digital instructional content, online learning services and related technologies.

PEDER MAGEE is a senior attorney in the FTC's Division of Privacy and Identity Protection and works on a variety of policy and litigation matters, including online behavioral advertising and COPPA. Peder is the principal author of the March 2012 FTC Report, *Protecting Consumer Privacy in an Era of Rapid Change*, which sets forth the Commission's privacy framework. He is also the principal author of the staff report on the FTC's self-regulatory principles for online behavioral advertising. From September 2015 to November 2016, Peder was on detail with the U.S. Senate Commerce Committee where he provided expertise to senators, staff, and stakeholders on proposed legislation, hearings, and policy issues involving consumer protection, data security, and privacy matters.

ALLEN MIEDEMA is the Technology Director for the Northshore School District in Bothell, WA. Prior to his current position, Mr. Miedema was a software engineer and a Mathematics teacher in Northshore, prior to moving to district leadership in 1999.

Mr. Miedema is a founding member of WA State's Office of Superintendent of Public Instruction's Data Governance and Data Use working groups and is a Board member of the Association for Computing Professionals in Education. He has also served on a variety of working groups as part of his role as the LEA representative for WA to the National Forum on Education Statistics. He is currently the Vice of the Forum's Steering Committee. In each of these roles, Mr. Miedema has been a strong proponent of the safe, responsible, and effective use of student data to further student learning and the effectiveness of educational organizations.

DAVID MONAHAN is Campaign Manager for the national advocacy group Campaign for a Commercial-Free Childhood (CCFC), which works for the rights of children to grow up—and the freedom for parents to raise them—without being undermined by commercial interests. CCFC advocates for policies to protect children from harmful marketing and to promote commercial-free time and space for kids. Mr. Monahan previously served as an Assistant Attorney General in the Consumer Protection Division of the Massachusetts Office of the Attorney General, and was Deputy Division Chief from 2009 until 2015. Mr. Monahan previously served as Prosecuting Counsel for the Massachusetts Division of Professional Licensure.

FRANCISCO M. NEGRÓN, JR. is the Chief Legal Officer of the National School Boards Association. A proud product of our public schools, Negrón is a leading national advocate for public schools, directing NSBA's nationally recognized Legal Advocacy Program, which files more amicus briefs in the United States Supreme Court and in federal & state appellate courts across the country each year than all national education associations combined. Negrón also leads the 3,000-member Council of School Attorneys, the national network of lawyers representing K-12 public schools. He received his Juris Doctorate from the Florida State University College of Law and also holds a bachelor's degree in international studies from the University of West Florida. He is also a member of the Bars of the United States Supreme Court, the District of Columbia, Florida, and all federal circuit courts of appeals. Mr. Negrón regularly appears in national media outlets as a spokesperson for public schools.

THOMAS B. PAHL was appointed Acting Director of the FTC's Bureau of Consumer Protection by Acting Chairman Maureen K. Ohlhausen on February 21, 2017. He oversees the Commission's attorneys, investigators, and administrative personnel working to protect consumers from unfair and deceptive practices in the marketplace. Mr. Pahl first joined the agency in 1990, and spent more than two decades serving in various positions, including as Assistant Director in the Divisions of Financial Practices and Advertising Practices, and as an attorney advisor for former FTC Commissioners Orson Swindle and Mary Azcuenaga.

Before commencing his current position at the agency, Tom was a partner at the law firm of Arnall Golden Gregory LLP in Washington, D.C., where his practice focused on consumer financial services and other consumer protection matters. He also was a Managing Counsel at the Consumer Financial Protection Bureau's Office of Regulations, where he was responsible for rulemaking, guidance, and policy development activities relating to debt collection, credit reporting, and financial privacy.

Tom received his J.D., *cum laude* from Northwestern University School of Law in Chicago, Illinois, and his B.A., *summa cum laude*, in economics from the College of St. Thomas in St. Paul, Minnesota.

CHRIS PASCHKE is the Executive Director of Data Security and has led the information security department at Jeffco Public Schools in Golden, Colorado for over 10 years. Mr. Paschke also has information security consulting experience with the Department of Interior and the National Science Foundation. His current work in Jeffco is focused on protecting district users and data while creating reasonable expectations and building trust with the community.

PRISCILLA M. REGAN is a Professor in the Schar School of Policy and Government at George Mason University. Prior to joining that faculty in 1989, she was a Senior Analyst in the Congressional Office of Technology Assessment (1984-1989) and an Assistant Professor of Politics and Government at the University of Puget Sound (1979-1984). From 2005 to 2007, she served as a Program Officer for the

Science, Technology and Society Program at the National Science Foundation. Since the mid-1970s, Dr. Regan's primary research interests have focused on both the analysis of the social, policy, and legal implications of organizational use of new information and communications technologies, and also on the emergence and implementation of electronic government initiatives by federal agencies. Dr. Regan has published over forty articles or book chapters, as well as *Legislating Privacy: Technology, Social Values, and Public Policy* (University of North Carolina Press, 1995). Dr. Regan received her PhD in Government from Cornell University and her BA from Mount Holyoke College.

