

**HOUSE . . . . . No. 532**

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**The Commonwealth of Massachusetts**

PRESENTED BY:

***Kate Lipper-Garabedian and Jeffrey N. Roy***

*To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:*

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act relative to student and educator data privacy.

PETITION OF:

| NAME:                         | DISTRICT/ADDRESS:                       | DATE ADDED:      |
|-------------------------------|---|------------------|
| <i>Kate Lipper-Garabedian</i> | <i>32nd Middlesex</i>                   | <i>1/20/2023</i> |
| <i>Jeffrey N. Roy</i>         | <i>10th Norfolk</i>                     | <i>1/20/2023</i> |
| <i>Steven Owens</i>           | <i>29th Middlesex</i>                   | <i>1/31/2023</i> |
| <i>Adam Scanlon</i>           | <i>14th Bristol</i>                     | <i>1/31/2023</i> |
| <i>James K. Hawkins</i>       | <i>2nd Bristol</i>                      | <i>1/31/2023</i> |
| <i>David Paul Linsky</i>      | <i>5th Middlesex</i>                    | <i>2/3/2023</i>  |
| <i>Vanna Howard</i>           | <i>17th Middlesex</i>                   | <i>2/3/2023</i>  |
| <i>Hannah Kane</i>            | <i>11th Worcester</i>                   | <i>2/3/2023</i>  |
| <i>Tricia Farley-Bouvier</i>  | <i>2nd Berkshire</i>                    | <i>2/14/2023</i> |
| <i>Thomas M. Stanley</i>      | <i>9th Middlesex</i>                    | <i>2/19/2023</i> |
| <i>Brian W. Murray</i>        | <i>10th Worcester</i>                   | <i>2/19/2023</i> |
| <i>Lindsay N. Sabadosa</i>    | <i>1st Hampshire</i>                    | <i>2/22/2023</i> |
| <i>Kimberly N. Ferguson</i>   | <i>1st Worcester</i>                    | <i>2/28/2023</i> |
| <i>Tram T. Nguyen</i>         | <i>18th Essex</i>                       | <i>3/6/2023</i>  |
| <i>Rebecca L. Rausch</i>      | <i>Norfolk, Worcester and Middlesex</i> | <i>7/7/2023</i>  |

**HOUSE . . . . . No. 532**

By Representatives Lipper-Garabedian of Melrose and Roy of Franklin, a petition (accompanied by bill, House, No. 532) of Kate Lipper-Garabedian, Jeffrey N. Roy and others relative to student and educator data privacy. Education.

[SIMILAR MATTER FILED IN PREVIOUS SESSION  
SEE HOUSE, NO. 127 OF 2021-2022.]

**The Commonwealth of Massachusetts**

\_\_\_\_\_  
**In the One Hundred and Ninety-Third General Court  
(2023-2024)**  
\_\_\_\_\_

An Act relative to student and educator data privacy.

*Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:*

1 SECTION 1. Chapter 71 of the General Laws is hereby amended by inserting after  
2 section 34H the following four sections:-

3 Section 34I. As used in sections 34I through 34L, the following words shall, unless the  
4 context clearly requires otherwise, have the following meanings:

5 “Aggregated data”, data collected and reported at the group, cohort, school, school  
6 district, region or state level that is aggregated using protocols that are both intended and  
7 reasonably likely to preserve the anonymity of each individual.

8 “Board”, the board of elementary and secondary education.

9           “Commissioner”, the commissioner of the department of elementary and secondary  
10 education.

11           "Covered information", information, data or records, inclusive of student records as  
12 defined in the board’s regulations, that, alone or in combination, can be used to identify a  
13 specific student, teacher, principal, administrator or student’s family member and that is: (i)  
14 created by or provided to an operator by a student, or the student's parent or legal guardian, in the  
15 course of the student's, parent's or legal guardian's use of the operator's site, service or  
16 application for K-12 school purposes; (ii) created by or provided to an operator by an employee  
17 or agent of a school district or K-12 school for K-12 school purposes; (iii) gathered by an  
18 operator through the operation of its site, service or application for K-12 school purposes and  
19 personally identifies a student; or (iv) gathered by an operator through the operation of its site,  
20 service or application in connection with performance evaluations conducted pursuant to section  
21 38 of this chapter and that personally identifies a teacher, principal or administrator.

22           For a student, covered information includes, but is not limited to, information in the  
23 student's educational record or electronic mail, including student-generated work; first and last  
24 name; home address and geolocation information; telephone number; electronic mail address or  
25 other information that allows physical or online contact; discipline records; test results, grades  
26 and student evaluations; special education data; juvenile dependency records; criminal records;  
27 medical records and health records; social security number; student identifiers; biometric  
28 information; socioeconomic information; food purchases; political and religious affiliations; text  
29 messages; student identifiers; search activity and online behavior or usage of applications when  
30 linked or linkable to a student; photographs; voice recordings; and persistent unique identifiers.

