

1 State of Arkansas *As Engrossed: H3/18/15 H3/24/15 H3/27/15 S3/30/15*

2 90th General Assembly

# A Bill

3 Regular Session, 2015

HOUSE BILL 1961

4

5 By: Representative Leding

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## For An Act To Be Entitled

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AND ACT TO ADOPT THE STUDENT ONLINE PERSONAL

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INFORMATION PROTECTION ACT; AND FOR OTHER PURPOSES.

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## Subtitle

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TO ADOPT THE STUDENT ONLINE PERSONAL

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INFORMATION PROTECTION ACT.

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17 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:

18

19 SECTION 1. Arkansas Code Title 6, Chapter 18, Subchapter 1, is amended  
20 to add an additional section to read as follows:

21 6-18-109. Student Online Personal Information Protection Act.

22 (a) As used in this section:

23 (1) "Covered information" means personally identifiable  
24 information or materials regarding a public school student in this state, in  
25 any media or format, when the information is:

26 (A) Created or provided by a student or the student's  
27 parent or guardian, to an operator in the course of the student's, parent's,  
28 or guardian's use of the operator's website, service, or application;

29 (B) Created or provided by an employee or agent of a  
30 public school, school district, local education agency, or Department of  
31 Education to the operator for public school purposes; or

32 (C) Gathered by an operator through the operation of the  
33 website, service, or application and personally identifies a student,  
34 including without limitation a student's:

35 (i) First and last name;

36 (ii) Email address;



- 1 (iii) Home address;
- 2 (iv) Telephone number;
- 3 (v) Discipline records;
- 4 (vi) Test results;
- 5 (vii) Special education data;
- 6 (viii) Juvenile dependency records;
- 7 (ix) Grades;
- 8 (x) Medical or health records;
- 9 (xi) Social Security number;
- 10 (xii) Biometric information;
- 11 (xiii) Socioeconomic information;
- 12 (xiv) Political affiliations;
- 13 (xv) Religious information;
- 14 (xvi) Student identifiers;
- 15 (xvii) Search activity, photos, voice recordings; or
- 16 (xviii) Geolocation information;

17 (2) Public school purpose means a purpose that customarily takes  
18 place at the direction of the public school teacher, administrator, or  
19 superintendent to aid in the administration of school activities primarily  
20 for the use and benefit of the school, including without limitation:

21 (A) Instruction in the classroom or at home;

22 (B) Administrative activities; or

23 (C) Collaboration between student, school personnel, or  
24 parents;

25 (3)(A) "Operator" means, to the extent that the owner is  
26 operating in the capacity defined under this subdivision (a)(3), owner of an  
27 Internet website, online service, online application, or mobile application  
28 with actual knowledge that the website, service, or application is:

29 (i) Used primarily for public school purposes;

30 (ii) Designed and marketed for public school  
31 purposes; and

32 (iii) Operating at capacity.

33 (B) An operator does not include the Department of  
34 Education, a school district, or an open-enrollment public charter school;  
35 and

36 (4)(A) "Targeted advertising" means presenting advertisements to

1 a student where the advertisement is selected based on information obtained  
2 or inferred from a student's online behavior, usage of applications, or  
3 covered information.

4 (B) "Targeted advertising" does not include advertising to  
5 a student at an online location based on a student's current visit to that  
6 online location or using the search query, without the collection and  
7 retention of the student's online activities over time.

8 (b) An operator shall not engage knowingly in the following activities  
9 with respect to the website, service, or application:

10 (1) Target advertising when the targeting of the advertising is  
11 based on any covered information that the operator has acquired because of  
12 the use of the operator's website, service or application;

13 (2)(A) Create or gather covered information obtained by the  
14 operator's website, service, or application to compile a profile about a  
15 public school student except in furtherance of public school purposes.

