



# STANDARD STUDENT DATA PRIVACY AGREEMENT

(NDPA Standard Version 1.0)

The School Board of Lee County

and

EveryDay Labs, Inc.

Provider Name

Version: 1r7

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This Student Data Privacy Agreement (“**DPA**”) is entered into on the date of full execution (the “**Effective Date**”) and is entered into by and between:

The School Board of Lee County, located at 2855 Colonial Blvd, Fort Myers, FL 33966  
(the “**Local Education Agency**” or “**LEA**”)

And EveryDay Labs, Inc. located at 303 Twin Dolphin Drive, Redwood City, CA 94065 (the “**Provider**”).  
**Provider Name** **Street, City, State**

**WHEREAS**, the Provider is providing educational or digital services to LEA.

**WHEREAS**, the Provider and LEA recognize the need to protect personally identifiable student information and other regulated data exchanged between them as required by applicable laws and regulations, such as the Family Educational Rights and Privacy Act (“**FERPA**”) at 20 U.S.C. § 1232g (34 CFR Part 99); the Children’s Online Privacy Protection Act (“**COPPA**”) at 15 U.S.C. § 6501-6506 (16 CFR Part 312), applicable state privacy laws and regulations and

**WHEREAS**, the Provider and LEA desire to enter into this DPA for the purpose of establishing their respective obligations and duties in order to comply with applicable laws and regulations.

**NOW THEREFORE**, for good and valuable consideration, LEA and Provider agree as follows:

1. A description of the Services to be provided, the categories of Student Data that may be provided by LEA to Provider, and other information specific to this DPA are contained in the Standard Clauses hereto.
2. **Special Provisions. Check Box if Required**
  - If checked, the Supplemental State Terms and attached hereto as **Exhibit “G”** are hereby incorporated by reference into this DPA in their entirety.
  - If checked, LEA and Provider agree to the additional terms or modifications set forth in **Exhibit “H”**. (Optional)
  - If Checked, the Provider, has signed **Exhibit “E”** to the Standard Clauses, otherwise known as General Offer of Privacy Terms
3. In the event of a conflict between the SDPC Standard Clauses, the State or Special Provisions will control. In the event there is conflict between the terms of the DPA and any other writing, including, but not limited to the Service Agreement and Provider Terms of Service or Privacy Policy the terms of this DPA shall control.
4. This DPA shall stay in effect for three (3) years. **Exhibit “E”** will expire three (3) years from the date the original DPA was signed.
5. The services to be provided by Provider to LEA pursuant to this DPA are detailed in **Exhibit “A”** (the “**Services**”).
6. **Notices**. All notices or other communication required or permitted to be given hereunder may be given via e-mail transmission, or first-class mail, sent to the designated representatives below.

The designated representative for the LEA for this DPA is:

Name: James D. Short Title: Director ISA

Address: 2855 Colonial Blvd, Fort My

Phone: 239.337.8221 Email: JamesDS@leeschools.net

The designated representative for the Provider for this DPA is:

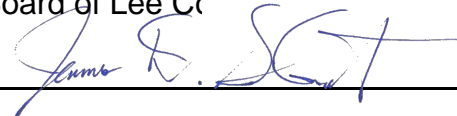
Name: Emily Bailard Title: CEO

Address: 303 Twin Dolphin Drive, Redwood City, CA 94065

Phone: 650.641.9485 Email: contracts@everydaylabs.com

IN WITNESS WHEREOF, LEA and Provider execute this DPA as of the Effective Date.

LEA, The School Board of Lee Cc



Date: 12/20/2023

District By:

Printed Name: James D. Short Title/Position: Director ISA

EveryDay Labs, Inc.

Name of Provider

By: 

Date: 12/20/2023

Printed Name: Emily Bailard Title/Position: CEO

## STANDARD CLAUSES

Version 1.0

### ARTICLE I: PURPOSE AND SCOPE

1. **Purpose of DPA**. The purpose of this DPA is to describe the duties and responsibilities to protect Student Data including compliance with all applicable federal, state, and local privacy laws, rules, and regulations, all as may be amended from time to time. In performing the Services, the Provider shall be considered a School Official with a legitimate educational interest, and performing services otherwise provided by the LEA. Provider shall be under the direct control and supervision of the LEA, with respect to its use of Student Data
2. **Student Data to Be Provided**. In order to perform the Services described above, LEA shall provide Student Data as identified in the Schedule of Data, attached hereto as **Exhibit “B”**.
3. **DPA Definitions**. The definition of terms used in this DPA is found in **Exhibit “C”**. In the event of a conflict, definitions used in this DPA shall prevail over terms used in any other writing, including, but not limited to the Service Agreement, Terms of Service, Privacy Policies etc.

### ARTICLE II: DATA OWNERSHIP AND AUTHORIZED ACCESS

1. **Student Data Property of LEA**. All Student Data transmitted to the Provider pursuant to the Service Agreement is and will continue to be the property of and under the control of the LEA. The Provider further acknowledges and agrees that all copies of such Student Data transmitted to the Provider, including any modifications or additions or any portion thereof from any source, are subject to the provisions of this DPA in the same manner as the original Student Data. The Parties agree that as between them, all rights, including all intellectual property rights in and to Student Data contemplated per the Service Agreement, shall remain the exclusive property of the LEA. For the purposes of FERPA, the Provider shall be considered a School Official, under the control and direction of the LEA as it pertains to the use of Student Data, notwithstanding the above.
2. **Parent Access**. To the extent required by law the LEA shall establish reasonable procedures by which a parent, legal guardian, or eligible student may review Education Records and/or Student Data correct erroneous information, and procedures for the transfer of student-generated content to a personal account, consistent with the functionality of services. Provider shall respond in a reasonably timely manner (and no later than forty-five (45) days from the date of the request or pursuant to the time frame required under state law for an LEA to respond to a parent or student, whichever is sooner) to the LEA's request for Student Data in a student's records held by the Provider to view or correct as necessary. In the event that a parent of a student or other individual contacts the Provider to review any of the Student Data accessed pursuant to the Services, the Provider shall refer the parent or individual to the LEA, who will follow the necessary and proper procedures regarding the requested information.

