



# OREGON STUDENT PRIVACY:

## A Resource Page on Oregon's New Law to Protect Student Data\*

Every day in Oregon, students in K-12 go online as part of their normal school day—whether it's for a math lesson, or to order lunch. While these new educational technologies present wonderful opportunities, they also raise privacy concerns. This is where a new Oregon law comes in.

### OREGON STUDENT INFORMATION PROTECTION ACT

The large collection of data on each student is why Oregon passed a new law, called the Oregon Student Information Protection Act, or OSIPA, to better protect student information. OSIPA only applies to companies that operate in kindergarten through grade 12 schools. While the law calls these companies "operators," we refer to them as "ed tech companies."

#### WHAT OSIPA TELLS ED TECH COMPANIES THEY *CANNOT* DO:

- They may not sell student information individually.
- They may not target advertising to students. This means they cannot use specific information collected about a student to serve them ads.
- They may not create a profile on a student unless it is for school purposes.

#### WHAT THE LAW TELLS ED TECH COMPANIES THEY *MUST* DO:

- They must have reasonable security measures in place.
- They must delete student information when the school asks them to delete it.

#### WHAT OSIPA TELLS ED TECH COMPANIES THEY *CAN* DO:

- They may disclose student information to make the technology work for school purposes.
- They may use anonymous student information for research purposes.
- They may use student information when responding to a student's request for information.
- They may be allowed to use student information for a number of other reasons. For a complete list, please visit the Oregon Legislature's website at <https://www.oregonlegislature.gov/> and read Senate Bill 187 (2015).

#### HOW THE LAW IS ENFORCED:

- The Oregon Attorney General has authority to enforce the law under the Oregon Unlawful Trade Practices Act.
- If you want to alert the Oregon Attorney General about a possible violation of the law, please contact the Attorney General's Consumer Protection Hotline, online at [www.oregonconsumer.gov](http://www.oregonconsumer.gov) or at 1-877-877-9392.