

114TH CONGRESS  
1ST SESSION

# H. R. 2092

To require operators that provide online and similar services to educational agencies or institutions to protect the privacy and security of personally identifiable information, and for other purposes.

---

## IN THE HOUSE OF REPRESENTATIVES

APRIL 29, 2015

Mr. MESSER (for himself and Mr. POLIS) introduced the following bill; which was referred to the Committee on Energy and Commerce, and in addition to the Committee on Education and the Workforce, for a period to be subsequently determined by the Speaker, in each case for consideration of such provisions as fall within the jurisdiction of the committee concerned

---

## A BILL

To require operators that provide online and similar services to educational agencies or institutions to protect the privacy and security of personally identifiable information, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*  
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Student Digital Pri-  
5 vacy and Parental Rights Act of 2015”.

1 **SEC. 2. DEFINITIONS.**

2 (a) IN GENERAL.—In this Act:

3 (1) COMMISSION.—The term “Commission”  
4 means the Federal Trade Commission.

5 (2) COVERED INFORMATION.—The term “cov-  
6 ered information” means personally identifiable in-  
7 formation, and information that is linked or linkable  
8 to personally identifiable information, that—

9 (A) is collected or generated through a  
10 school service; and

11 (B)(i) the operator of the school service  
12 knows or should know relates to a student; or

13 (ii) is collected, generated, or maintained  
14 at the direction of an educational agency or in-  
15 stitution serving the student or officials of such  
16 an agency or institution, including teachers.

17 (3) EDUCATIONAL AGENCY OR INSTITUTION.—  
18 The term “educational agency or institution” has  
19 the meaning given such term in section 444 of the  
20 General Education Provisions Act (20 U.S.C.  
21 1232g), except that such term does not include an  
22 institution of higher education.

23 (4) ELIGIBLE STUDENT.—The term “eligible  
24 student” means a student who—

25 (A) is 18 years of age or older;

1 (B) is enrolled in an institution of higher  
2 education; or

3 (C) has graduated from a secondary  
4 school.

5 (5) INSTITUTION OF HIGHER EDUCATION.—The  
6 term “institution of higher education” has the  
7 meaning given such term in section 102 of the High-  
8 er Education Act of 1965 (20 U.S.C. 1002).

9 (6) K-12 PURPOSES.—The term “K-12 pur-  
10 poses” means purposes that—

11 (A) aid in the administration of activities  
12 by an educational agency or institution, includ-  
13 ing instruction in the classroom or at home, ad-  
14 ministrative activities, and collaboration be-  
15 tween students, school personnel, or parents; or

16 (B) are for the use and benefit of the edu-  
17 cational agency or institution.

18 (7) ONLINE CONTACT INFORMATION.—The  
19 term “online contact information” means, with re-  
20 spect to a student, an email address or any other  
21 substantially similar identifier that permits direct  
22 contact with the student online, including an instant  
23 messaging user identifier, a voice over Internet Pro-  
24 tocol identifier, a video chat user identifier, or a

1 screen name or user name that permits such con-  
2 tact.

3 (8) OPERATOR.—The term “operator” means  
4 an entity that operates a school service, except that  
5 such term does not include an educational agency or  
6 institution.

7 (9) PERSONALLY IDENTIFIABLE INFORMA-  
8 TION.—The term “personally identifiable informa-  
9 tion” includes, with respect to a student—

10 (A) the student’s first and last name;

11 (B) the first and last name of the stu-  
12 dent’s parent or another family member;

13 (C) the home or physical address of the  
14 student or student’s family;

15 (D) online contact information for the stu-  
16 dent;

17 (E) a personal identifier, such as the stu-  
18 dent’s social security number, student number,  
19 or biometric record;

20 (F) a persistent identifier that can be used  
21 to recognize a user over time and across dif-  
22 ferent Internet Web sites, online services, online  
23 applications, or mobile applications, including a  
24 customer number held in a cookie, an Internet

1 Protocol address, a processor or device serial  
2 number, or another unique identifier;

3 (G) a photograph, video, or audio record-  
4 ing that contains the student's image or voice;

5 (H) geolocation information sufficient to  
6 identify street name and name of a city or  
7 town;

8 (I) other indirect identifiers, such as the  
9 student's date of birth, place of birth, or moth-  
10 er's maiden name;

11 (J) other information that, alone or in  
12 combination, would allow an operator or a rea-  
13 sonable person in the school community, who  
14 does not have personal knowledge of the rel-  
15 evant circumstances, to identify a specific stu-  
16 dent with reasonable certainty; and

17 (K) information requested by a person who  
18 the educational agency or institution reasonably  
19 believes knows the identity of the student to  
20 whom the information relates.