3. **Separate Account**. If Student-Generated Content is stored or maintained by the Provider, Provider shall, at the request of the LEA, transfer, or provide a mechanism for the LEA to transfer, said Student-Generated Content to a separate account created by the student.
4. **Law Enforcement Requests**. Should law enforcement or other government entities (“Requesting Party(ies)”) contact Provider with a request for Student Data held by the Provider pursuant to the Services, the Provider shall notify the LEA in advance of a compelled disclosure to the Requesting Party, unless lawfully directed by the Requesting Party not to inform the LEA of the request.
5. **Subprocessors**. Provider shall enter into written agreements with all Subprocessors performing functions for the Provider in order for the Provider to provide the Services pursuant to the Service Agreement, whereby the Subprocessors agree to protect Student Data in a manner no less stringent than the terms of this DPA.

### ARTICLE III: DUTIES OF LEA

1. **Provide Data in Compliance with Applicable Laws**. LEA shall provide Student Data for the purposes of obtaining the Services in compliance with all applicable federal, state, and local privacy laws, rules, and regulations, all as may be amended from time to time.
2. **Annual Notification of Rights**. If the LEA has a policy of disclosing Education Records and/or Student Data under FERPA (34 CFR § 99.31(a)(1)), LEA shall include a specification of criteria for determining who constitutes a school official and what constitutes a legitimate educational interest in its annual notification of rights.
3. **Reasonable Precautions**. LEA shall take reasonable precautions to secure usernames, passwords, and any other means of gaining access to the services and hosted Student Data.
4. **Unauthorized Access Notification**. LEA shall notify Provider promptly of any known unauthorized access. LEA will assist Provider in any efforts by Provider to investigate and respond to any unauthorized access.

### ARTICLE IV: DUTIES OF PROVIDER

1. **Privacy Compliance**. The Provider shall comply with all applicable federal, state, and local laws, rules, and regulations pertaining to Student Data privacy and security, all as may be amended from time to time.
2. **Authorized Use**. The Student Data shared pursuant to the Service Agreement, including persistent unique identifiers, shall be used for no purpose other than the Services outlined in **Exhibit “A”** or stated in the Service Agreement and/or otherwise authorized under the statutes referred to herein this DPA.
3. **Provider Employee Obligation**. Provider shall require all of Provider’s employees and agents who have access to Student Data to comply with all applicable provisions of this DPA with respect

to the Student Data shared under the Service Agreement. Provider agrees to require and maintain an appropriate confidentiality agreement from each employee or agent with access to Student Data pursuant to the Service Agreement.

4. **No Disclosure.** Provider acknowledges and agrees that it shall not make any re-disclosure of any Student Data or any portion thereof, including without limitation, user content or other non-public information and/or personally identifiable information contained in the Student Data other than as directed or permitted by the LEA or this DPA. This prohibition against disclosure shall not apply to aggregate summaries of De-Identified information, Student Data disclosed pursuant to a lawfully issued subpoena or other legal process, or to Subprocessors performing services on behalf of the Provider pursuant to this DPA. Provider will not Sell Student Data to any third party.
5. **De-Identified Data:** Provider agrees not to attempt to re-identify De-Identified Student Data. De-Identified Data may be used by the Provider for those purposes allowed under FERPA and the following purposes: (1) assisting the LEA or other governmental agencies in conducting research and other studies; and (2) research and development of the Provider's educational sites, services, or applications, and to demonstrate the effectiveness of the Services; and (3) for adaptive learning purpose and for customized student learning. Provider's use of De-Identified Data shall survive termination of this DPA or any request by LEA to return or destroy Student Data. Except for Subprocessors, Provider agrees not to transfer de-identified Student Data to any party unless (a) that party agrees in writing not to attempt re-identification, and (b) prior written notice has been given to the LEA who has provided prior written consent for such transfer. Prior to publishing any document that names the LEA explicitly or indirectly, the Provider shall obtain the LEA's written approval of the manner in which De-Identified Data is presented.
6. **Disposition of Data.** Upon written request from the LEA, Provider shall dispose of or provide a mechanism for the LEA to transfer Student Data obtained under the Service Agreement, within sixty (60) days of the date of said request and according to a schedule and procedure as the Parties may reasonably agree. Upon termination of this DPA, if no written request from the LEA is received, Provider shall dispose of all Student Data after providing the LEA with reasonable prior notice. The duty to dispose of Student Data shall not extend to Student Data that had been De-Identified or placed in a separate student account pursuant to section II 3. The LEA may employ a **"Directive for Disposition of Data"** form, a copy of which is attached hereto as **Exhibit "D"**. If the LEA and Provider employ **Exhibit "D"**, no further written request or notice is required on the part of either party prior to the disposition of Student Data described in **Exhibit "D"**.
7. **Advertising Limitations.** Provider is prohibited from using, disclosing, or selling Student Data to (a) inform, influence, or enable Targeted Advertising; or (b) develop a profile of a student, family member/guardian or group, for any purpose other than providing the Service to LEA. This section does not prohibit Provider from using Student Data (i) for adaptive learning or customized student learning (including generating personalized learning recommendations); or (ii) to make product recommendations to teachers or LEA employees; or (iii) to notify account holders about new education product updates, features, or services or from otherwise using Student Data as permitted in this DPA and its accompanying exhibits