31 “De-identified data”, records and information from which all personally identifiable  
32 information has been removed or obscured such that the remaining information does not  
33 reasonably identify a specific individual, including, but not limited to, any information that alone  
34 or in combination is linkable to a specific individual.

35 “Department”, the department of elementary and secondary education.

36 “Destroy”, action taken in the normal course of business that is intended, and what a  
37 reasonable person would believe in the context of the information’s medium, to make such  
38 information permanently irretrievable.

39 “District” or “school district”, the school department of a city or town, regional school  
40 district, vocational or agricultural school, independent vocational school or charter school.

41 “Educational entity”, a state educational agency, school district, K-12 school or  
42 subdivision thereof, education collaborative as defined in section 4E of chapter 40, approved  
43 public or private day and residential school providing special education services to publicly  
44 funded eligible students pursuant to chapter 71B or institutional K-12 school program overseen  
45 by a state agency including the department of youth services, the department of mental health or  
46 the department of public health as well as employees acting under the authority or on behalf of  
47 an educational entity.

48 “K-12 school”, a school that offers any of grades kindergarten to 12 and that is operated  
49 by a school district; provided, further, that a K-12 school shall include any preschool or  
50 prekindergarten program or course of instruction provided by a school district.

51 “K-12 school purposes”, uses that are directed by or that customarily take place at the  
52 direction of a school district, K-12 school or teacher or that aid in the administration of school  
53 activities, including, but not limited to, instruction in the classroom or at home, administrative  
54 activities and collaboration between students, school personnel or parents, or that are otherwise  
55 for the use and benefit of the K-12 school; provided, further, that K-12 school purposes shall  
56 include comparable purposes in the administration of any preschool or prekindergarten program  
57 or course of instruction provided by a school district.

58 “Operator”, a person or entity operating in accordance with an agreement with an  
59 educational entity to provide an Internet website, online service, online application or mobile  
60 application for K-12 school purposes or at the direction of an educational entity or an employee  
61 of an educational entity; provided, however, that this definition shall not apply to the department,  
62 school district, K-12 school or other educational entity.

63 “Persistent unique identifier”, an identifier that can be used to recognize a consumer, a  
64 family or a device that is linked to a consumer or family over time and across different services,  
65 including, but not limited to: (i) a device identifier; (ii) an Internet Protocol address; (iii) cookies,  
66 beacons, pixel tags, mobile ad identifiers or similar technology; (iv) customer number, unique  
67 pseudonym or user alias; or (v) telephone number or other forms of persistent or probabilistic  
68 identifiers that can be used to identify a particular consumer or device; provided, however, that  
69 for the purposes of this definition “family” means a custodial parent or guardian and any minor  
70 children over which the parent or guardian has custody.

71 “Targeted advertising”, presenting or serving advertisements to a student where the  
72 substance, time or manner of the advertisement is determined based in whole or in part on

73 information obtained or inferred over time from that student's online behavior, usage of  
74 applications or covered information. It does not include advertising to a student at an online  
75 location based upon that student's current visit to that location or in response to that student's  
76 request for information or feedback without the retention of that student's online activities or  
77 requests over time for the purpose of targeting subsequent advertisements.

78 Section 34J. (a) An operator shall not, with respect to its site, service or application:

79 (1) engage in targeted advertising on the operator's site, service or application, or  
80 targeted advertising on any other site, service or application if the targeting of the advertising is  
81 based on any information, including covered information and persistent unique identifiers, that  
82 the operator has acquired because of the use of that operator's site, service or application for K-  
83 12 school purposes;

84 (2) use covered information, including persistent unique identifiers, created or gathered  
85 by the operator's site, service or application, to amass a profile about a student or a teacher,  
86 principal or administrator except in furtherance of K-12 school purposes;

87 (3) sell or rent a student's information, including covered information; provided,  
88 however, that this subsection shall not apply to the purchase, merger or other type of acquisition  
89 of an operator by another entity, if the operator or successor entity complies with sections 34I  
90 through 34L of this chapter, or to national assessment providers if the national assessment  
91 provider secures the express written consent of the parent or student if 18 years old, given in  
92 response to clear and conspicuous notice solely to provide access to employment, educational  
93 scholarships or financial aid or postsecondary educational opportunities; or

94 (4) disclose covered information; provided, however, that an operator may disclose  
95 covered information of a student so long as clauses (1) through (3), inclusive, of this subsection  
96 are not violated, under the following circumstances:

97 (i) if provisions of federal or state law require the operator to disclose the information,  
98 and the operator complies with the requirements of federal and state law in protecting and  
99 disclosing that information;

100 (ii) for research purposes with the approval of the relevant educational entity and in  
101 compliance with and subject to the restrictions of state and federal law; provided, however, that  
102 the information shall be de-identified prior to being disclosed and that the operator shall share  
103 research results with the educational entity in advance of any public dissemination; or

104 (iii) to an educational entity, including a K-12 school and school district, for K-12 school  
105 purposes, as permitted by state or federal law.