21 (10) SCHOOL SERVICE.—The term “school serv-  
22 ice” means an Internet Web site, online service (in-  
23 cluding a cloud computing service), online applica-  
24 tion, or mobile application that is used for K-12 pur-

1       poses and was designed and marketed for K-12 pur-  
2       poses.

3           (11) STATE.—The term “State” means each  
4       State of the United States, the District of Columbia,  
5       each territory or possession of the United States,  
6       and each federally recognized Indian tribe.

7           (12) STUDENT.—The term “student” means  
8       any individual who is or has been enrolled in an ele-  
9       mentary school or secondary school.

10          (13) TARGETED ADVERTISING.—

11           (A) IN GENERAL.—The term “targeted ad-  
12       vertising” means presenting advertisements to a  
13       student or the student’s parent, where the ad-  
14       vertisements are selected based on information  
15       obtained or inferred from the student’s online  
16       behavior or use of online applications or mobile  
17       applications or from covered information about  
18       the student maintained by the operator of a  
19       school service.

20           (B) EXCLUSION.—Such term does not in-  
21       clude presenting advertisements to a student or  
22       the student’s parent at an online location or  
23       through an online application or mobile applica-  
24       tion, if—

1 (i) the advertisements are contextually  
2 relevant;

3 (ii) the advertisements are selected  
4 based on a single visit or session of use  
5 during which the advertisements are pre-  
6 sented; and

7 (iii) information about the student's  
8 online behavior or use of online applica-  
9 tions or mobile applications is not collected  
10 or retained over time.

11 (b) TERMS DEFINED IN ELEMENTARY AND SEC-  
12 ONDARY EDUCATION ACT OF 1965.—In this Act, the  
13 terms “elementary school”, “parent”, and “secondary  
14 school” have the meanings given such terms in section  
15 9101 of the Elementary and Secondary Education Act of  
16 1965 (20 U.S.C. 7801).

17 **SEC. 3. PROTECTING STUDENT PRIVACY.**

18 (a) PROHIBITED PRACTICES.—An operator may not  
19 knowingly—

20 (1) engage in or permit targeted advertising on  
21 a school service;

22 (2) collect, generate, use, or disclose any cov-  
23 ered information for purposes of targeted adver-  
24 tising;

25 (3) sell covered information to a third party;

1           (4) collect, generate, or use covered information  
2           (including using covered information to create a per-  
3           sonal profile of a student) other than for K-12 pur-  
4           poses; or

5           (5) disclose covered information, unless the dis-  
6           closure is made—

7                   (A) pursuant to lawful process or to ensure  
8                   legal and regulatory compliance with Federal or  
9                   State law;

10                   (B) in accordance with subsection (c), pur-  
11                   suant to a request for disclosure—

12                           (i) in the case of information about a  
13                           student, from the student’s parent; or

14                           (ii) in the case of information about a  
15                           student’s parent or another user of the  
16                           school service, from the parent or such  
17                           other user, as the case may be;

18                   (C) in accordance with subsection (c), pur-  
19                   suant to a request for disclosure from a student  
20                   who is or has been enrolled in a secondary  
21                   school or from the student’s parent for the ex-  
22                   clusive purpose of—

23                           (i) providing or authenticating the  
24                           student’s transcript, standardized test  
25                           scores, letters of recommendation, or other



1 information required by an institution of  
2 higher education for an application for ad-  
3 mission or by a potential employer for an  
4 application for employment; or

5 (ii) providing information relating  
6 to—

7 (I) admission to an institution of  
8 higher education; or

9 (II) a scholarship or financial aid  
10 for attendance at an institution of  
11 higher education;

12 (D) to protect the safety of users or others  
13 or the security of the school service;

14 (E) to an educational agency or institution,  
15 as permitted by Federal and State law; or

16 (F) to a third-party service provider of the  
17 operator, and the operator contractually—

18 (i) prohibits the service provider from  
19 using any covered information for any pur-  
20 pose other than providing the contracted  
21 service to, or on behalf of, the operator;

22 (ii) prohibits the service provider from  
23 disclosing to subsequent third parties any  
24 covered information disclosed by the oper-  
25 ator to the service provider; and

1 (iii) requires the service provider to  
2 establish, implement, and maintain reason-  
3 able security procedures as described in  
4 subsection (b)(1).

