

# **WEST VIRGINIA LEGISLATURE**

## **2017 REGULAR SESSION**

**Introduced**

### **Senate Bill 656**

BY SENATOR MANN

[Introduced March 18, 2017; Referred  
to the Committee on Education]

1 A BILL to amend and reenact §18-2-5h of the Code of West Virginia, 1931, as amended, relating  
 2 to allowing ACT or the College Board to only receive payment or other consideration for  
 3 certain information if they secure the affirmative written consent of the parent or student,  
 4 given in response to clear and conspicuous notice, solely for providing the student access  
 5 to employment, educational scholarships or financial aid, and post-secondary educational  
 6 opportunities.

*Be it enacted by the Legislature of West Virginia:*

1 That §18-2-5h of the Code of West Virginia, 1931, as amended, be amended and  
 2 reenacted to read as follows:

**ARTICLE 2. STATE BOARD OF EDUCATION.**

**§18-2-5h. Student Data Accessibility, Transparency and Accountability Act.**

1 (a) *Title.* -- This section shall be known and may be cited as the “Student Data  
 2 Accessibility, Transparency and Account-ability Act.”

3 (b) *Definitions.* -- As used in this section, the following words have the meanings ascribed  
 4 to them unless the context clearly implies a different meaning:

5 (1) “Board” means the West Virginia Board of Education;

6 (2) “Department” means the West Virginia Department of Education;

7 (3) “Student Data system” means the West Virginia Department of Education statewide  
 8 longitudinal data system;

9 (4) “Aggregate data” means data collected that is reported at the group, cohort, or  
 10 institutional level with a data set of sufficient size that no information for an individual parent or  
 11 student is identifiable;

12 (5) “Redacted data” means a student dataset in which parent and student identifying  
 13 information has been removed;

14 (6) “State-assigned student identifier” means the unique student identifier assigned by the  
 15 state to each student that shall not be or include the Social Security number of a student in whole

16 or in part;

17 (7) "Student data" means data collected or reported at the individual student level included  
18 in a student's educational record;

19 (8) "Provisional student data" means new student data proposed for inclusion in the  
20 student data system;

21 (9) "School district" means a county board of education, the West Virginia Schools for the  
22 Deaf and Blind and the West Virginia Department of Education with respect to the education  
23 programs under its jurisdiction that are not in the public schools;

24 (10) "Directory information" means the following individual student information that is  
25 subject to disclosure for school-related purposes only: Student name, address, telephone  
26 number, date and place of birth, major field of study, participation in officially recognized activities  
27 and sports, weight and height of members of athletic teams, dates of attendance, indication of  
28 "graduate" or "nongraduate," degrees and awards receives, most recent previous school  
29 attended, and photograph.

30 (11) "Confidential student information" means data relating to a person's Social Security  
31 number, or other identification number issued by a state or federal agency, except for the state-  
32 assigned student identifier as defined in this section, religious affiliation, whether the person or a  
33 member of their household owns or possesses a firearm, whether the person or their family are  
34 or were recipients of financial assistance from a state or federal agency, medical, psychological  
35 or behavioral diagnoses, criminal history, criminal history of parents, siblings or any members of  
36 the person's household, vehicle registration number, driver's license number, biometric  
37 information, handwriting sample, credit card numbers, consumer credit history, credit score, or  
38 genetic information;

39 (12) "Affective computing" means human-computer interaction in which the device has the  
40 ability to detect and appropriately respond to its user's emotions and other stimuli; and

41 (13) "Fair Information Practice Principles" are United States Federal Trade Commission

42 guidelines that represent widely accepted concepts concerning fair information practice in an  
43 electronic marketplace.

44 (c) *Data Inventory -- State Responsibilities.* -- The department of education shall:

45 (1) Create, publish, and make publicly available a data inventory and dictionary or index  
46 of data elements with definitions of individual student data fields in the student data system to  
47 include, but not be limited to:

48 (A) Any individual student data required to be reported by state and federal education  
49 mandates;

50 (B) Any individual student data which has been proposed in accordance with paragraph  
51 (A), subdivision (7) of this subsection for inclusion in the student data system with a statement  
52 regarding the purpose or reason and legal authority for the proposed collection; and

53 (C) Any individual student data that the department collects or maintains with no current  
54 identified purpose;

55 (2) Develop, publish, and make publicly available policies and procedures to comply with  
56 all relevant state and federal privacy laws and policies, including, but not limited to, the Federal  
57 Family Educational Rights and Privacy Act (FERPA) and other relevant privacy laws and policies.  
58 The policies and procedures specifically shall include, but are not limited to:

59 (A) Access to student and redacted data in the statewide longitudinal data system shall  
60 be restricted to:

61 (i) The authorized staff of the department and the contractors working on behalf of the  
62 department who require access to perform their assigned duties as required by law and defined  
63 by interagency data-sharing agreements;

64 (ii) District administrators, teachers and school personnel who require access to perform  
65 their assigned duties;

66 (iii) Students and their parents; and

67 (iv) The authorized staff of other West Virginia state agencies as required by law and

68 defined by interagency data-sharing agreements;

69 (B) Ensure that any inter-agency data-sharing agreements shall be posted on the  
70 Department website, and parents shall be notified of their right to opt out of sharing the child's  
71 data pursuant to agreements.