## ARTICLE V: DATA PROVISIONS

1. **Data Storage.** Where required by applicable law, Student Data shall be stored within the United States. Upon request of the LEA, Provider will provide a list of the locations where Student Data is stored.
2. **Audits.** No more than once a year, or following unauthorized access, upon receipt of a written request from the LEA with at least ten (10) business days' notice and upon the execution of an appropriate confidentiality agreement, the Provider will allow the LEA to audit the security and privacy measures that are in place to ensure protection of Student Data or any portion thereof as it pertains to the delivery of services to the LEA. The Provider will cooperate reasonably with the LEA and any local, state, or federal agency with oversight authority or jurisdiction in connection with any audit or investigation of the Provider and/or delivery of Services to students and/or LEA, and shall provide reasonable access to the Provider's facilities, staff, agents and LEA's Student Data and all records pertaining to the Provider, LEA and delivery of Services to the LEA. Failure to reasonably cooperate shall be deemed a material breach of the DPA.
3. **Data Security.** The Provider agrees to utilize administrative, physical, and technical safeguards designed to protect Student Data from unauthorized access, disclosure, acquisition, destruction, use, or modification. The Provider shall adhere to any applicable law relating to data security. The provider shall implement an adequate Cybersecurity Framework based on one of the nationally recognized standards set forth in **Exhibit "F"**. Exclusions, variations, or exemptions to the identified Cybersecurity Framework must be detailed in an attachment to **Exhibit "H"**. Additionally, Provider may choose to further detail its security programs and measures that augment or are in addition to the Cybersecurity Framework in **Exhibit "F"**. Provider shall provide, in the Standard Schedule to the DPA, contact information of an employee who LEA may contact if there are any data security concerns or questions.
4. **Data Breach.** In the event of an unauthorized release, disclosure or acquisition of Student Data that compromises the security, confidentiality or integrity of the Student Data maintained by the Provider the Provider shall provide notification to LEA within seventy-two (72) hours of confirmation of the incident, unless notification within this time limit would disrupt investigation of the incident by law enforcement. In such an event, notification shall be made within a reasonable time after the incident. Provider shall follow the following process:
  - (1) The security breach notification described above shall include, at a minimum, the following information to the extent known by the Provider and as it becomes available:
    - i. The name and contact information of the reporting LEA subject to this section.
    - ii. A list of the types of personal information that were or are reasonably believed to have been the subject of a breach.
    - iii. If the information is possible to determine at the time the notice is provided, then either (1) the date of the breach, (2) the estimated date of the breach, or (3) the date range within which the breach occurred. The notification shall also include the date of the notice.

- iv. Whether the notification was delayed as a result of a law enforcement investigation, if that information is possible to determine at the time the notice is provided; and
  - v. A general description of the breach incident, if that information is possible to determine at the time the notice is provided.
- (2) Provider agrees to adhere to all federal and state requirements with respect to a data breach related to the Student Data, including, when appropriate or required, the required responsibilities and procedures for notification and mitigation of any such data breach.
  - (3) Provider further acknowledges and agrees to have a written incident response plan that reflects best practices and is consistent with industry standards and federal and state law for responding to a data breach, breach of security, privacy incident or unauthorized acquisition or use of Student Data or any portion thereof, including personally identifiable information and agrees to provide LEA, upon request, with a summary of said written incident response plan.
  - (4) LEA shall provide notice and facts surrounding the breach to the affected students, parents or guardians.
  - (5) In the event of a breach originating from LEA's use of the Service, Provider shall cooperate with LEA to the extent necessary to expeditiously secure Student Data.

## ARTICLE VI: GENERAL OFFER OF TERMS

Provider may, by signing the attached form of "General Offer of Privacy Terms" (General Offer, attached hereto as **Exhibit "E"**), be bound by the terms of **Exhibit "E"** to any other LEA who signs the acceptance on said Exhibit. The form is limited by the terms and conditions described therein.

## ARTICLE VII: MISCELLANEOUS

1. **Termination.** In the event that either Party seeks to terminate this DPA, they may do so by mutual written consent so long as the Service Agreement has lapsed or has been terminated. Either party may terminate this DPA and any service agreement or contract if the other party breaches any terms of this DPA.
2. **Effect of Termination Survival.** If the Service Agreement is terminated, the Provider shall destroy all of LEA's Student Data pursuant to Article IV, section 6.
3. **Priority of Agreements.** This DPA shall govern the treatment of Student Data in order to comply with the privacy protections, including those found in FERPA and all applicable privacy statutes identified in this DPA. In the event there is conflict between the terms of the DPA and the Service Agreement, Terms of Service, Privacy Policies, or with any other bid/RFP, license agreement, or writing, the terms of this DPA shall apply and take precedence. In the event of a conflict between



**Exhibit “H”**, the SDPC Standard Clauses, and/or the Supplemental State Terms, **Exhibit “H”** will control, followed by the Supplemental State Terms. Except as described in this paragraph herein, all other provisions of the Service Agreement shall remain in effect.

4. **Entire Agreement.** This DPA and the Service Agreement constitute the entire agreement of the Parties relating to the subject matter hereof and supersedes all prior communications, representations, or agreements, oral or written, by the Parties relating thereto. This DPA may be amended and the observance of any provision of this DPA may be waived (either generally or in any particular instance and either retroactively or prospectively) only with the signed written consent of both Parties. Neither failure nor delay on the part of any Party in exercising any right, power, or privilege hereunder shall operate as a waiver of such right, nor shall any single or partial exercise of any such right, power, or privilege preclude any further exercise thereof or the exercise of any other right, power, or privilege.
5. **Severability.** Any provision of this DPA that is prohibited or unenforceable in any jurisdiction shall, as to such jurisdiction, be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions of this DPA, and any such prohibition or unenforceability in any jurisdiction shall not invalidate or render unenforceable such provision in any other jurisdiction. Notwithstanding the foregoing, if such provision could be more narrowly drawn so as not to be prohibited or unenforceable in such jurisdiction while, at the same time, maintaining the intent of the Parties, it shall, as to such jurisdiction, be so narrowly drawn without invalidating the remaining provisions of this DPA or affecting the validity or enforceability of such provision in any other jurisdiction.
6. **Governing Law: Venue and Jurisdiction.** THIS DPA WILL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF THE LEA, WITHOUT REGARD TO CONFLICTS OF LAW PRINCIPLES. EACH PARTY CONSENTS AND SUBMITS TO THE SOLE AND EXCLUSIVE JURISDICTION TO THE STATE AND FEDERAL COURTS FOR THE COUNTY OF THE LEA FOR ANY DISPUTE ARISING OUT OF OR RELATING TO THIS DPA OR THE TRANSACTIONS CONTEMPLATED HEREBY.
7. **Successors Bound:** This DPA is and shall be binding upon the respective successors in interest to Provider in the event of a merger, acquisition, consolidation or other business reorganization or sale of all or substantially all of the assets of such business. In the event that the Provider sells, merges, or otherwise disposes of its business to a successor during the term of this DPA, the Provider shall provide written notice to the LEA no later than sixty (60) days after the closing date of sale, merger, or disposal. Such notice shall include a written, signed assurance that the successor will assume the obligations of the DPA and any obligations with respect to Student Data within the Service Agreement. The LEA has the authority to terminate the DPA if it disapproves of the successor to whom the Provider is selling, merging, or otherwise disposing of its business.
8. **Authority.** Each party represents that it is authorized to bind to the terms of this DPA, including confidentiality and destruction of Student Data and any portion thereof contained therein, all related or associated institutions, individuals, employees or contractors who may have access to the Student Data and/or any portion thereof.

