

DATA PRIVACY AGREEMENT (DPA)  
FOR TEXAS K-12 INSTITUTIONS

Dripping Springs ISD

09.09.19

|                  |              |
|------------------|--------------|
| LEA NAME [Box 1] | DATE [Box 2] |
|------------------|--------------|

and

|                       |                               |
|-----------------------|-------------------------------|
| BrainPOP LLC          | <del>09.09.19</del> 8/20/2019 |
| OPERATOR NAME [Box 3] | DATE [Box 4]                  |

### **Background and Instructions**

**History of Agreement-** This agreement has been drafted by the Texas Student Privacy Alliance (TXSPA). The Alliance is a collaborative group of Texas school districts that share common concerns around student and data privacy. The Texas K-12 CTO Council is the organization that sponsors the TXSPA and the TXSPA is the Texas affiliate of the national Student Data Privacy Consortium (SDPC). The SDPC works with other state alliances by helping establish common data privacy agreements unique to the jurisdiction of each state. This Texas agreement was drafted specifically for K-12 education institutions and included broad stakeholder input from Texas school districts, statewide associations such as TASB, TASA, and TASBO, and the Texas Education Agency. The purpose of this agreement is to set standards of both practice and expectations around data privacy such that all parties involved have a common understanding of expectations. This agreement also provides a mechanism (Exhibit E- General Offer of Terms) that would allow an Operator to extend the ability of other Texas school districts to be covered under the terms of the agreement should an Operator sign Exhibit E. This mechanism is intended to create efficiencies for both Operators and LEAs and generally enhance privacy practices and expectations for K-12 institutions and for companies providing services to K-12 institutions.

**Instructions for Operators:** This agreement is intended to be provided to an Operator from a LEA. The Operator should fully read the agreement and is requested to complete the below areas of the agreement. Once the Operator accepts the terms of the agreement, the Operator should wet sign the agreement and return it to the LEA. Once the LEA signs the agreement, the LEA should provide a signed copy of the agreement to the Operator.

| Article/Exhibit | Box #                | Description   |
|-----------------|----------------------|---|
| Cover Page      | Box # 3              | Official Name of Operator   |
| Cover Page      | Box # 4              | Date Signed by Operator   |
| Recitals        | Box #5               | Contract Title for Service Agreement  |
| Recitals        | Box #6               | Date of Service Agreement   |
| Article 7       | Boxes #7-10          | Operator's designated representative  |
| Signature Page  | Boxes #15-19         | Authorized Operator's representative signature  |
| Exhibit A       | Box #25              | Description of services provided  |
| Exhibit B       | All Applicable Boxes | <ul style="list-style-type: none"><li>• Operator notates if data is collected to provide the described services.</li><li>• Defines the schedule of data required for the Operator to provide the services outlined in Exhibit A</li></ul> |
| Exhibit D       | All Applicable Boxes | (Optional Exhibit): Defines deletion or return of data expectations by LEA  |

|           |                      |  |
|-----------|----------------------|--|
| Exhibit E | All Applicable Boxes | (Optional Exhibit): Operator may, by signing the Form of General Offer of Privacy Terms (General Offer, attached as <u>Exhibit E</u> ), be bound by the terms of this DPA to any other Subscribing LEA who signs the acceptance in said Exhibit. |
| Exhibit F | Boxes # 25-29        | A list of all Subprocessors used by the Operator to perform functions pursuant to the Service Agreement, list security programs and measures, list Operator's security measures  |

**Instructions for LEA and/or Subscribing LEA:** This agreement is intended to be provided to an Operator from a LEA. Upon receiving an executed agreement from an Operator, the LEA should fully review the agreement and if agreeable, should have an authorized LEA contact wet sign the agreement. Once signed by both the Operator and LEA, the LEA should send a copy of the signed agreement to the Operator.

| Article/Exhibit | Box #                | Description  |
|-----------------|----------------------|--|
| Cover Page      | Box # 1              | Official Name of LEA   |
| Cover Page      | Box #2               | Date Signed by LEA   |
| Article 7       | Boxes #11-14         | LEA's designated representative  |
| Signature Page  | Boxes #20-24         | Authorized LEA representative's signature                                  |
| Exhibit D       | All Applicable Boxes | (Optional Exhibit): Defines deletion or return of data expectations by LEA |
| Exhibit E       | All Applicable Boxes | (Optional Exhibit) Only to be completed by a Subscribing LEA               |

## RECITALS

**WHEREAS**, the Operator has agreed to provide the Local Education Agency ("LEA") with certain digital educational services ("Services") according to a contract titled "Terms of Use" and dated    (the "Service Agreement"); and

[Box 5]

and  
Privacy Policy

[Box 6]

