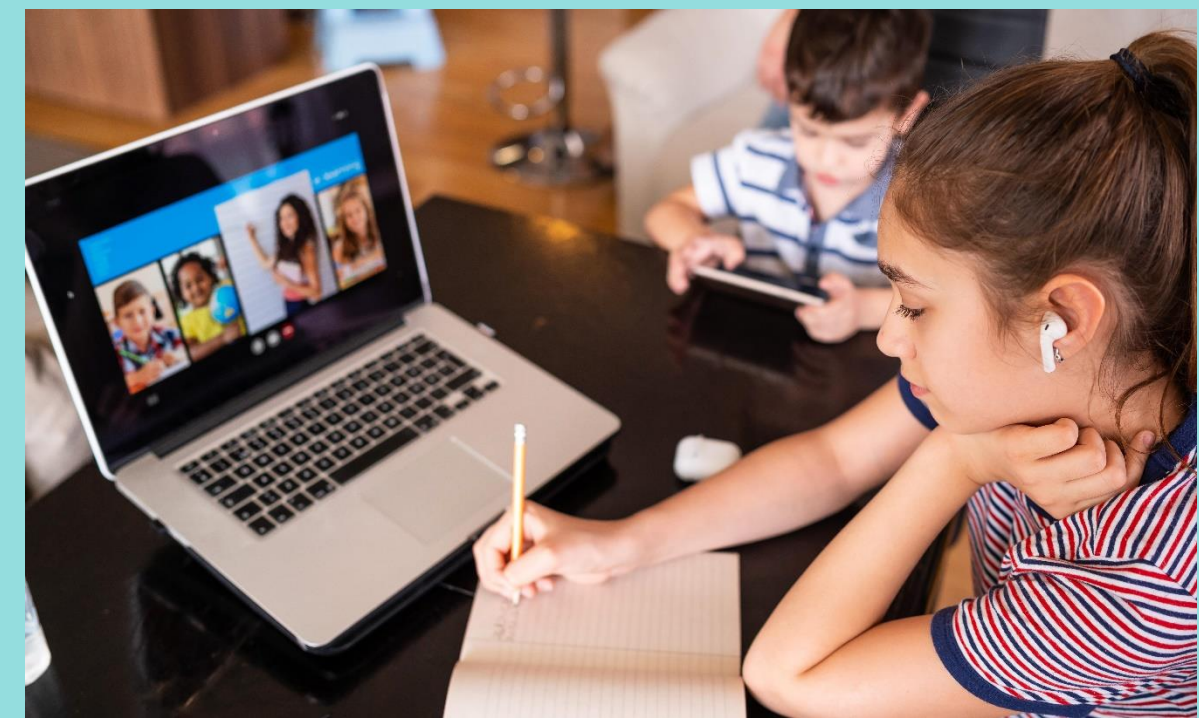




Privacy in Education

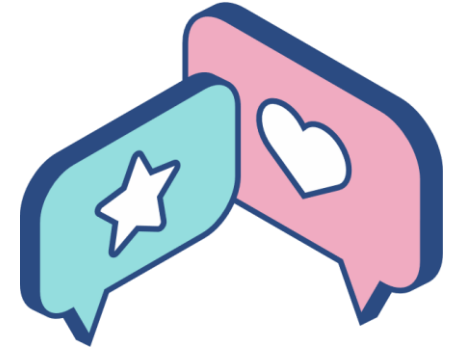
Balancing Innovation with Awareness and Protections

Today's Classroom Landscape



Education and Technology

Technology is transforming how teachers deliver education and how students engage in learning



Edtech Platforms and Tools
AI-Powered Educational Tools
Educational Apps
Collaborative Tools
Interactive Content
Student Engagement
Gamification
Augmented Reality / Virtual Reality



Hybrid Learning
Online Learning
AI Tutors
Virtual Classrooms
Digital Citizenship
Tech Literacy