9. **Waiver**. No delay or omission by either party to exercise any right hereunder shall be construed as a waiver of any such right and both parties reserve the right to exercise any such right from time to time, as often as may be deemed expedient.

**EXHIBIT "A"****DESCRIPTION OF SERVICES****Scope of Work:**

As described below, EveryDay Labs and District will work together to implement a personalized intervention and engagement solution for up to 22,000 students designed to support student success by preventing student absenteeism, engaging students' families, and connecting families to district supports.

The scope will include:

Personalized attendance nudge interventions delivered via mail ("Mail Nudges") and text ("Text Nudges") sent during impact windows aligned to the academic calendar.

24/7 Family Support Bot to help families with barrier-specific needs by directing them to the right resource or connecting them directly to our Family Support Team for more complex issues

Access to the Family Support Team, which provides families with one-on-one support by phone during business hours to help connect them to resources that address their student's attendance barriers

EveryDay Labs will send up to 26,400 Mail Nudges\* in English and Spanish and unlimited Text Nudges\*\* for up to 22,000 students in English and Spanish based on a delivery calendar and student eligibility criteria mutually agreed upon by EveryDay Labs and District.

\*Estimated # of Nudges; exact number will depend on actual data and student attendance. Additional Mail Nudges can be purchased at the District's option for \$1/each.

\*\*Text Nudges are sent to one phone number per student

EveryDay Intervention also includes:

Program Manager to support the program's implementation, provide periodic updates, answer questions, and lead information webinar trainings for school and district staff

Program monitoring including information about students receiving Mail Nudges and Text Nudges and parent/guardian calls to the Family Support Team, and students who may have out of date addresses

End of year program impact analysis

EveryDay Labs will use data from the District to deliver EveryDay Intervention, analyzing the data to determine which students receive each type of personalized intervention, determining appropriate content for each student based on their grade, attendance record, language, school, and other factors. EveryDay Labs will generate, print, and deliver/mail the Mail Nudges and Text Nudges.

EveryDay Labs will apply criteria to personalize the content for each student and to identify the students most likely to benefit from receiving each communication, considering attendance patterns and other factors. Specific students may be excluded by the District through the process described in the EveryDay Labs Data Specification and Transfer Standards. EveryDay Labs will also exclude students whose parents or guardians have elected to opt-out of receiving program communications (Mail or Text Nudges), as those who don't meet other eligibility criteria (e.g. undeliverable address or phone number).

**EXHIBIT "B"**  
**SCHEDULE OF DATA**

Category of Data	Elements	Check if Used by Your System
Application Technology Meta Data	IP Addresses of users, Use of cookies, etc.	<input type="checkbox"/>
	Other application technology meta data-Please specify:	<input type="checkbox"/>
Application Use Statistics	Meta data on user interaction with application	<input type="checkbox"/>
Assessment	Standardized test scores	<input type="checkbox"/>
	Observation data	<input type="checkbox"/>
	Other assessment data-Please specify:	<input type="checkbox"/>
Attendance	Student school (daily) attendance data	<input checked="" type="checkbox"/>
	Student class attendance data	<input type="checkbox"/>
Communications	Online communications captured (emails, blog entries)	<input type="checkbox"/>
Conduct	Conduct or behavioral data	<input type="checkbox"/>
Demographics	Date of Birth	<input checked="" type="checkbox"/>
	Place of Birth	<input type="checkbox"/>
	Gender	<input checked="" type="checkbox"/>
	Ethnicity or race	<input checked="" type="checkbox"/>
	Language information (native, or primary language spoken by student)	<input checked="" type="checkbox"/>

Category of Data	Elements	Check if Used by Your System
	Other demographic information-Please specify:	<input type="checkbox"/>
Enrollment	Student school enrollment	<input checked="" type="checkbox"/>
	Student grade level	<input checked="" type="checkbox"/>
	Homeroom	<input type="checkbox"/>
	Guidance counselor	<input type="checkbox"/>
	Specific curriculum programs	<input type="checkbox"/>
	Year of graduation	<input type="checkbox"/>
	Other enrollment information-Please specify:	<input type="checkbox"/>
Parent/Guardian Contact Information	Address	<input checked="" type="checkbox"/>
	Email	<input checked="" type="checkbox"/>
	Phone	<input checked="" type="checkbox"/>
Parent/Guardian ID	Parent ID number (created to link parents to students)	<input checked="" type="checkbox"/>
Parent/Guardian Name	First and/or Last	<input checked="" type="checkbox"/>
Schedule	Student scheduled courses	<input type="checkbox"/>
	Teacher names	<input type="checkbox"/>
Special Indicator	English language learner information	<input checked="" type="checkbox"/>
	Low income status	<input checked="" type="checkbox"/>
	Medical alerts/ health data	<input type="checkbox"/>