106 (b) An operator shall:

107 (1) implement and maintain reasonable security procedures and practices appropriate to  
108 the nature of the covered information designed to protect that covered information from  
109 unauthorized access, destruction, use, modification or disclosure and in compliance with  
110 regulations promulgated by the board pursuant to section 34L of this chapter; and

111 (2) immediately return or destroy covered information if requested by the educational  
112 entity or when covered information is no longer required for K-12 school purposes or other  
113 lawful purposes, such as complying with a judicial order or law enforcement request.

114 (c) Subject to the provisions of this section, an operator may use de-identified data to  
115 maintain, develop, support, improve or diagnose the operator’s site, service or application.  
116 Subject to the provisions of this section, an operator may use aggregated or de-identified student  
117 information to demonstrate the effectiveness of the operator’s products or services, including  
118 marketing or within the operator’s site, service or application or other sites, services or  
119 applications owned by the operator to improve educational purposes.

120 (d) Nothing in this section shall be construed to: (1) limit the authority of a law  
121 enforcement agency to obtain any content or information from an operator as authorized by law  
122 or pursuant to an order of a court of competent jurisdiction; (2) limit the ability of an operator to  
123 use student data, including covered information, for adaptive learning or customized student  
124 learning purposes; (3) apply to general audience Internet websites, general audience online  
125 services, general audience online applications or general audience mobile applications, even if  
126 login credentials created for an operator’s site, service or application may be used to access those  
127 general audience sites, services or applications; (4) limit service providers from providing  
128 Internet connectivity to schools or students and their families; (5) prohibit an operator of an  
129 Internet website, online service, online application or mobile application from marketing  
130 educational products directly to parents if the marketing did not result from the use of covered  
131 information obtained by the operator through the provision of services covered under this  
132 section; (6) impose a duty upon a provider of an electronic store, gateway, marketplace or other  
133 means of purchasing or downloading software or applications to review or enforce compliance  
134 with this section on those applications or software; or (7) prohibit students from downloading,  
135 exporting, transferring, saving or maintaining their own data or documents.



136 (e) An aggrieved student or educational entity may institute a civil action against an  
137 operator for damages or to restrain a violation of this section and may recover: (1) up to \$10,000  
138 for each disclosure that violates this section; (2) up to \$10,000 for each adverse action that  
139 violates this section, or actual damages, whichever amount is higher; (3) punitive damages if a  
140 court determines that a violation was willful; and (4) reasonable attorneys' fees and other  
141 litigation costs reasonably incurred.

142 (f) The commissioner may bar an operator that improperly discloses covered information  
143 from receiving access to student and educator evaluation records of any educational entity in the  
144 commonwealth for a period of no less than five years.

145 Section 34K. (a) Any contract or agreement that is entered between an educational entity  
146 and an operator, as defined in section 34I, pursuant to which the operator sells, leases, provides,  
147 operates or maintains a service that grants access to covered information or creates any covered  
148 information, including, but not limited to (i) any cloud-based services for the digital storage,  
149 management and retrieval of pupil records or (ii) any digital software that authorizes an operator  
150 to access and acquire student records, shall contain:

151 (1) a description of the covered information collected, stored and managed and a  
152 statement that covered information and student records continue to be the property and under the  
153 control of the educational entity;

154 (2) a prohibition against the operator using covered information for commercial or  
155 advertising purposes or for any purpose other than K-12 school purposes;

156 (3) a description of the procedures by which a parent, legal guardian or eligible student  
157 may review the student's records and work with the educational entity to correct erroneous  
158 information, in accordance with state and federal law;

159 (4) a requirement that only persons, whether they are employees of the operator or other  
160 persons, such as employees of subcontractors, with a legitimate need to access covered  
161 information to support professional roles consistent with the terms of the contract or agreement  
162 and federal and state law shall have access to it, with either the identification of said persons or  
163 an agreement to identify said persons upon request;

164 (5) a description of the reasonable administrative, technical and physical safeguards  
165 including with respect to encryption technology to protect covered information while in motion  
166 or in the operator's custody that the operator will employ to protect the security, confidentiality  
167 and integrity of covered information in its custody; provided, however, compliance with this  
168 requirement shall not, in itself, absolve the operator of liability in the event of an unauthorized  
169 disclosure of covered information;

170 (6) a description of the procedures for notifying any and all affected parties in the event  
171 of an unauthorized disclosure of covered information or any breach of security resulting in an  
172 unauthorized release of covered information, provided that the procedures shall comply with  
173 chapter 444 of the acts of 2018 and implementing regulations;

174 (7) a certification that covered information shall be returned or destroyed by the operator  
175 upon completion of the terms of the contract; and

176 (8) a description of how the educational entity and the operator will jointly ensure  
177 compliance with applicable federal and state law, including, but not limited to, 20 U.S.C. section  
178 1232g, 15 U.S.C. section 6501 et. seq. and sections 34A through 34L, inclusive, of this chapter.