Assistive Technology
Accessibility
Personalized Learning
Language Learning
Platforms
Translation tools



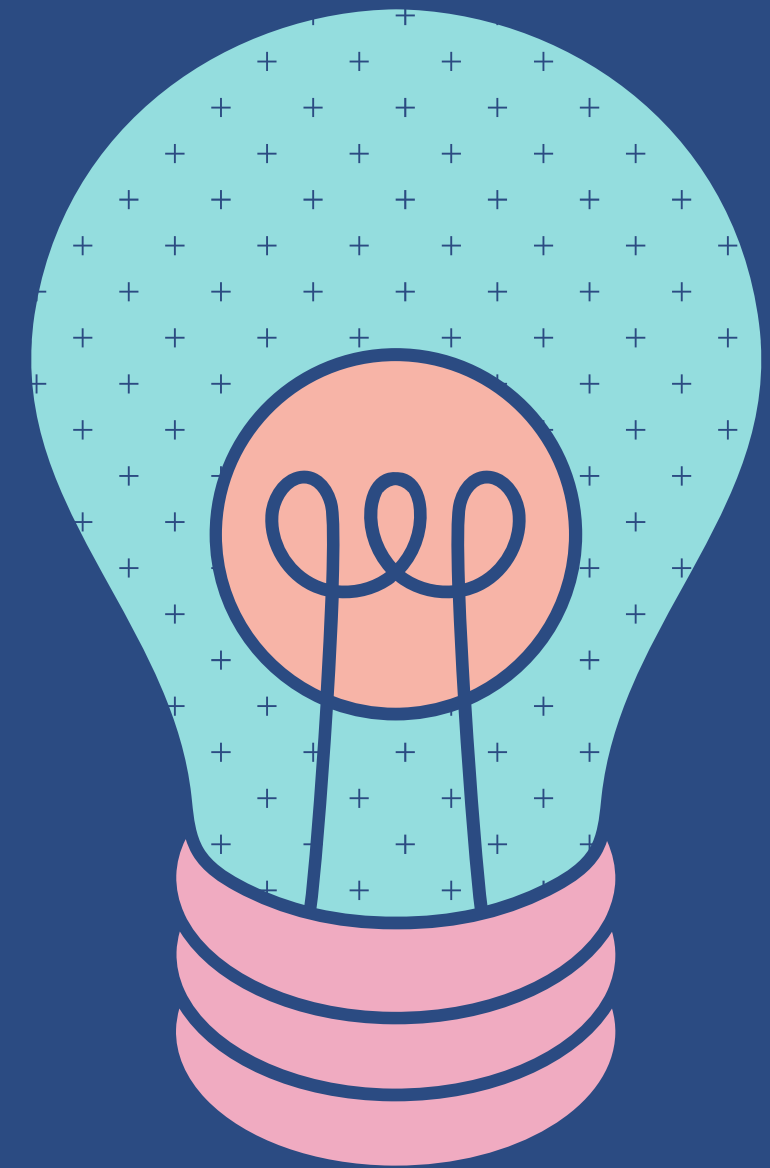
Teacher Support
Professional Learning
Learning Management Systems
Classroom Management Tools
Student Response Systems
Smartboards
Lesson Planning Tools
Learning Analytics

Innovation and Privacy

Technological advancements can lead to more personalized, engaging, and effective learning experiences, but these benefits should not come at the cost of student privacy.