**WHEREAS**, in order to provide the Services described in the Service Agreement, the Operator may

receive or create and the LEA may provide documents or data that are covered by federal statutes, among them, the Federal Educational Rights and Privacy Act ("FERPA") at 20 U.S.C. 1232g (34 CFR Part 99), Children's Online Privacy Protection Act ("COPPA"), 15 U.S.C. 6501-6506, and Protection of Pupil Rights Amendment ("PPRA") 20 U.S.C. 1232h; and

**WHEREAS**, the documents and data transferred from LEAs and created by the Operator's Services are also subject to state student privacy laws, including Texas Education Code Chapter 32; and

**WHEREAS**, the Operator may, by signing the "General Offer of Privacy Terms", agree to allow other

LEAs in Texas the opportunity to accept and enjoy the benefits of this DPA for the Services described within, without the need to negotiate terms in a separate DPA.

**NOW THEREFORE**, for good and valuable consideration, the parties agree as follows:

## ARTICLE I: PURPOSE AND SCOPE

1. **Nature of Services Provided.** The Operator has agreed to provide digital educational services as outlined in Exhibit A and the Agreement
2. **Purpose of DPA.** For Operator to provide services to the LEA it may become necessary for the LEA to share certain LEA Data. This DPA describes the Parties' responsibilities to protect Data.
3. **Data to Be Provided.** In order for the Operator to perform the Services described in the Service Agreement, LEA shall provide the categories of data described in the Schedule of Data, attached as Exhibit B.
4. **DPA Definitions.** The definitions of terms used in this DPA are found in Exhibit C. In the event of a conflict, definitions used in this DPA shall prevail over terms used in the Service Agreement

will continue to be the property of and under the control of the LEA. The Operator further

## ARTICLE II: DATA OWNERSHIP AND AUTHORIZED ACCESS

1. **Ownership of Data.** All Data transmitted to the Operator pursuant to the Service Agreement is and

acknowledges and agrees that all copies of such Data transmitted to the Operator, 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 Data. The Parties agree that as between them, all rights, including all intellectual property rights in and to Data contemplated per the Service Agreement shall remain the exclusive property of the LEA.

2. **Operator Materials.** Operator retains all right, title and interest in and to any and all of Operator's software, materials, tools, forms, documentation, training and implementation materials and intellectual property ("Operator Materials"). Operator grants to the LEA a personal, nonexclusive license to use the Operator Materials for its own non-commercial, incidental use as set forth in the Service Agreement. Operator represents that it has all intellectual property rights necessary to enter into and perform its obligations in this DPA and the Service Agreement, warrants to the District that the District will have use of any intellectual property contemplated by the Service Agreement free and clear of claims of any nature by any third Party including, without limitation, copyright or patent infringement claims, and agrees to indemnify the District for any related claims.
3. **Parent Access.** LEA shall establish reasonable procedures by which a parent, legal guardian, or eligible student may review Data on the pupil's records, correct erroneous information, and procedures for the transfer of pupil-generated content to a personal account, consistent with the functionality of services. Operator shall respond in a reasonably timely manner (and no later than 28 days from the date of the request) to the LEA's request for Data in a pupil's records held by the Operator to view or correct as necessary. In the event that a parent of a pupil or other individual contacts the Operator to review any of the Data accessed pursuant to the Services, the Operator shall refer the parent or individual to the LEA, who will follow the necessary and proper procedures regarding the requested information.
4. **Data Portability.** Operator shall, at the request of the LEA, make Data available including Pupil Generated Content in a readily accessible format.
5. **Third Party Request.** Should a Third Party, including law enforcement or a government entity, contact Operator with a request for data held by the Operator pursuant to the Services, the Operator shall immediately (within 1 business day), and to the extent legally permitted, redirect the Third Party to request the data directly from the LEA, notify the LEA of the request, and provide a copy of the request to the LEA. Furthermore, if legally permissible, Operator shall promptly notify the LEA of a subpoena compelling disclosure to a Third Party and provide a copy of the subpoena with sufficient time for the LEA to raise objections to the subpoena. The Operator will not use, disclose, compile, transfer, or sell the Data and/or any portion thereof to any third party or other entity or allow any other third party or other entity to use, disclose, compile, transfer or sell the Data and/or any portion thereof. Notwithstanding any provision of this DPA or Service Agreement to the contrary, Operator understands that the LEA is subject to and will comply with the Texas Public Information Act (Chapter 552, Texas Government Code). Operator understands and agrees that information, documentation and other material in connection with the DPA and Service Agreement may be subject to public disclosure.
6. **No Unauthorized Use.** Operator shall use Data only for the purpose of fulfilling its duties and obligations under the Service Agreement and will not share Data with or disclose it to any Third Party without the prior written consent of the LEA, except as required by law or to fulfill its duties and obligations under the Service Agreement.
7. **Subprocessors.** All Subprocessors used by the Operator to perform functions pursuant to the Service Agreement shall be identified in **Exhibit F**. Operator shall either (1) enter into written agreements with all Subprocessors performing functions pursuant to the Service Agreement, such that the Subprocessors agree to protect Data in a manner the same as or better than as provided pursuant to the terms of this DPA, or (2) indemnify and hold harmless the LEA, its officers, agents, and employees from any and all claims, losses, suits, or liability including attorneys' fees for damages or costs resulting from the acts or omissions of its Subprocessors. Operator shall periodically conduct or review compliance monitoring and assessments of Subprocessors to

determine their compliance with this DPA. Subprocessors shall agree to the provisions of the DPA regarding governing law, venue, and jurisdiction.