72 (C) Use only aggregate data in public reports or in response to record requests in  
73 accordance with this section;

74 (D) Unless otherwise prohibited by law, develop criteria for the approval of research and  
75 data requests from state and local agencies, the Legislature, researchers working on behalf of  
76 the department, and the public. Student data maintained by the department shall remain redacted;  
77 and

78 (E) Notification to students and parents regarding student privacy rights under federal and  
79 state law;

80 (3) Unless otherwise provided by law, the department shall not transfer confidential  
81 student information or redacted data that is confidential under this section to any federal, state or  
82 local agency or other person or entity, public or private, with the following exceptions:

83 (A) A student transfers out-of-state or a school or school district seeks help with locating  
84 an out-of-state transfer;

85 (B) A student leaves the state to attend an out-of-state institution of higher education or  
86 training program;

87 (C) A student registers for or takes a national or multistate assessment;

88 (D) A student voluntarily participates in a program for which a data transfer is a condition  
89 or requirement of participation;

90 (E) The department enters into a contract that governs databases, assessments, student  
91 or redacted data, special education or instructional supports with an in-state or out-of-state  
92 contractor for the purposes of state level reporting;

93 (F) A student is classified as "migrant" for federal reporting purposes;

94 (G) A federal agency is performing a compliance review; or

95 (H) ~~In the event that~~ If the ACT or the SAT tests are adopted for use as the state summative  
96 assessment, nothing in this article prevents the ACT or the College Board from using a student's  
97 assessment results and necessary directory or other permissible information under this Act. The  
98 ACT or College Board may only receive payment or other consideration for this information if they  
99 secure the affirmative written consent of the parent or student, given in response to clear and  
100 conspicuous notice, solely for providing the student access to employment, educational  
101 scholarships or financial aid, and post-secondary educational opportunities. If information  
102 classified as confidential is required, the ACT, SAT or College Board shall obtain affirmative  
103 written consent from the student if the student is eighteen years of age or older, or from the  
104 student's parent or guardian if the student is under eighteen years of age. The consent shall  
105 contain a detailed list of confidential information required and the purpose of its requirement.

106 (4) Develop a detailed data security plan that includes:

107 (A) Guidelines for the student data system and for individual student data including  
108 guidelines for authentication of authorized access;

109 (B) Privacy compliance standards;

110 (C) Privacy and security audits;

111 (D) Breach planning, notification and procedures;

112 (E) Data retention and disposition policies; and

113 (F) Data security policies including electronic, physical, and administrative safeguards,  
114 such as data encryption and training of employees;

115 (5) Ensure routine and ongoing compliance by the department with FERPA, other relevant  
116 privacy laws and policies, and the privacy and security policies and procedures developed under  
117 the authority of this act, including the performance of compliance audits;

118 (6) Ensure that any contracts that govern databases, assessments or instructional  
119 supports that include student or redacted data and are outsourced to private vendors include

120 express provisions that safeguard privacy and security and include penalties for noncompliance;  
121 and

122 (7) Notify the Governor and the Legislature annually of the following:

123 (A) New student data proposed for inclusion in the state student data system. Any proposal  
124 by the department of education to collect new student data must include a statement regarding  
125 the purpose or reason and legal authority for the proposed collection. The proposal shall be  
126 announced to the general public for a review and comment period of at least sixty days and  
127 approved by the state board before it becomes effective. Any new student data collection  
128 approved by the state board is a provisional requirement for a period sufficient to allow schools  
129 and school districts the opportunity to meet the new requirement;

130 (B) Changes to existing data collections required for any reason, including changes to  
131 federal reporting requirements made by the U.S. Department of Education and a statement of the  
132 reasons the changes were necessary;

133 (C) An explanation of any exceptions granted by the state board in the past year regarding  
134 the release or out-of-state transfer of student or redacted data; and

135 (D) The results of ~~any and~~ all privacy compliance and security audits completed in the past  
136 year. Notifications regarding privacy compliance and security audits ~~shall~~ may not include any  
137 information that would itself pose a security threat to the state or local student information systems  
138 or to the secure transmission of data between state and local systems by exposing vulnerabilities.

139 (8) Notify the Governor upon the suspicion of a data security breach or confirmed breach  
140 and upon regular intervals as the breach is being managed. The parents shall be notified as soon  
141 as possible after the suspected or confirmed breach.

142 (9) Prohibit the collection of confidential student information as defined in subdivision ten  
143 of subsection (b) of this section.