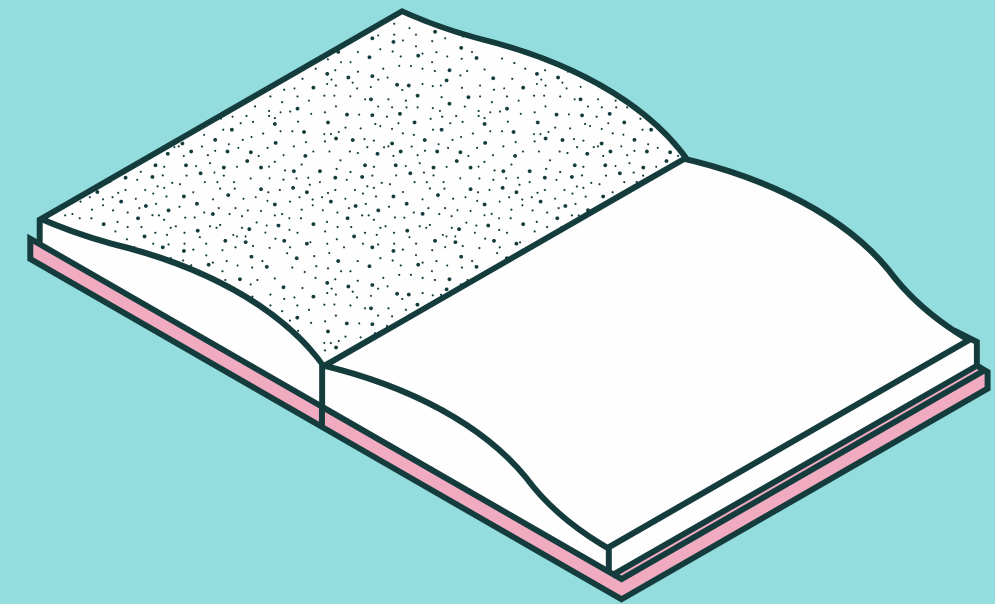
Innovation, privacy and security must work hand in hand.

We need to act proactively in protecting student privacy and ensuring that technology is used in a way that aligns with their best interests.



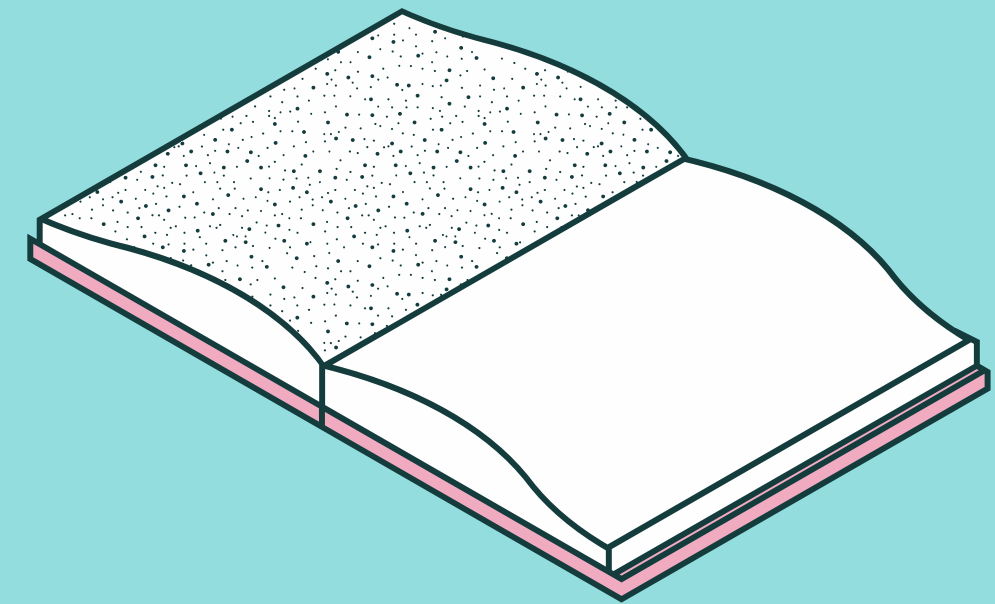
The Right to Information and Protection of Privacy Act

In addition to access to information rights, the Act sets rules for how public bodies **collect, use, and disclose personal information**, aiming to protect citizens' privacy and ensure accountability in government operations.