Category of Data	Elements	Check if Used by Your System
	Student disability information	<input type="checkbox"/>
	Specialized education services (IEP or 504)	<input checked="" type="checkbox"/>
	Living situations (homeless/foster care)	<input checked="" type="checkbox"/>
	Other indicator information-Please specify:	<input type="checkbox"/>
Student Contact Information	Address	<input checked="" type="checkbox"/>
	Email	<input type="checkbox"/>
	Phone	<input type="checkbox"/>
Student Identifiers	Local (School district) ID number	<input checked="" type="checkbox"/>
	State ID number	<input type="checkbox"/>
	Provider/App assigned student ID number	<input type="checkbox"/>
	Student app username	<input type="checkbox"/>
	Student app passwords	<input type="checkbox"/>
Student Name	First and/or Last	<input checked="" type="checkbox"/>
Student In App Performance	Program/application performance (typing program-student types 60 wpm, reading program-student reads below grade level)	<input type="checkbox"/>
Student Program Membership	Academic or extracurricular activities a student may belong to or participate in	<input type="checkbox"/>
Student Survey Responses	Student responses to surveys or questionnaires	<input type="checkbox"/>
Student work	Student generated content; writing, pictures, etc.	<input type="checkbox"/>

Category of Data	Elements	Check if Used by Your System
	Other student work data -Please specify:	<input type="checkbox"/>
Transcript	Student course grades	<input type="checkbox"/>
	Student course data	<input type="checkbox"/>
	Student course grades/ performance scores	<input type="checkbox"/>
	Other transcript data - Please specify:	<input type="checkbox"/>
Transportation	Student bus assignment	<input type="checkbox"/>
	Student pick up and/or drop off location	<input type="checkbox"/>
	Student bus card ID number	<input type="checkbox"/>
	Other transportation data – Please specify:	<input type="checkbox"/>
Other	Please list each additional data element used, stored, or collected by your application:	<input checked="" type="checkbox"/>
None	No Student Data collected at this time. Provider will immediately notify LEA if this designation is no longer applicable.	<input type="checkbox"/>

## **EXHIBIT “C”**

### **DEFINITIONS**

**De-Identified Data and De-Identification:** Records and information are considered to be De-Identified when all personally identifiable information has been removed or obscured, such that the remaining information does not reasonably identify a specific individual, including, but not limited to, any information that, alone or in combination is linkable to a specific student and provided that the educational agency, or other party, has made a reasonable determination that a student’s identity is not personally identifiable, taking into account reasonable available information.

**Educational Records:** Educational Records are records, files, documents, and other materials directly related to a student and maintained by the school or local education agency, or by a person acting for such school or local education agency, including but not limited to, records encompassing all the material kept in the student’s cumulative folder, such as general identifying data, records of attendance and of academic work completed, records of achievement, and results of evaluative tests, health data, disciplinary status, test protocols and individualized education programs.

**Metadata:** means information that provides meaning and context to other data being collected; including, but not limited to: date and time records and purpose of creation Metadata that have been stripped of all direct and indirect identifiers are not considered Personally Identifiable Information.

**Operator:** means the operator of an internet website, online service, online application, or mobile application with actual knowledge that the site, service, or application is used for K–12 school purposes. Any entity that operates an internet website, online service, online application, or mobile application that has entered into a signed, written agreement with an LEA to provide a service to that LEA shall be considered an “operator” for the purposes of this section.

**Originating LEA:** An LEA who originally executes the DPA in its entirety with the Provider.

**Provider:** For purposes of the DPA, the term “Provider” means provider of digital educational software or services, including cloud-based services, for the digital storage, management, and retrieval of Student Data. Within the DPA the term “Provider” includes the term “Third Party” and the term “Operator” as used in applicable state statutes.

**Student Generated Content:** The term “Student-Generated Content” means materials or content created by a student in the services including, but not limited to, essays, research reports, portfolios, creative writing, music or other audio files, photographs, videos, and account information that enables ongoing ownership of student content.

**School Official:** For the purposes of this DPA and pursuant to 34 CFR § 99.31(b), a School Official is a contractor that: (1) Performs an institutional service or function for which the agency or institution would otherwise use employees; (2) Is under the direct control of the agency or institution with respect to the use and maintenance of Student Data including Education Records; and (3) Is subject to 34 CFR § 99.33(a) governing the use and re-disclosure of Personally Identifiable Information from Education Records.

**Service Agreement:** Refers to the Contract, Purchase Order or Terms of Service or Terms of Use.



**Student Data:** Student Data includes any data, whether gathered by Provider or provided by LEA or its users, students, or students' parents/guardians, that is descriptive of the student including, but not limited to, information in the student's educational record or email, first and last name, birthdate, home or other physical address, telephone number, email address, or other information allowing physical or online contact, discipline records, videos, test results, special education data, juvenile dependency records, grades, evaluations, criminal records, medical records, health records, social security numbers, biometric information, disabilities, socioeconomic information, individual purchasing behavior or preferences, food purchases, political affiliations, religious information, text messages, documents, student identifiers, search activity, photos, voice recordings, geolocation information, parents' names, or any other information or identification number that would provide information about a specific student. Student Data includes Meta Data. Student Data further includes "Personally Identifiable Information (PII)," as defined in 34 C.F.R. § 99.3 and as defined under any applicable state law. Student Data shall constitute Education Records for the purposes of this DPA, and for the purposes of federal, state, and local laws and regulations. Student Data as specified in **Exhibit "B"** is confirmed to be collected or processed by the Provider pursuant to the Services. Student Data shall not constitute that information that has been anonymized or De-Identified, or anonymous usage data regarding a student's use of Provider's services.

**Subprocessor:** For the purposes of this DPA, the term "Subprocessor" (sometimes referred to as the "Subcontractor") means a party other than LEA or Provider, who Provider uses for data collection, analytics, storage, or other service to operate and/or improve its service, and who has access to Student Data.

**Subscribing LEA:** An LEA that was not party to the original Service Agreement and who accepts the Provider's General Offer of Privacy Terms.