144 (d) *Data Inventory -- District Responsibilities.* -- A school district shall not report to the state  
145 the following individual student data:

146 (1) Juvenile delinquency records;

147 (2) Criminal records;

148 (3) Medical and health records; and

149 (4) Student biometric information.

150 (e) *Data Inventory -- School Responsibilities.* -- Schools ~~shall~~ may not collect the following  
151 individual student data:

152 (1) Political affiliation and beliefs;

153 (2) Religion and religious beliefs and affiliations;

154 (3) Any data collected through affective computing;

155 (4) Any data concerning the sexual orientation or beliefs about sexual orientation of the  
156 student or any student's family member; and

157 (5) Any data concerning firearm's ownership by any member of a student's family.

158 (f) *Data Governance Manager.* -- The state superintendent shall appoint a data  
159 governance manager, who shall report to and be under the general supervision of the state  
160 superintendent. The data governance manager shall have primary responsibility for privacy policy,  
161 including:

162 (1) Assuring that the use of technologies sustain, and do not erode, privacy protections  
163 relating to the use, collection, and disclosure of student data;

164 (2) Assuring that student data contained in the student data system is handled in full  
165 compliance with the Student Data Accessibility, Transparency and Accountability Act, FERPA,  
166 and other state and federal privacy laws;

167 (3) Evaluating legislative and regulatory proposals involving collection, use, and disclosure  
168 of student data by the department of education;

169 (4) Conducting a privacy impact assessment on proposed rules of the state board and  
170 department in general and on the privacy of student data, including the type of personal  
171 information collected and the number of students affected;

172 (5) Coordinating with the general counsel of the state board and department, other legal  
173 entities, and organization officers to ensure that programs, policies, and procedures involving civil  
174 rights, civil liberties, and privacy considerations are addressed in an integrated and  
175 comprehensive manner;

176 (6) Preparing a report to the Legislature on an annual basis on activities of the department  
177 that affect privacy, including complaints of privacy violations, internal controls, and other matters;

178 (7) Establishing department-wide policies necessary for implementing Fair Information  
179 Practice Principles to enhance privacy protections;

180 (8) Working with the Office of Data Management and Analysis, the general counsel, and  
181 other officials in engaging with stakeholders about the quality, usefulness, openness, and privacy  
182 of data;

183 (9) Establishing and operating a department-wide Privacy Incident Response Program to  
184 ensure that incidents are properly reported, investigated and mitigated, as appropriate;

185 (10) Establishing and operating a process for parents to file complaints of privacy  
186 violations;

187 (11) Establishing and operating a process to collect and respond to complaints of privacy  
188 violations and provides redress, as appropriate; and

189 (12) Providing training, education and outreach to build a culture of privacy across the  
190 department and transparency to the public.

191 The data governance manager shall have access to all records, reports, audits, reviews,  
192 documents, papers, recommendations, and other materials available to the department that relate  
193 to programs and operations with respect to his or her responsibilities under this section and shall  
194 make investigations and reports relating to the administration of the programs and operations of  
195 the department as are necessary or desirable.

196 (g) *Parental rights regarding child's information and education record.* -- Parents have the  
197 right to inspect and review their child's education record maintained by the school and to request

198 student data specific to their child's educational record. School districts must provide parents or  
199 guardians with a copy of their child's educational record upon request. Whenever possible, an  
200 electronic copy of the educational record must be provided if requested and the identity of the  
201 person requesting the information is verified as the parent or guardian.

202 The state board shall develop guidance for school district policies that:

203 (1) Annually notify parents of their right to request student information;

204 (2) Ensure security when providing student data to parents;

205 (3) Ensure student data is provided only to the authorized individuals;

206 (4) Detail the timeframe within which record requests must be provided;

207 (5) Ensure that school districts have a plan to allow parents to view and access data  
208 specific to their child's educational record and that any electronic access provided is restricted to  
209 eligible parties;

210 (6) Ensure compliance in the collection, use and disclosure of directory information and  
211 providing parents or guardians with a form to limit the information concerning their child in  
212 directory and subject to release; and

213 (7) Informing parents of their rights and the process for filing complaints of privacy  
214 violations.

215 (h) *State Board Rules.* -- The state board shall adopt rules necessary to implement the  
216 provisions of the Student Data Accessibility, Transparency and Accountability Act.

217 (i) *Effect on Existing Data.* -- Upon the effective date of this section, any existing student  
218 data collected by the department of education shall may not be considered a new student data  
219 collection under this section.

NOTE: The purpose of this bill is to allow ACT or the College Board to only receive payment or other consideration for certain information if they secure the affirmative written consent of the parent or student, given in response to clear and conspicuous notice, solely for providing the student access to employment, educational scholarships or financial aid and post-secondary educational opportunities.

Strike-throughs indicate language that would be stricken from a heading or the present law and underscoring indicates new language that would be added.