JIM SIEGL is a Technology Architect specializing in the evaluation and design of enterprise-wide solutions that can scale to meet the needs of the 189,000 students at Fairfax County Public Schools (VA). Mr. Siegl's current focus is in the areas of privacy, security, cloud computing, identity management, and learning management system. Mr. Siegl was the co-chair of the CoSN Privacy toolkit initiative and has contributed to working groups, panels and white papers on privacy, cloud computing, security and mobile app development for CoSN, Future of Privacy Forum, Common Sense Media, NSBA and is an IAPP Certified Information Privacy Technologist (CIPT). The opinions expressed in this workshop are Mr. Siegl's own and do not reflect the views of the Fairfax County Public Schools system.

STEVE SMITH has twenty+ years of CIO/CTO experience in both rural and urban, large and small, school districts in New England, the last ten years as CIO of Cambridge Public Schools. Recently, Mr. Smith has spent a great deal of time navigating student privacy issues. He has represented both Maine and Massachusetts on the National Forum on Education Statistics and has contributed to the Forum's Education Data Privacy, Civil Rights Data Reporting, Longitudinal Data Systems, SCED, Virtual Education, Facilities Data Management, Technology Suite, and Metadata working groups. In addition, Mr Smith is a contributing member to the CoSN Trusted Learning Environment project as well as the Founder of the Student Data Privacy Consortium.

RACHAEL STICKLAND is a co-founder and co-chair of the Parent Coalition for Student Privacy, a national alliance of parents and advocates, established in 2014 to promote strong local, state, and national policies and practices to protect and secure personal student data. Rachael's passion to protect student privacy was ignited in 2013 when her children's public school district in Jefferson County, Colorado piloted inBloom, a controversial data system designed to share sensitive student information with for-profit vendors.

Since then, her efforts to advance student privacy in Colorado and nationally have received attention in the New York Times, the Washington Post, US News & World Report, and Politico. She testified before the [U.S. House Education and Workforce Committee](#) and the [Subcommittee on Early Childhood, Elementary and Secondary Education](#) on privacy, appeared on [Good Morning America](#) and has also co-authored op-eds on the issue in the [Denver Post](#), [Fort-Wayne Journal](#) and the [Washington Post](#). In May 2017, the Parent Coalition for Student Privacy released the [Parent Toolkit for Student Privacy: A Practical Guide for Protecting our Child's Sensitive School Data from Snoops, Hackers, and Marketers](#), in collaboration with the [Campaign for a Commercial-Free Childhood](#).

KATHLEEN STYLES is the Department of Education's first Chief Privacy Officer where she serves as the senior advisor to the Secretary on Departmental policies and programs related to privacy and confidentiality. She is a frequent speaker on issues related to student privacy, and she coordinates technical assistance to states, districts, and schools related to privacy best practices and compliance.

Kathleen is responsible for the Department's operations relating to the Family Educational Rights Privacy Act (FERPA), the Freedom of Information Act (FOIA), records management, information collection clearance, departmental directives, privacy safeguards, and disclosure avoidance. Kathleen is an attorney, licensed to practice law in Texas and the District of Columbia, and she is CIPP-G certified in government information privacy.

MELISSA TEBBENKAMP is in her twelfth year as the Director of Instructional Technology for Raytown Quality Schools in Missouri. She holds a master's degree in Educational Technology, with a concentration in networking and systems management. Mrs. Tebbenkamp was one of the first 50 in the nation to earn the status of a Certified Education Technology Leader and is a current member of the CoSN National Board and co-chair of the CoSN Student Data Privacy working group. Under her leadership, Raytown Quality Schools was among the first nationwide to move to large-scale server virtualization and was published internationally for the progressive approach to data center resource management. In August 2016, Mrs. Tebbenkamp led the Raytown School District to becoming one of the first five districts in the nation to earn the Trusted Learning Environment Seal for student data privacy.

AMELIA VANCE leads the Future of Privacy Forum's student privacy project. Among other responsibilities, Amelia runs the website FERPA|Sherpa, oversees the addition of signatories to the Student Privacy Pledge, tracks state and federal legislation, and creates publications on student privacy trends and best practices. She is a member of the Virginia State Bar and the International Association of Privacy Professionals.

HEATHER A. WHITAKER is the Special Assistant in the Office of Educational Technology, and brings over 16 years of public education experience, having worked as an Elementary and Middle School principal as well as a teacher. Over the past two years, she has served as a mentor for the Indiana Principals Leadership Institute (IPLI). As a mentor, Heather supported and worked to strengthen the professional development of a team of charter and public school leaders. Heather holds a Bachelor of Science degree in Education from Indiana State University and a Masters of Education degree in Educational Leadership from Ball State University.