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## SENATE BILL NO. 951

AMENDMENT IN THE NATURE OF A SUBSTITUTE  
 (Proposed by the Senate Committee on Education and Health  
 on February 2, 2017)

(Patron Prior to Substitute—Senator Ruff)

A *BILL to amend and reenact § 22.1-289.01 of the Code of Virginia, relating to school service providers; student access to collected personal information.*

**Be it enacted by the General Assembly of Virginia:**

**1. That § 22.1-289.01 of the Code of Virginia is amended and reenacted as follows:**

**§ 22.1-289.01. School service providers; school-affiliated entities; student personal information.**

A. For the purposes of this section:

"Elementary and secondary school purposes" means purposes that (i) customarily take place at the direction of an elementary or secondary school, elementary or secondary school teacher, or school division; (ii) aid in the administration of school activities, including instruction in the classroom or at home; administrative activities; and collaboration between students, school personnel, or parents; or (iii) are otherwise for the use and benefit of an elementary or secondary school.

"Machine-readable format" means a structured format that can automatically be read and processed by a computer such as comma-separated values (CSV), Javascript Object Notation (JSON), or Extensible Markup Language (XML). "Machine-readable format" does not include portable document format (PDF).

"Personal profile" does not include account information that is collected and retained by a school service provider and remains under control of a student, parent, or elementary or secondary school.

"School-affiliated entity" means any private entity that provides support to a local school division or a public elementary or secondary school in the Commonwealth. "School-affiliated entity" includes alumni associations, booster clubs, parent-teacher associations, parent-teacher-student associations, parent-teacher organizations, public education foundations, public education funds, and scholarship organizations.

"School service" means a website, mobile application, or online service that (i) is designed and marketed primarily for use in elementary or secondary schools; (ii) is used (a) at the direction of teachers or other employees at elementary or secondary schools or (b) by any school-affiliated entity; and (iii) collects and maintains, uses, or shares student personal information. "School service" does not include a website, mobile application, or online service that is (a) used for the purposes of college and career readiness assessment or (b) designed and marketed for use by individuals or entities generally, even if it is also marketed for use in elementary or secondary schools.

"School service provider" means an entity that operates a school service pursuant to a contract with a local school division in the Commonwealth.

"Student personal information" means information collected through a school service that identifies a currently or formerly enrolled individual student or is linked to information that identifies a currently or formerly enrolled individual student.

"Targeted advertising" means advertising that is presented to a student and selected on the basis of information obtained or inferred over time from such student's online behavior, use of applications, or sharing of student personal information. "Targeted advertising" does not include advertising (i) that is presented to a student at an online location (a) on the basis of such student's online behavior, use of applications, or sharing of student personal information during his current visit to that online location or (b) in response to that student's request for information or feedback and (ii) for which a student's online activities or requests are not retained over time for the purpose of subsequent advertising.

B. In operating a school service pursuant to a contract with a local school division, each school service provider shall:

1. Provide clear and easy-to-understand information about the types of student personal information it collects through any school service and how it maintains, uses, or shares such student personal information;

2. Maintain a policy for the privacy of student personal information for each school service and provide prominent notice before making material changes to its policy for the privacy of student personal information for the relevant school service;

3. Maintain a comprehensive information security program that is reasonably designed to protect the security, privacy, confidentiality, and integrity of student personal information and makes use of appropriate administrative, technological, and physical safeguards;

4. Facilitate access to and correction of student personal information by each student whose student personal information has been collected, maintained, used, or shared by the school service provider, or

60 by such student's parent, either directly or through the student's school or teacher;

61 5. Collect, maintain, use, and share student personal information only with the consent of the student  
62 or, if the student is less than 18 years of age, his parent or for the purposes authorized in the contract  
63 between the school division and the school service provider;

64 6. When it collects student personal information directly from the student, obtain the consent of the  
65 student or, if the student is less than 18 years of age, his parent before using student personal  
66 information in a manner that is inconsistent with its policy for the privacy of student personal  
67 information for the relevant school service, and when it collects student personal information from an  
68 individual or entity other than the student, obtain the consent of the school division before using student  
69 personal information in a manner that is inconsistent with its policy for the privacy of student personal  
70 information for the relevant school service;

71 7. Require any successor entity or third party with whom it contracts to abide by its policy for the  
72 privacy of student personal information and comprehensive information security program before  
73 accessing student personal information; and

74 8. Upon the request of the school or school division, delete student personal information within a  
75 reasonable period of time after such request unless the student or, if the student is less than 18 years of  
76 age, his parent consents to the maintenance of the student personal information by the school service  
77 provider.

78 9. *Provide a student's parent, either directly or through the student's school or teacher, access to a*  
79 *copy of such student's personal information that has been collected, maintained, used, or shared by the*  
80 *school service provider. Contracts between local school boards and school service providers may*  
81 *require that such copy be in a machine-readable format.*

82 C. In operating a school service pursuant to a contract with a local school division, no school service  
83 provider shall knowingly:

84 1. Use or share any student personal information for the purpose of targeted advertising to students;

85 2. Use or share any student personal information to create a personal profile of a student other than  
86 for elementary and secondary school purposes authorized by the school division, with the consent of the  
87 student or, if the student is less than 18 years of age, his parent, or as otherwise authorized in the  
88 contract between the school division and the school service provider; or

89 3. Sell student personal information, except to the extent that such student personal information is  
90 sold to or acquired by a successor entity that purchases, merges with, or otherwise acquires the school  
91 service provider, subject to the provisions of subdivision B 7.

92 D. Nothing in this section shall be construed to prohibit school service providers from:

93 1. Using student personal information for purposes of adaptive learning, personalized learning, or  
94 customized education;

95 2. Using student personal information for maintaining, developing, supporting, improving, or  
96 diagnosing the school service;

97 3. Providing recommendations for employment, school, educational, or other learning purposes within  
98 a school service when such recommendation is not determined in whole or in part by payment or other  
99 consideration from a third party;

100 4. Disclosing student personal information to (i) ensure legal or regulatory compliance, (ii) protect  
101 against liability, or (iii) protect the security or integrity of its school service; or

102 5. Disclosing student personal information pursuant to a contract with a service provider, provided  
103 that the school service provider (i) contractually prohibits the service provider from using any student  
104 personal information for any purpose other than providing the contracted service to or on behalf of the  
105 school service provider, (ii) contractually prohibits the service provider from disclosing any student  
106 personal information provided by the school service provider to any third party unless such disclosure is  
107 permitted by subdivision B 7, and (iii) requires the service provider to comply with the requirements set  
108 forth in subsection B and prohibitions set forth in subsection C.

109 E. Nothing in this section shall be construed to:

110 1. Impose a duty upon a provider of an electronic store, gateway, marketplace, forum, or means for  
111 purchasing or downloading software or applications to review or enforce compliance with this section  
112 with regard to any school service provider whose school service is available for purchase or download  
113 on such electronic store, gateway, marketplace, forum, or means;

114 2. Impose liability on an interactive computer service, as that term is defined in 47 U.S.C. § 230(f),  
115 for content provided by another individual; or

116 3. Prohibit any student from downloading, exporting, transferring, saving, or maintaining his personal  
117 information, data, or documents.

118 F. No school service provider in operation on June 30, 2016, shall be subject to the provisions of  
119 this section until such time as the contract to operate a school service is renewed.