The Personal Information Protection and Electronic Documents Act

The Federal law designed to protect personal information that businesses and organizations collect, use, or disclose in the course of their commercial activities. It sets out rules for how personal data should be handled, ensuring transparency and accountability in how organizations manage information.



Privacy

Why does it matter?

Privacy is a fundamental right

Privacy must be respected. With the increased use of technology in schools, it's crucial to protect students' personal information and ensure it is used only for the delivery of education.

Privacy builds trust

Ensuring student data is handled securely and responsibly, instils confidence in the services schools provide to students and families.

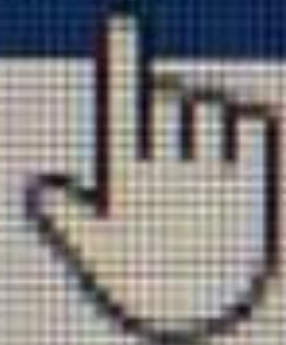
Privacy matters in education

Students and families need to know their personal information, including sensitive information, is protected and secure.



CBCNEWS

PowerSchool SIS



Navigation



Grades and
Attendance

PowerSchool Cyber Breach

The Breach

- The breach was initiated through unauthorized access to PowerSchool's customer support portal, PowerSource, via compromised credentials.
- Hackers extracted personal information from the Student Information System.

Impact

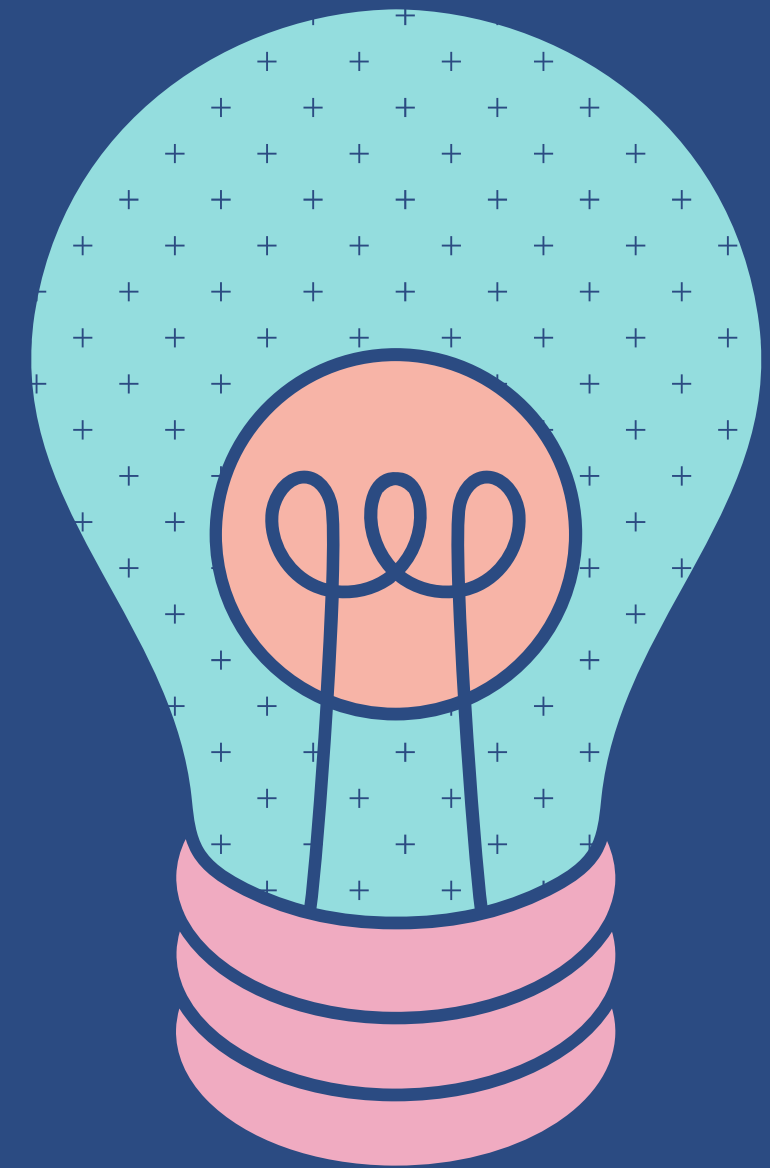
- Schools across Canada and USA were affected.
- Names, addresses, birth dates, gender, guardian information, SIN, medical details, disciplinary actions, and academic details of millions of students and school personnel were compromised across Canada.
- Raises significant concerns about potential identity theft and fraud.