16 (B) Compiling a profile does not include the collection and  
17 retention of account registration records or information that remains under  
18 the control of a student, parent, public school, or school district;

19 (3) Sell a public school student's covered information, other  
20 than with respect to the purchase, merger, or other acquisition of an  
21 operator by another entity provided that the other entity is subject to the  
22 provisions of this section with respect to previously acquired student  
23 information that is subject to this section;

24 (4) Disclose covered information of a public school student  
25 unless the disclosure is:

26 (A) Done in furtherance of public school purposes or to  
27 allow or improve operation and functionality within the student's classroom  
28 or school;

29 (B) Necessary disclosure to:

30 (i) Ensure legal or regulatory compliance or protect  
31 against liability;

32 (ii) Respond to or participate in the judicial  
33 process; or

34 (iii) Protect the safety or integrity of users or  
35 others or the security of the website, service, or application;

36 (C) Done to a service provider, if the operator

1 contractually:

2 (i) Prohibits the service provider from using any  
3 covered information for any purpose other than providing the contracted  
4 service to or on behalf of the operator;

5 (ii) Prohibits the service provider from disclosing  
6 any covered information provided by the operator with subsequent third  
7 parties, unless the disclosure is expressly permitted under this section; and

8 (iii) Requires the service provider to implement and  
9 maintain reasonable security procedures and practices as provided under  
10 subsection (d) of this section; or

11 (D) Done for the public school, educational, or employment  
12 purpose requested by the student or the student's parent or guardian,  
13 provided that the information is not used or further disclosed for any other  
14 purpose.

15 (c) Subsection (b) does not prohibit an operator from using covered  
16 information to maintain, develop, support, improve, or diagnose the  
17 operator's website, service or application.

18 (d) An operator shall:

19 (1) Implement and maintain reasonable security measures that are  
20 appropriate to the nature of the covered information obtained and protect the  
21 covered information from unauthorized access, destruction, use, modification,  
22 or disclosure; and

23 (2) Delete a public school student's covered information within  
24 a reasonable time frame if the school or school district requests the  
25 deletion of covered information under the control of the public school or  
26 school district.

27 (e) Subdivisions (b)(1), (2), and (4) of this section shall not be  
28 construed to prohibit the use or disclosure of covered information with the  
29 affirmative consent of the public school, the student, or the student's  
30 parent or guardian in response to clear and conspicuous notice of the use or  
31 disclosure.

32 (f) Notwithstanding subdivision (b)(4), an operator may disclose  
33 covered information of a public school student under the following  
34 circumstances;

35 (1) If other provisions of federal or state law require the  
36 operator to disclose the covered information and the operator complies with

1 the applicable requirements of federal and state law in protecting and  
2 disclosing the covered information;

3 (2) For legitimate research purposes:

4 (A) As required by federal or state law and subject to the  
5 restrictions under the applicable federal or state law;

6 (B) As allowed by federal or state law and under the  
7 direction of a school, school district, or Department of Education if no  
8 covered information is used for advertising or to compile a profile of a  
9 public school student; or

10 (C) As permitted by federal or state law, to a state or  
11 local educational agency, including a school or school district, for public  
12 school purposes; or

13 (3) To a state or local educational agency, including public  
14 schools and school districts, for public school purposes, as permitted by  
15 federal or state law.

16 (g) This section does not prohibit an operator from:

17 (1) Using aggregated or deidentified covered information of a  
18 public school student as follows:

19 (A) Within the operator's website, service, or application  
20 or other websites, services, or applications owned by the operator to develop  
21 or improve educational products; or

22 (B) To demonstrate the effectiveness of the operator's  
23 website, service, or application, including the operator's marketing of the  
24 website, service, or application; or

25 (2) Sharing aggregated or deidentified covered information of a  
26 public school student for the development or improvement of educational  
27 websites, services, or applications.

28 (h) This section does not limit:

29 (1) The authority of a law enforcement agency to obtain any  
30 content or information from an operator that is authorized by law or pursuant  
31 to an order of a court of competent jurisdiction;

32 (2) The ability of an operator to use student data, including  
33 covered information, for adaptive learning or customized student learning  
34 purposes;

35 (3) Internet service providers from providing Internet  
36 connectivity to public schools, school districts, or students;

