


# **Data Privacy and Transparency**

Working to get the good word out about  
education data privacy in the Mountain State

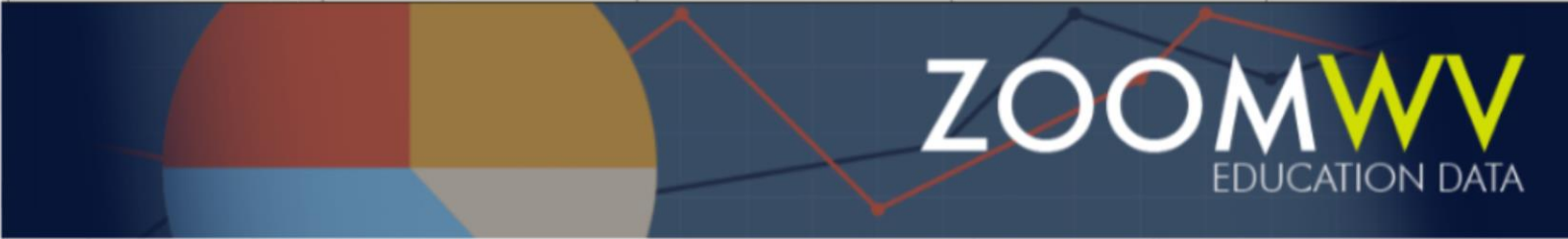
- FERPA
- WVBE Policies 4350 and 2460
- Student DATA Act
- WVDE Data Access & Management Guidance
- Employee handbooks and policies
- Data governance processes and structures

- Strong regulations
- Procedures for compliance
- Training for stakeholders
- Incident response process
- Proactive planning
- Personal investment
- Respect for stakeholders

- Make it available.
  - Public forums
  - Responses to inquiries
  - Every presentation
  - *Data Squad Newsletter*
  - [wvde.state.wv.us/zoomwv/data-privacy.html](http://wvde.state.wv.us/zoomwv/data-privacy.html)
- Make it accessible.
- Make it comprehensive.
- Make it fun.



EDUCATORSSTUDENTS
PARENTSCOMMUNITYDATA




ZoomWV  
Data Privacy  
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ZoomWV Training  
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EducatorsFamilies
PolicymakersResearchers
Business CommunityPublic

## Data Privacy

In West Virginia, protecting the privacy of student data is a very serious matter. In fact, there are multiple protections in place that outline the roles and responsibilities of educational staff across the state. In addition to the Family Educational Rights and Privacy Act (FERPA) - the federal law that all State Education Agencies, districts, and schools must follow—West Virginia has three other formal layers of protection for students. In March of 2014 the Student Data Accessibility, Transparency and Accountability Act (also called the Student DATA Act, introduced as HB 4316) was passed, which outlines rules and responsibilities of the WVDE, districts and schools with regard to managing student data and privacy. The WV Board of Education Policy 4350 also outlines our responsibilities, and the WVDE Data Access and Management Guidance describes the standard operating procedures followed with regard to protecting student data.



Learn more by clicking on the links below.

- [FERPA](#)
- [Student DATA Act](#)
- [WVBE Policy 4350](#)
- [WVDE Data Access and Management Guidance](#)
- [Protecting the Privacy and Confidentiality of Student Data](#)

- Make it available.
- **Make it accessible.**
  - Focus on family-friendly
- Make it comprehensive.
- Make it fun.

- Make it available.
- Make it accessible.
- **Make it comprehensive.**
  - Tell the whole truth . . .
- Make it fun.

- Make it available.
- Make it accessible.
- Make it comprehensive.
- **Make it fun.**
  - Find a balance to engage stakeholders while providing serious information



# Going Public about Privacy



WV Dept of Education  
@WVeducation



Following

#WVDE staff development on #PrivacyAware  
Day includes some dessert with @mjmsuper.