Response

- PowerSchool deactivated the compromised credentials and paid a ransom to the hackers to delete the stolen data.
- PowerSchool provided identity protection services and credit monitoring to those impacted.
- The Privacy Commissioner has launched an investigation into the cybersecurity breach.

"Personal information is increasingly sought after in the digital age and protecting privacy has become one of the paramount challenges of our time."

PHILIPPE DUFRESNE, PRIVACY COMMISSIONER OF
CANADA



Policy 311

INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) USE

Purpose of the Policy

The policy defines the appropriate use of information and communication technologies in the New Brunswick's public school system.

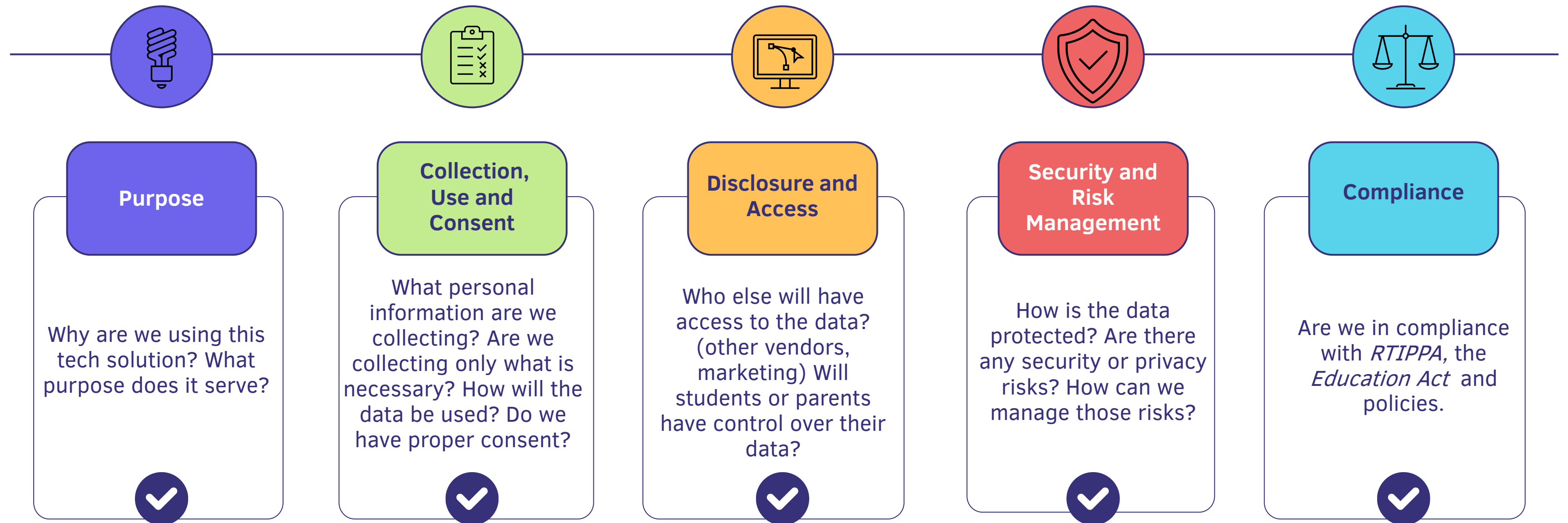
Approved Software and Protection of Personal Information