**Targeted Advertising:** means presenting an advertisement to a student where the selection of the advertisement is based on Student Data or inferred over time from the usage of the operator's Internet web site, online service or mobile application by such student or the retention of such student's online activities or requests over time for the purpose of targeting subsequent advertisements. "Targeted Advertising" does not include any advertising to a student on an Internet web site based on the content of the web page or in response to a student's response or request for information or feedback.

**Third Party:** The term "Third Party" means a provider of digital educational software or services, including cloud-based services, for the digital storage, management, and retrieval of Education Records and/or Student Data, as that term is used in some state statutes. However, for the purpose of this DPA, the term "Third Party" when used to indicate the provider of digital educational software or services is replaced by the term "Provider."

**EXHIBIT "D"**

**DIRECTIVE FOR DISPOSITION OF DATA**

The School Board of Lee County Provider to dispose of data obtained by Provider pursuant to the terms of the Service Agreement between LEA and Provider. The terms of the Disposition are set forth below:

1. Extent of Disposition

Disposition is partial. The categories of data to be disposed of are set forth below or are found in an attachment to this Directive:

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**Categories of data**

Disposition is Complete. Disposition extends to all categories of data.

2. Nature of Disposition

Disposition shall be by destruction or deletion of data.

Disposition shall be by a transfer of data. The data shall be transferred to the following site as follows:

Describe here or attach special instructions

3. Schedule of Disposition

Data shall be disposed of by the following date:

As soon as commercially practicable.

By Date:

4. Signature

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Authorized Representative of LEA

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Date

5. Verification of Disposition of Data

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Authorized Representative of Provider

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Date



**EXHIBIT “F”****DATA SECURITY REQUIREMENTS****Adequate Cybersecurity Frameworks****2/24/2020**

The Education Security and Privacy Exchange (“Edspex”) works in partnership with the Student Data Privacy Consortium and industry leaders to maintain a list of known and credible cybersecurity frameworks which can protect digital learning ecosystems chosen based on a set of guiding cybersecurity principles\* (“Cybersecurity Frameworks”) that may be utilized by Provider.

## Cybersecurity Frameworks

Check those that apply	MAINTAINING ORGANIZATION/GROUP	FRAMEWORK(S)
<input checked="" type="checkbox"/>	National Institute of Standards and Technology (NIST)	NIST Cybersecurity Framework Version 1.1
<input type="checkbox"/>	National Institute of Standards and Technology (NIST)	NIST SP 800-53, Cybersecurity Framework for Improving Critical Infrastructure Cybersecurity (CSF), Special Publication 800-171
<input type="checkbox"/>	International Standards Organization (ISO)	Information technology — Security techniques — Information security management systems (ISO 27000 series)
<input type="checkbox"/>	Secure Controls Framework Council, LLC	Security Controls Framework (SCF)
<input type="checkbox"/>	Center for Internet Security (CIS)	CIS Critical Security Controls (CSC, CIS Top 20)
<input type="checkbox"/>	Office of the Under Secretary of Defense for Acquisition and Sustainment (OUSD(A&S))	Cybersecurity Maturity Model Certification (CMMC, ~FAR/DFAR)

Please visit <http://www.edspex.org> for further details about the noted frameworks.

\*Cybersecurity Principles used to choose the Cybersecurity Frameworks are located here

**EXHIBIT "G"****Supplemental SDPC State Terms for [State]**Version 1

Providers/Operators are to comply with the Florida Student Online Personal Information Protection Act, Florida Statute 1006.1494. This Act (effective 7/1/2023 and initiated from SB 662 in 2023) establishes new and different terms than those outlined in the National Student Data Privacy Agreement contained herein. Providers/Operators are subject to all of the Act's privacy terms, including, but not limited to the following:

1) An operator may not knowingly do any of the following:

a) Engage in targeted advertising on the operator's site, service, or application, or targeted advertising on any other site, service, or application if the targeting of the advertising is based on any information, including covered information and persistent unique identifiers, which the operator has acquired because of the use of that operator's site, service or application for K-12 school purposes.

b) Use covered information, including persistent unique identifiers, created, or gathered by the operator's site service, or application to amass a profile of a student, except in furtherance of k-12 school purposes. ....

c) Share, sell, or rent a student's information, including covered information ....

2) An operator shall do all the following:

a) Collect no more covered information that is reasonably necessary to operate an Internet website, online service, online application, or mobile application....

b) Implement and maintain reasonable security procedures and practices appropriate to the nature of the covered information which are designed to protect it from unauthorized access destruction, use, modification, or disclosure.

c) Unless a parent or guardian expressly consents to the operator retaining a student's covered information, delete the covered information at the conclusion of the course, or corresponding program and no later than 90 days after a student is no longer enrolled in a school within the district, upon notice by the school district.

**EXHIBIT "H"**

**Additional Terms or Modifications**

Version \_\_\_\_\_

LEA and Provider agree to the following additional terms and modifications:  
(This is a free text field that the parties can use to add or modify terms in or to the DPA. If there are no additional or modified terms, this field should read "None." 618-1/4715859.1)

NONE









## EveryDay Labs Data Specification

Updated 6/30/2023; subject to change

# Data Specifications

Data files for EveryDay Intervention and EveryDay Pro:

- A. **Student Roster** (Required for all products)
- B. **Daily Attendance** (Required for all products)
- C. **School Site Information** (Required for all products)
- D. **Parent/Guardian Contacts** (Required for all products)
- E. **Calendar** (Required for all products)
- F. **Period-Level Attendance** (Recommended for EveryDay Pro)
- G. **Exclusion List** (Optional for EveryDay Intervention, N/A for EveryDay Pro)

→ *\*Reminder: To ensure 1st communications are sent out on schedule, **test files are due at least two weeks before data is due for your first communication.** All test files must be formatted according to the specifications in this document.*

The term [everyday-client-id] used in the file naming convention below is a placeholder. Your everyday-client-id is the name of the root folder on EveryDay Labs secure file transfer site (<https://files.everydaylabs.com>). It can also be obtained from your Program Manager.