179 (b) Any contract that fails to comply with the requirements of this section shall be  
180 voidable and all covered information and student records in possession of an operator or any  
181 third party shall be returned to the educational entity or, if the return of such information is not  
182 technologically feasible, destroyed.

183 Section 34L. (a) The board shall promulgate regulations that establish data security and  
184 privacy responsibilities of the department and educational entities as well as minimum required  
185 security standards for operators, including for use in department and educational entity contracts  
186 and agreements with operators, and shall approve the department's data privacy and security  
187 policy and security plan for the state data system. The regulations further shall establish the  
188 process through which the commissioner, pursuant to subsection (g) of section 34J, may bar an  
189 operator from receiving student and educator evaluation data of any educational entity in this  
190 commonwealth for a period of no less than five years. The regulations further shall provide that  
191 curricula in student data privacy, security and confidentiality shall be a requirement for approved  
192 educator preparation programs. In carrying out these responsibilities, the board shall consult with  
193 the executive office of technology services and security and seek the input of security and  
194 cybersecurity experts, including those from fields in addition to education that have experience  
195 with personal data protection.

196 (b) The commissioner shall appoint a chief privacy officer with experience in data  
197 privacy and security. The chief privacy officer shall oversee the development and

198 implementation, subject to the board's approval, of a department data privacy and security policy  
199 and a detailed security plan for the state data system in consultation with the executive office of  
200 technology services and security. The chief privacy officer further shall develop a model school  
201 district data privacy and security policy as well as a model operator contract or contracts in  
202 consultation with the executive office of technology services and security; otherwise support and  
203 supervise implementation of sections 34I through 34L, inclusive, of this chapter and the  
204 regulations issued by the board pursuant to subsection (a); develop and provide a program of  
205 training, technical assistance and resource materials to K-12 schools, school districts and other  
206 educational entities including through the issuance of guidance and recommendations to assist  
207 with compliance with federal and state law pertaining to personally identifiable information  
208 including, but not limited to, 20 U.S.C. 1232g, sections 34A through 34L, inclusive, of chapter  
209 71 of the General Laws, chapter 66A of the General Laws and chapter 444 of the acts of 2018;  
210 develop and oversee a program of oversight, support and accountability for the department and  
211 educational entities responsible for implementing policies pursuant to sections 34I through 34L  
212 of this chapter; and assist the commissioner with enforcement responsibilities regarding  
213 operators that violate any provision of sections 34I through 34K, inclusive, of this chapter.

214 (c) The department shall make publicly available a list of categories of covered  
215 information collected by the department including, but not limited to, covered information  
216 required to be collected or reported by state or federal law. The list shall contain the source of the  
217 information, the reason for the collection of the information and the use of the information  
218 collected.

219 (d) In accordance with the regulations of the board promulgated pursuant to subsection  
220 (a), each district shall develop a detailed privacy and security policy for the protection of covered

221 information that includes security breach planning, notice and procedures; provided, however,  
222 that said policy shall include a requirement that the district report all significant data breaches of  
223 student data either by the district or an operator to the commissioner within ten business days of  
224 the initial discovery of the significant data breach; and provided, further, that a district may adopt  
225 any model policy developed by the chief privacy officer of the department and approved by the  
226 board to comply with this requirement. Each district shall designate an individual to act as a  
227 student data manager to oversee said policy.

228 (e) Each district shall make publicly available on its website a list of categories of student  
229 personally identifiable information collected at the school district, school or classroom level. The  
230 list shall contain the source of the information, the reason for collection of the information and  
231 the use of the information. Each district further shall make publicly available on its website a list  
232 of the operators with which the district has a contract or agreement that involves the creation,  
233 provision or gathering of covered information and a list of operators with which the district had a  
234 contract or agreement that involved the creation, provision or gathering of covered information  
235 in the last ten years.

236 (f) Each district annually shall provide annual training regarding the confidentiality of  
237 student data to any employee with access to covered information; provided that, completion of  
238 said training shall be a condition of a provisional or standard educator certification as defined in  
239 section 38G.