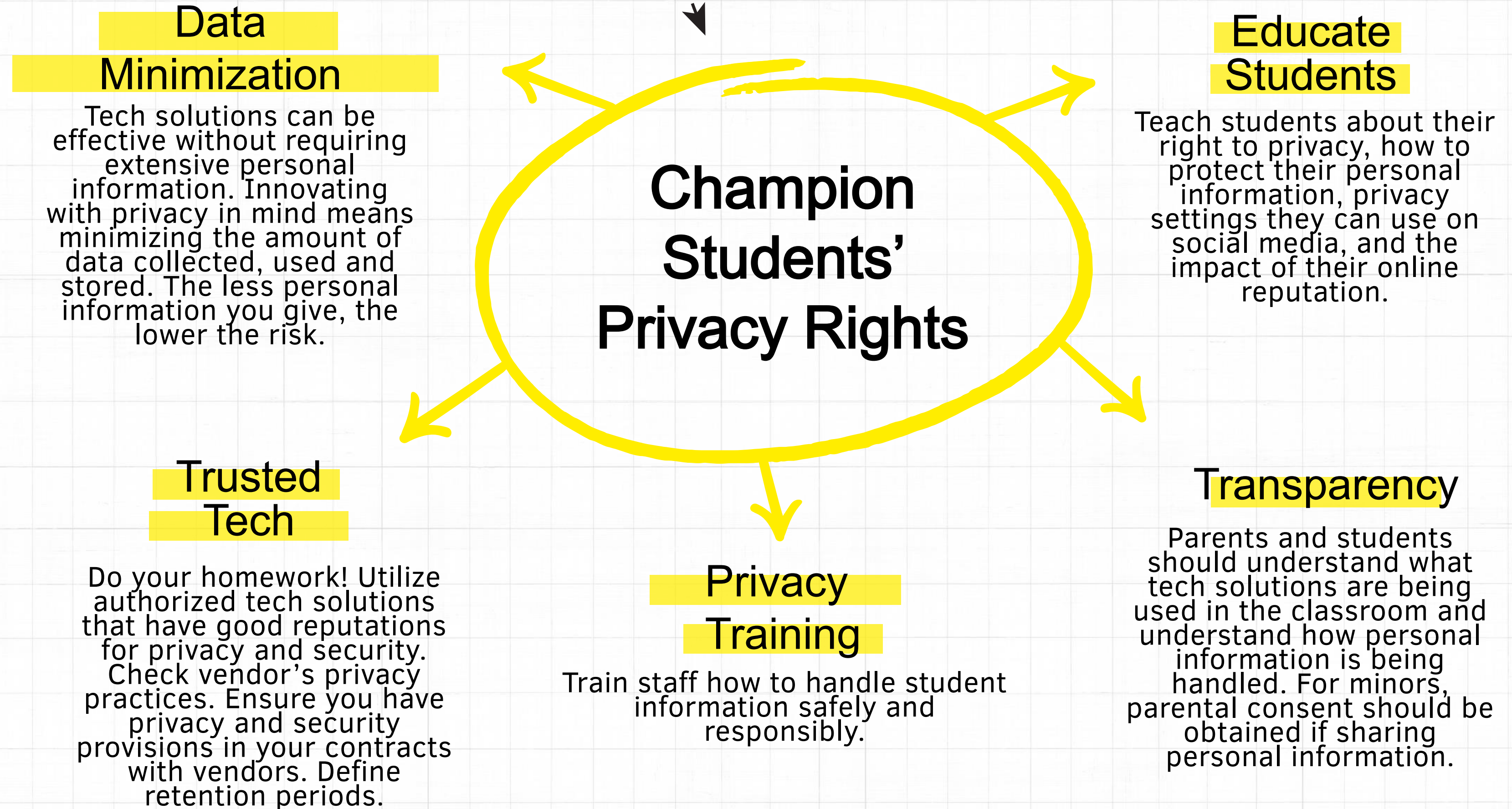
The Department maintains a list of approved and prohibited software. To use a non-approved software, the business area must request permission from the EECD's IT Strategy and Business Solutions Branch and complete a Business Impact Assessment (BIA).