5 (b) REQUIREMENTS.—An operator shall—

6 (1) establish, implement, and maintain reason-  
7 able security procedures appropriate to the nature of  
8 covered information to protect the confidentiality, se-  
9 curity, and integrity of covered information;

10 (2) delete a student’s covered information (ex-  
11 cept for information that is required to be main-  
12 tained by Federal or State law) within a reasonable  
13 time, not to exceed 45 days, after receiving—

14 (A) a request from an educational agency  
15 or institution serving the student; or

16 (B) a request (either directly or through  
17 the educational agency or institution) from the  
18 student’s parent, except in the case of informa-  
19 tion that is included in the student’s education  
20 records (as defined in section 444 of the Gen-  
21 eral Education Provisions Act (20 U.S.C.  
22 1232g)), such as the student’s test scores or  
23 grades, or that is directed by the educational  
24 agency or institution to be maintained for edu-  
25 cational or administrative purposes;

1           (3) disclose publicly and to each educational  
2 agency or institution to which the operator provides  
3 a school service, in contracts or privacy policies in a  
4 manner that is clear and easy to understand, the  
5 types of covered information collected or generated  
6 (if any), the purposes for which the covered informa-  
7 tion is used or disclosed to third parties, and the  
8 identity of any such party;

9           (4) facilitate access to and correction of covered  
10 information, either directly or through an edu-  
11 cational agency or institution—

12                   (A) in the case of information about a stu-  
13 dent, by the student’s parent; or

14                   (B) in the case of information about a par-  
15 ent or another user of the school service, by the  
16 parent or such other user, as the case may be;

17           (5) implement policies and procedures for re-  
18 sponding to data breaches involving unauthorized ac-  
19 quisition of or access to personally identifiable infor-  
20 mation that occur on a school service, in compliance  
21 with any obligations imposed by Federal or State  
22 law;

23           (6) notify the Commission and, as appropriate,  
24 students, parents, educational agencies or institu-  
25 tions, or officials of such agencies or institutions (in-

1 including teachers) of each data breach involving un-  
2 authorized acquisition of or access to personally  
3 identifiable information that occurs on a school serv-  
4 ice, in compliance with any obligations imposed by  
5 Federal or State law; and

6 (7) delete any covered information maintained  
7 by a school service (except for information that is re-  
8 quired to be maintained by Federal or State law)—

9 (A) except as provided in subparagraph

10 (B), within a reasonable time, not to exceed one  
11 year, after the operator ceases to provide the  
12 service to the educational agency or institution,  
13 unless the information is required to be main-  
14 tained at the direction of the educational agen-  
15 cy or institution or the student's parent; or

16 (B) if the operator continues providing the  
17 service in whole or in part to a student after  
18 ceasing to provide the service to the educational  
19 agency or institution, within a reasonable time,  
20 not to exceed one year, after the operator  
21 ceases to provide the service to the student, un-  
22 less the information is required to be main-  
23 tained at the direction of the student's parent.

24 (c) REQUIREMENTS FOR CERTAIN DISCLOSURES.—

25 An operator may disclose covered information under sub-

1 paragraph (B) or (C) of subsection (a)(5) only after the  
2 operator—

3           (1) receives from the student, the student’s par-  
4 ent, or other user of the school service, as the case  
5 may be (in this subsection referred to as the “re-  
6 questing party”), an affirmative express request  
7 (whether made directly or through an educational  
8 agency or institution serving the student) to disclose  
9 information specified in the request;

10           (2) provides to the requesting party, in a man-  
11 ner that is clear and easy to understand, a descrip-  
12 tion of the types of covered information that will be  
13 disclosed to a third party, any fees collected by the  
14 operator to cover administrative costs, and the pur-  
15 poses for which the covered information will be dis-  
16 closed to and used by the third party;

17           (3) ensures that the third party agrees, in writ-  
18 ing or an electronic equivalent—

19           (A) not to use any covered information re-  
20 ceived pursuant to the request for any purpose  
21 other than fulfilling the purpose for which the  
22 request was made;

23           (B) not to disclose to subsequent third  
24 parties any covered information received pursu-  
25 ant to the request; and

1 (C) to establish, implement, and maintain  
2 reasonable security procedures as described in  
3 subsection (b)(1); and

4 (4) provides a readily available mechanism for  
5 the requesting party to revoke the request.