RETWEETS

4

LIKES

8



10:31 AM - 28 Jan 2016



# CHAMPION

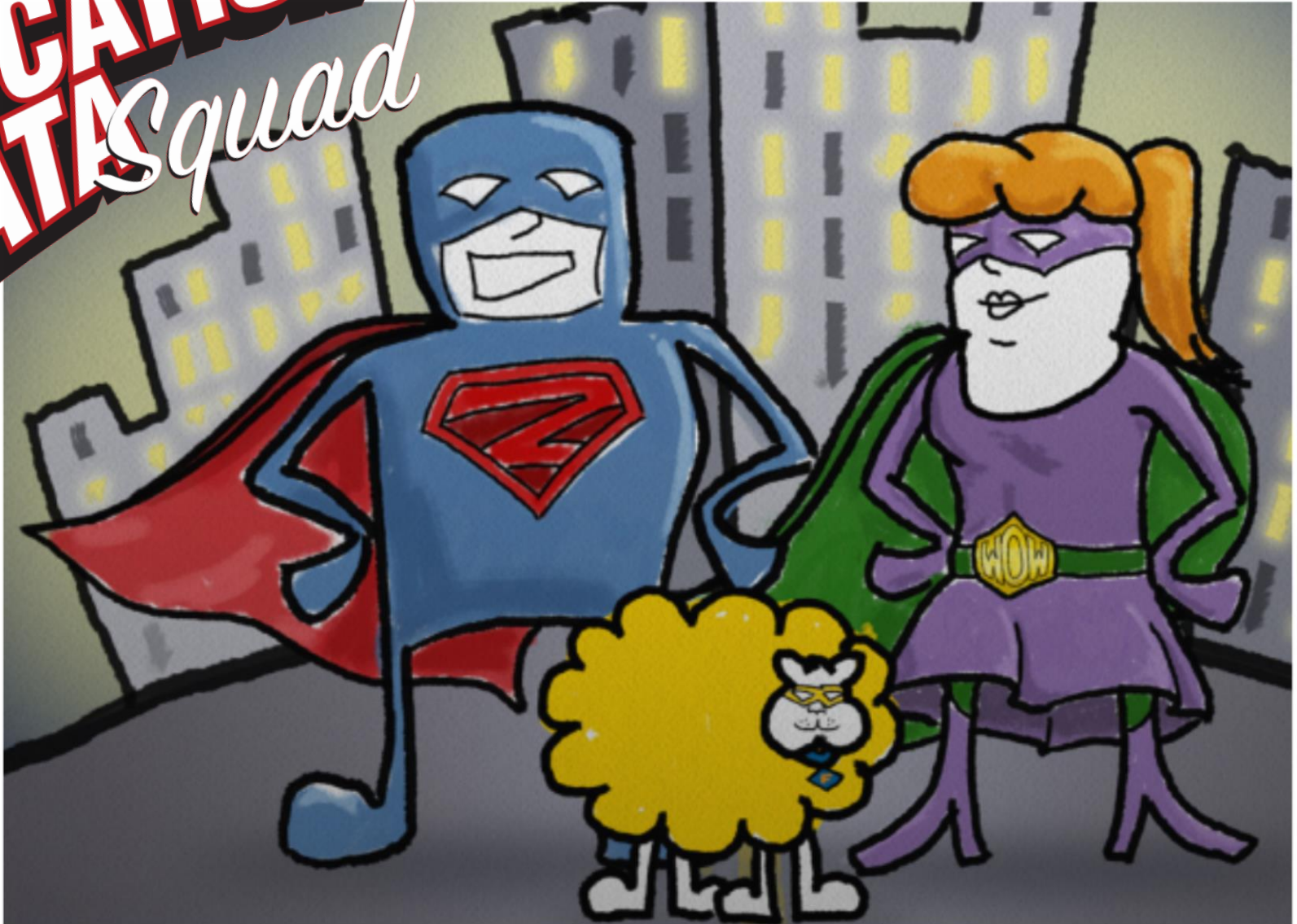
# Going Public about Privacy





# Going Public about Privacy

**EDUCATION  
DATA** *Squad*



# Going Public about Privacy



- Be precise.
- Be consistent.
- Keep it simple.
- Show and tell.