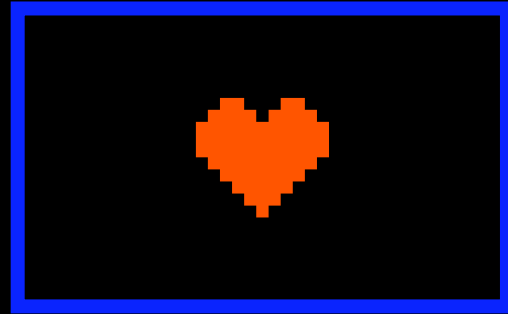
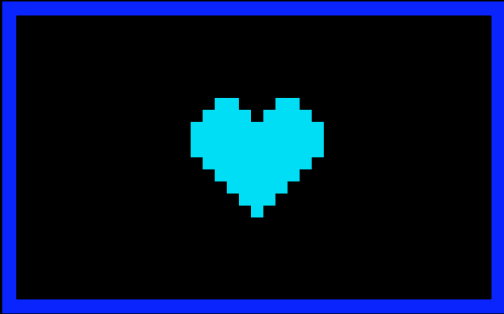
Security and Privacy Analysis

The BIA will determine the risk of a software and if personal information is being stored or used. A Privacy Impact Assessment (PIA) and Threat Risk Assessment (TRA) may be required to ensure security, privacy, and compliance with laws and policies.

Privacy Analysis







TECH SOLUTIONS

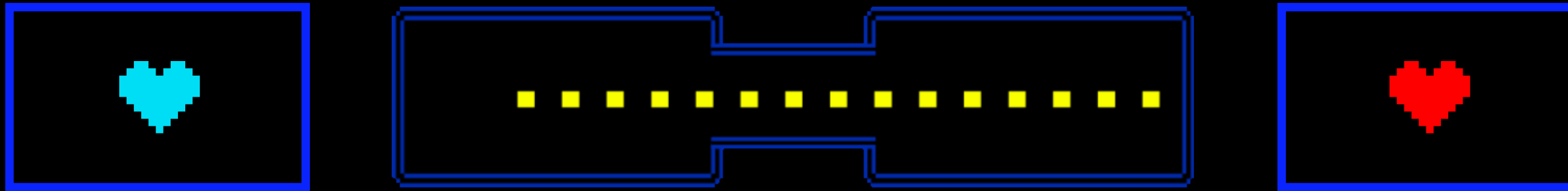
START!



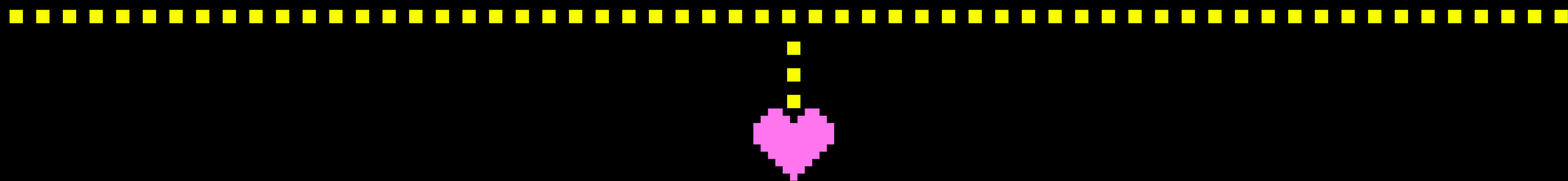
NAME



NAME



Put your privacy hats on
... are you ready?



ב מסגרת SOLUTIO

Data Collection: Solution 1 collects personal information (email and name) and usage data (like study habits).

Data Usage: Data is used to improve user experience, personalize content, and communicate updates.

Data Sharing: Information may be shared with service providers who help run the platform, when necessary. Providers are bound by contracts.