## A. Student Roster (Required for all products)

One row per student enrollment

**Filename:** [everyday-client-id]\_student-roster\_YYYY-MM-DD.csv

Field	Required or Recommended	Format	Example Value	Additional Details
<b>student_id</b>	Required	String	"923479"	A unique identifier for each student. <b>This must be consistent across files!</b>
<b>first_name</b>	Required	String	"Casey"	The student's first name.
<b>last_name</b>	Required	String	"Lee"	The student's last name.
<b>school_id</b>	Required	String	"10000"	A unique identifier for the school. <b>This must be consistent across files!</b>
<b>school_name</b>	Required	String	"Town Academy"	The long name of the school the student attends for this row's enrollment.
<b>grade_level</b>	Required	String	"10"	The student's current grade level.
<b>birthdate</b>	Recommended	String	"2009-10-23"	Student's date of birth.
<b>enrollment_date</b>	Required	Date (yyyy-mm-dd)	"2023-08-12"	The date when the student was enrolled in the school.
<b>exit_date</b>	Required	Date (yyyy-mm-dd)	"2023-12-10"	The date when the student was unenrolled from the school in this row. This should be the last in-session day for the current school year if this is the student's current enrollment. Used to assure we only contact enrolled students.
<b>withdrawal_reason</b>	Recommended (Required for EveryDay Pro)	String	"W3 - Transferred out of district"	Used in determining whether or not a student graduated or withdrew for other reasons. Should be left blank for students who are active.
<b>gender</b>	Required	String	"Male"	Student's gender (we can accept this information in whatever format you record it in your SIS).

<b>home_lang_code</b>	Required	String	“EN”	The language that is spoken at home. This informs communication language.
<b>mailing_street_address</b>	Required	String	“123 Any Street”	Use the address where transcripts are sent.
<b>mailing_apartment_number</b>	Required if available	String	“Apt 4”	Required if this is stored in the SIS as a separate field from the “mailing_street_address”; can be left blank if apartment numbers are always included with mailing_street_address
<b>mailing_street_address_line_2</b>	Required if available	String	“- Subdivision 2”	Used if any additional information is needed for mail delivery
<b>mailing_city</b>	Required	String	“Any City”	
<b>mailing_state</b>	Required	string	“CA”	
<b>mailing_zip</b>	Required	integer	“12345”	
<b>home_hospital</b>	Optional (for Everyday Intervention)	String	“HH”	Students with special health problems, temporary illnesses, or injuries that prevent their attendance in school. <i>Let us know if you want to use this field to exclude students who should not receive communications. Alternatively, we can exclude these students through an attendance, program, or school code.</i>
<b>ses_status</b>	Recommended if stored separately from or in place of frpl_status	String	“Reduced”	Socioeconomic status indicator - Used for Intervention program reporting, individual student profiles, and for viewing attendance data broken down by SES status in Everyday Pro.
<b>ell_status</b>	Required for full product functionality*	String	“ESL”	English Language Learning Status - Used for Intervention program reporting, individual student profiles, and for viewing attendance data broken down by ELL status in Everyday Pro.
<b>race</b>	Required for full product functionality*	String	“White”	Used for Intervention program reporting, individual student profiles, and for viewing attendance data broken down by race in Everyday Pro.

<b>ethnicity</b>	Required for full product functionality*	String	“Hispanic”	Used for Intervention program reporting, individual student profiles, and for viewing attendance data broken down by ethnicity in EveryDay Pro.
<b>special_ed_status</b>	Required for full product functionality*	String	“IEP”	Used for Intervention program reporting, individual student profiles, and for viewing attendance data broken down by special education status in EveryDay Pro.
<b>homeless_status</b>	Required for full product functionality*	String	“D:Doubled Up”	Indicates if a student is homeless - Used for Intervention program reporting, individual student profiles, and for viewing attendance data broken down by homeless status in EveryDay Pro.
<b>foster_status</b>	Required for full product functionality*	Boolean (Yes/No, True/False, or 1/0)	“y”	Indicates if a student is in foster care - Used for Intervention program reporting, individual student profiles, and for viewing attendance data broken down by foster status in EveryDay Pro.

\* If any of the demographic fields are unavailable, please inform your EveryDay Labs program manager. The product can be implemented without these fields, but some features and functionality will be limited or unavailable.

## B. Daily Attendance (Required for all products)

*One row per student per day*

**Filename:** [everyday-client-id]\_daily-attendance\_YYYY-MM-DD.csv

Field	Required or Recommended	Format	Example Value	Additional Details
<b>student_id</b>	Required	String	"923479"	A unique identifier for each student. <b>This must be consistent across files!</b>
<b>school_id</b>	Required	String	"10000"	A unique identifier for the school. <b>This must be consistent across files!</b>
<b>school_name</b>	Required	String	"Town Academy"	The long name of the school the student attends.
<b>attendance_date</b>	Required	Date (yyyy-mm-dd)	2023-10-05	The date of the attendance record in the form YYYY-MM-DD
<b>attendance_code</b>	Required	String	"UT"	The specific code used to identify different attendance event types
<b>attendance_code_desc</b>	Recommended	String	"Unexcused"	The description or long-name of the attendance code
<b>attendance_value</b>	Recommended	Float	"0.0"	Should be 0 or 1, where 0 is Absent and 1 is Present