6 (d) EFFECT ON MERGERS AND ACQUISITIONS.—The  
7 prohibitions of this section on sale and disclosure of cov-  
8 ered information do not apply to the merger of an operator  
9 with another entity or the acquisition of the operator by  
10 another entity (including any subsequent merger or acqui-  
11 sition), provided that the operator or successor entity con-  
12 tinues to be subject to the provisions of this section with  
13 respect to covered information acquired before the merger  
14 or acquisition.

15 (e) CONTINUED APPLICATION.—This section shall  
16 continue to apply, after a student is no longer enrolled  
17 in an elementary school or secondary school, to covered  
18 information relating to the student that was collected or  
19 generated while the student was enrolled.

20 **SEC. 4. RULES OF CONSTRUCTION.**

21 (a) IN GENERAL.—This Act shall not—

22 (1) be construed to affect or otherwise alter the  
23 protections and guarantees set forth in section 444  
24 of the General Education Provisions Act (20 U.S.C.  
25 1232g) (commonly known as the “Family Edu-

1 cational Rights and Privacy Act of 1974’), the Chil-  
2 dren’s Online Privacy Protection Act of 1998 (15  
3 U.S.C. 6501 et seq.), or any other Federal statute  
4 relating to privacy protection;

5 (2) be construed to limit the authority of a law  
6 enforcement agency to obtain content or information  
7 from an operator as authorized by law or pursuant  
8 to an order of a court of competent jurisdiction;

9 (3) limit the ability of an operator to use infor-  
10 mation, including covered information, for adaptive  
11 or personalized student learning purposes;

12 (4) limit an educational agency or institution  
13 from providing Internet access service for its own  
14 use, to other educational agencies or institutions, or  
15 to students and their families;

16 (5) be construed to prohibit an operator’s use  
17 of covered information for maintaining, developing,  
18 supporting, improving, or diagnosing the operator’s  
19 school service;

20 (6) be construed to prohibit an operator of a  
21 school service from marketing educational products  
22 directly to parents, provided that the marketing does  
23 not result from the use of covered information;

24 (7) impose a duty upon a provider of an elec-  
25 tronic store, gateway, marketplace, or other means

1 of purchasing or downloading software or applica-  
2 tions to review or enforce compliance with this Act  
3 by operators of school services;

4 (8) impede the ability of a student or the stu-  
5 dent's parent to download, export, create, or other-  
6 wise save or maintain data or documents created by  
7 or about the student or noncommercial applications  
8 created by the student, except to the extent any such  
9 activity would result in disclosure prohibited by this  
10 Act of covered information of other students or  
11 users of a school service; or

12 (9) be construed to prohibit an operator from  
13 collecting a reasonable fee to cover the administra-  
14 tive costs of making a disclosure under section  
15 3(a)(5)(C).

16 (b) DE-IDENTIFIED AND AGGREGATED COVERED IN-  
17 FORMATION.—

18 (1) IN GENERAL.—Nothing in this Act pro-  
19 hibits an operator from—

20 (A) using de-identified and aggregated cov-  
21 ered information—

22 (i) within the operator's school service  
23 or other sites, services, or applications  
24 owned by the operator to improve edu-  
25 cational products; or



1 (ii) to demonstrate the effectiveness of  
2 the operator's products or services, includ-  
3 ing in the marketing of such products or  
4 services; or

5 (B) disclosing de-identified and aggregated  
6 covered information for research and develop-  
7 ment, including—

8 (i) research, development, and im-  
9 provement of educational sites, services,  
10 and applications; and

11 (ii) advancements in the science of  
12 learning.

13 (2) STEPS TO PREVENT RE-IDENTIFICATION OR  
14 DISAGGREGATION.—If an operator uses or discloses  
15 covered information as described in paragraph (1),  
16 the operator shall take reasonable steps to ensure  
17 that the information cannot be manipulated in a  
18 manner that would enable—

19 (A) identification of an individual to whom  
20 the information relates; or

21 (B) disaggregation of aggregated informa-  
22 tion into its component parts.

23 (c) POWER TO CONSENT AND RIGHTS REGARDING  
24 INFORMATION ABOUT ELIGIBLE STUDENT.—Any provi-  
25 sion of this Act that refers to the consent of the student's

1 parent for the use or disclosure of covered information or  
2 the right of the student's parent to access or otherwise  
3 obtain, use, correct, request disclosure of, or request dele-  
4 tion of covered information, shall, in the case of covered  
5 information about an eligible student, be considered to  
6 refer to the consent or right of the student and not the  
7 student's parent.