Data Security: Solution 1 ensures data is protected with security measures against unauthorized access.

User Rights: Users can access, correct, or delete their information through their account settings.

YAY



NAY

SOLUTION 2

Data Collection: Solution 2 collects personal information (e.g., name, contact details) and usage data (e.g., user activity, device information).

Data Usage: Data is used to improve user experience, personalize content, and send updates about products and services.

Data Sharing: Information may be shared with service providers, business partners, and to comply with legal requirements.

Marketing & Sales: Some user data may be sold or shared with third-party marketers to serve targeted advertising.

Legal Actions: Solution 2 has faced legal actions, including a fine (half-a-billion dollars) for violating children's privacy laws.

Security: Solution 2 implements security measures to protect user data from unauthorized access.

User Rights: Users can manage their personal data by accessing, correcting, or deleting it through their account settings.

YAY

.....

NAY

SOLUTION 3

Data Collection: Solution 3 collects only essential data, such as student names, grades, and performance data. Personal information is kept to a minimum, only for account management and educational purposes.

Data Usage: Collected data is used to provide, personalize, and improve services. Data is used for account management, communication, and enhancing user experience.

Data Sharing: Student data is never sold or rented. When shared with third-party vendors, who are service providers, data is anonymized to protect student privacy and under strict agreements. Personal data is not used for AI model training, ensuring no misuse of sensitive information.

Security: Strong security protocols are in place to protect student data from unauthorized access or breaches. Data is encrypted and protected both during transit and storage.

User Rights: Parents/guardians can access and request the deletion of their child's data at any time.

YAY

.....

NAY

SOLUTION 4

Data Collection: Solution 4 collects personal data like name, email, date of birth, and payment details. Gathers usage data, including messages, server activity, and device info.

Data Usage: Personalizes user experience and improves service functionality. Uses data for targeted advertising and promotional campaigns, often with third-party advertisers.

Data Sharing: Allows linking of social media accounts. Shares data with third parties for analytics, advertising, and service improvements.

Security: Implements encryption and authentication to protect user data.

User Rights: Users can access, edit, and delete their personal data. Opt-out options for marketing communications and third-party data sharing.

Minor's Use & Privacy and other Concerns: Requires users to be at least 13 years old. There are concerns about extensive user data tracking, third-party sharing, and behavioural advertising. Past data breaches have raised concerns about data security. Risks of exposure to cyberbullying, and harmful or exploitive behaviour.

YAY

.....

NAY

SOLUTION 5

Data Collection: Solution 5 collects personal info (names, emails, grades) and learning data (progress, quiz scores). It tracks device and usage data for personalization.

Data Usage: Personalizes learning experiences based on collected data. Used for communication (notifications, updates, educational materials).

Data Sharing: Shares data with third-party service providers for hosting, analytics, and content delivery. Data may be shared with educational partners for content and assessments. No sale of data to third parties. All data sharing complies with privacy laws and includes security measures.

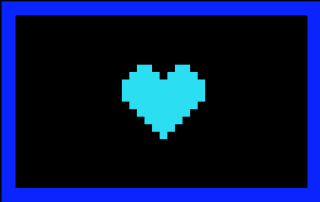
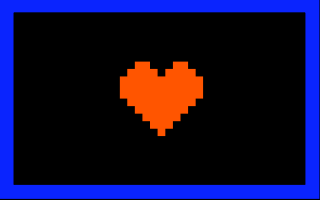
Security: Data is encrypted during transmission and storage. Strict access controls ensure only authorized personnel can access data. Regular security assessments to maintain data protection.

User Rights & Parental Controls: Parents can access, correct, or delete their child's personal data. Parental tools for consent management and data control. Users can opt out of certain data sharing, like analytics.

YAY

.....

NAY



END

Do you have any questions?

Amanda.Comeau@gnb.ca

ED.DISO.AMSI@gnb.ca