## C. School Site Information (Required for all products)

One row per school

**Filename:** [everyday-client-id]\_school-site-info\_YYYY-MM-DD.csv

Field	Required or Recommended	Format	Example Value	Additional Details
<b>school_id</b>	Required	String	"09276"	A unique identifier for the school. <b>This must be consistent across files!</b>
<b>school_name</b>	Required	String	"Town Academy"	The long name of the school.
<b>school_phone_number</b>	Required (for EveryDay Intervention)	String	"404-123-4567"	The main phone number for the school; can be used in mailed and text communications to prompt families to contact the school directly
<b>school_street_address</b>	Required (for EveryDay Intervention if school address is used as return address)	String	"123 Anytown Rd"	This field is required if using school addresses as the return address. <b>If this field is not provided, we will default to using a district-level return address.</b>
<b>school_city</b>	Required (for EveryDay Intervention if school address is used as return address)	String	"Anytown"	This field is required if using school addresses as the return address. <b>If this field is not provided, we will default to using a district-level return address.</b>
<b>school_state</b>	Required (for EveryDay Intervention if school address is used as return address)	String	"GA"	This field is required if using school addresses as the return address. <b>If this field is not provided, we will default to using a district-level return address.</b>
<b>school_zip</b>	Required (for EveryDay Intervention if school address is used as return address)	String	"54321"	This field is required if using school addresses as the return address. <b>If this field is not provided, we will default to using a district-level return address.</b>
<b>school_principal_name</b>	Required (for EveryDay Intervention)	String	"Kendal Sanchez"	

<b>school_principal_title</b>	Required (for EveryDay Intervention if title is not "Principal")	String	"School Director"	<b>Only required if the title is not "Principal"</b>
<b>school_principal_email</b>	Recommended (for EveryDay Intervention)	String	"sank@ausd.org"	Used for optional resources on the back of Mail Nudges for EveryDay Intervention.

## D. Parent/Guardian Contacts (Required for all products)

Each row should be a single parent/guardian. Since guardians can be responsible for more than one student, the guardian should be repeated on multiple lines, one for each student.

**Filename:** [everyday-client-id]\_guardian-contacts\_YYYY-MM-DD.csv

Field	Required or Recommended	Format	Example Value	Additional Details
<b>student_id</b>	Required	String	"923479"	A unique identifier for each student. <b>This must be consistent across files!</b>
<b>school_id</b>	Required	String	"10000"	A unique identifier for the school. <b>This must be consistent across files!</b>
<b>school_name</b>	Recommended	String	"Any Middle School"	The long name of the school the student attends.
<b>contact_id</b>	Required	String	"4815162342"	A unique identifier for each parent/guardian contact.
<b>contact_name</b>	Required	String	"Thompson, Klay"	Name of parent/guardian contact. This information will be displayed in the format it is sent.
<b>is_parent_guardian</b>	Required	Boolean (Yes/No, True/False, or 1/0)	"Yes"	Indicates whether or not the contact is a legal parent or guardian. <b>Only parents and guardians may receive communications from EveryDay Labs.</b>
<b>guardian_order</b>	Required if available	String	"1"	Used to indicate who is the primary, secondary, etc. guardian. <b>If the primary guardian has missing or inaccurate contact information, we will use the secondary guardian's information.</b>
<b>phone1</b>	Required	String	"456-789-1230"	Parent/guardian contact's cell phone number.
<b>phone2</b>	Required if available	String	"456-789-1230"	Parent/guardian contact's additional cell phone number.
<b>email1</b>	Recommended	String	"smith@gmail.com"	Parent/guardian contact's email address. Used in a Student Success Module on the back of Mail Nudges



## E. Calendar (Required for all products)

If calendar varies by school, include one row per school per day

**Filename:** [everyday-client-id]\_district-calendar\_YYYY-MM-DD.csv

Field	Required or Recommended	Format	Example Value	Additional Details
<b>school_name</b>	Required (if calendars vary among schools)	String	"Any Middle School"	The long name of the school. <b>This field is only required if calendars vary among schools.</b>
<b>school_id</b>	Required (if calendars vary among schools)	String	"09276"	A unique identifier for the school. <b>This field is only required if calendars vary among schools. If this field is blank, EveryDay Labs will assume this row applies to all schools which are not listed in the Calendar file.</b>
<b>calendar_date</b>	Required	Date (yyyy-mm-dd)	"2023-11-28"	Include every day from the first day of school through the last day. Weekends are optional.
<b>calendar_code</b>	Required	String	"N"	The code that identifies whether or not school is in session that day.
<b>calendar_code_desc</b>	Recommended	String	"In Service Day"	The description of the calendar code. If you can't provide this in the Calendar file, we will need a separate file with a key.
<b>attendance_value</b>	Required	Float	"1"	The attendance value assigned to a particular day. Should be either 0 or 1 where 0 means no school, and 1 means a school day for students.

## F. Period-Level Attendance

*Period-level attendance data is only required for grade levels with periods (typically middle and high schools).*

*For future EveryDay Pro features*

**Filename:** [everyday-client-id]\_period-attendance\_YYYY-MM-DD.csv

Field	Required or Recommended	Format	Example Value	Additional Details
<b>student_id</b>	Required	String	"923479"	A unique identifier for each student. <b>This must be consistent across files!</b>
<b>school_id</b>	Required	String	"10000"	A unique identifier for the school. <b>This must be consistent across files!</b>
<b>school_name</b>	Recommended	String	"Town Academy"	The long name of the school the student attends.
<b>attendance_date</b>	Required	Date (yyyy-mm-dd)	2023-10-05	The date of the attendance record in the form YYYY-MM-DD
<b>period_number</b>	Required	String	"1"	The period number associated with each row of data
<b>period_name</b>	Required	String	"Algebra I"	The period or course name associated with each row of data.
<b>attendance_code</b>	Required	String	"UT"	The specific code you use to identify different attendance event types.
<b>attendance_code_desc</b>	Required (if available)	String	"Excused - Tardy"	The description or long-name of the attendance code
<b>attendance_value</b>	Recommended	Float	"0.5"	Numeric value of attendance code, where "Present" = 1, "Absent" = 0, and fractional values for partial attendance are allowed.

## G. Exclusion List (Optional for Everyday Intervention, N/A for Everyday Pro)

*One row per student*

**Filename:** [everyday-client-id]\_exclusion-list\_YYYY-MM-DD.csv

Field	Required or Recommended	Format	Example Value	Additional Details
<b>student_id</b>	Required	String	"923479"	A unique identifier for each student. <b>This must be consistent across files!</b>