8 (d) NO EFFECT ON CONSENT UNDER OTHER  
9 LAW.—Except as provided in section 5(g), this Act does  
10 not modify the requirements or standards for consent, in-  
11 cluding consent from minors and employees on behalf of  
12 educational institutions, under any other provision of Fed-  
13 eral law or under State law.

14 **SEC. 5. IMPLEMENTATION AND ENFORCEMENT.**

15 (a) ENFORCEMENT BY FEDERAL TRADE COMMIS-  
16 SION.—

17 (1) UNFAIR OR DECEPTIVE ACTS OR PRAC-  
18 TICES.—A violation of this Act or a regulation pro-  
19 mulgated under this Act shall be treated as a viola-  
20 tion of a regulation under section 18(a)(1)(B) of the  
21 Federal Trade Commission Act (15 U.S.C.  
22 57a(a)(1)(B)) regarding unfair or deceptive acts or  
23 practices.

24 (2) POWERS OF THE COMMISSION.—The Com-  
25 mission shall enforce this Act and the regulations

1 promulgated under this Act in the same manner, by  
2 the same means, and with the same jurisdiction,  
3 powers, and duties as though all applicable terms  
4 and provisions of the Federal Trade Commission Act  
5 (15 U.S.C. 41 et seq.) were incorporated into and  
6 made a part of this Act, and any person who violates  
7 this Act or a regulation promulgated under this Act  
8 shall be subject to the penalties entitled to the privi-  
9 leges and immunities provided in the Federal Trade  
10 Commission Act, except as provided in paragraph  
11 (3).

12 (3) ENFORCEMENT WITH RESPECT TO NON-  
13 PROFIT ORGANIZATIONS.—Notwithstanding sections  
14 4 and 5(a)(2) of the Federal Trade Commission Act  
15 (15 U.S.C. 44; 45(a)(2)), any jurisdictional limita-  
16 tion of the Commission with respect to nonprofit or-  
17 ganizations shall not apply for purposes of this Act.

18 (b) PRESERVATION OF COMMISSION AUTHORITY.—  
19 Nothing in this Act may be construed in any way to limit  
20 or affect the Commission’s authority under any other pro-  
21 vision of law.

22 (c) REGULATIONS.—The Commission may promul-  
23 gate regulations under section 553 of title 5, United  
24 States Code, to carry out this Act.

1 (d) CONSULTATION AND COOPERATION WITH SEC-  
2 RETARY OF EDUCATION.—The Commission shall consult  
3 and cooperate with the Secretary of Education in imple-  
4 menting and enforcing this Act, including in promulgating  
5 any regulations to carry out this Act, in matters involving  
6 educational agencies or institutions.

7 (e) REPORT BY COMMISSION.—Not later than 1 year  
8 after the effective date described in section 6, and annu-  
9 ally thereafter, the Commission shall submit to Congress  
10 and make available on the Internet Web site of the Com-  
11 mission a report on the number, scope, and nature of the  
12 data breaches about which the Commission receives notice  
13 under section 3(b)(6).

14 (f) GUIDANCE AND TECHNICAL ASSISTANCE FROM  
15 SECRETARY OF EDUCATION.—The Secretary of Edu-  
16 cation shall provide educational agencies or institutions  
17 with reasonable guidance and technical assistance with re-  
18 spect to preventing and responding to data breaches in-  
19 volving unauthorized acquisition of or access to personally  
20 identifiable information that occur on a school service, in  
21 compliance with any obligations imposed by Federal or  
22 State law.

23 (g) RELATIONSHIP TO STATE LAW.—

24 (1) IN GENERAL.—This Act does not annul,  
25 alter, or affect, or exempt any person subject to the

1 provisions of this Act from complying with, the laws  
2 of any State with respect to the treatment of covered  
3 information by operators of school services, except to  
4 the extent that such laws are inconsistent with any  
5 provision of this Act, and then only to the extent of  
6 the inconsistency. For purposes of this paragraph, a  
7 law of a State is not inconsistent with this Act if the  
8 protection such law affords any user of a school  
9 service is greater than the protection provided by  
10 this Act.

11 (2) **RULE OF CONSTRUCTION.**—Any reference  
12 in this Act to State law shall be considered also to  
13 refer to the law of a political subdivision of a State.

14 **SEC. 6. EFFECTIVE DATE.**

15 This Act shall take effect on the date that is 18  
16 months after the date of the enactment of this Act.

○