### ARTICLE III: DUTIES OF LEA

1. **Provide Data In Compliance With State and Federal Law.** LEA shall provide data for the purposes of the Service Agreement in compliance with FERPA, COPPA, PPRA, Texas Education Code Chapter 32, and all other Texas privacy statutes cited in this DPA as these laws and regulations apply to the contracted services. The LEA shall not be required to provide Data in violation of applicable laws. Operator may not require LEA or users to waive rights under applicable laws in connection with use of the Services.
2. **Consider Operator as School Official.** The Parties agree that Operator is a “school official” under FERPA and has a legitimate educational interest in personally identifiable information from education records. For purposes of the Service Agreement and this DPA, Operator: (1) provides a service or function for which the LEA would otherwise use employees; (2) is under the direct control of the LEA with respect to the use and maintenance of education records; and (3) is subject to the requirements of FERPA governing the use and redisclosure of personally identifiable information from education records
3. **Reasonable Precautions.** LEA shall take reasonable precautions to secure usernames, passwords, and any other means of gaining access to the services and hosted data.
4. **Unauthorized Access Notification.** LEA shall notify Operator promptly of any known unauthorized access. LEA will assist Operator in any efforts by Operator to investigate and respond to any unauthorized access.

### ARTICLE IV: DUTIES OF OPERATOR

1. **Privacy Compliance.** Operator may receive Personally Identifiable Information (“PII”) from the District in the course of fulfilling its duties and obligations under the Service Agreement. The Operator shall comply with all applicable State and Federal laws and regulations pertaining to data privacy and security including FERPA, COPPA, PPRA, Texas Education Code Chapter 32, and all other Texas privacy statutes cited in this DPA.
2. **Employee Obligation.** Operator shall require all employees and agents who have access to Data to comply with all applicable provisions of this DPA with respect to the data shared under the Service Agreement. Operator agrees to require and maintain an appropriate confidentiality agreement from each employee or agent with access to Data pursuant to the Service Agreement.
3. **De-identified Information.** De-identified Information may be used by the Operator only for the purposes of development, product improvement, to demonstrate or market product effectiveness, or research as any other member of the public or party would be able to use de-identified data pursuant to 34 CFR 99.31(b). Operator agrees not to attempt to re-identify De-identified Information and not to transfer De-identified Information to any party unless (a) that party agrees in writing not to attempt re-identification, and (b) prior written notice has been given to LEA who has provided prior written consent for such transfer. Operator shall not copy, reproduce or transmit any De-identified Information or other Data obtained under the Service Agreement except as necessary to fulfill the Service Agreement.
4. **Access To, Return, and Disposition of Data.** Upon written request of LEA, Operator shall dispose of or delete all Data obtained under the Service Agreement when it is no longer needed for the purpose for which it was obtained, and transfer said data to LEA or LEA’s designee within sixty (60) days of the date of termination and according to a schedule and procedure as the Parties may reasonably agree. Operator acknowledges LEA’s obligations regarding retention of governmental data, and shall not destroy Data except as permitted by LEA. Nothing in the Service Agreement shall authorize Operator to maintain Data obtained under the Service Agreement beyond the time



period reasonably needed to complete the disposition. Disposition shall include (1) the shredding of any hard copies of any Data; (2) Data Destruction; or (3) Otherwise modifying the personal information in those records to make it unreadable or indecipherable. Operator shall provide written notification to LEA when the Data has been disposed of. The duty to dispose of Data shall not extend to data that has been de-identified or placed in a separate Student account, pursuant to the other terms of the DPA. The LEA may employ a “Request for Return or Deletion of Data” FORM, a sample of this form is attached on Exhibit “D”. Upon receipt of a request from the LEA, the Operator will immediately provide the LEA with any specified portion of the Data within five (5) business days of receipt of said request.

5. **Targeted Advertising Prohibition.** Operator is prohibited from using or selling Data to (a) market or advertise to students or families/guardians; (b) inform, influence, or enable marketing, advertising, or other commercial efforts by a Operator; (c) develop a profile of a student, family member/guardian or group, for any commercial purpose other than providing the Service to LEA; or (d) use the Data for the development of commercial products or services, other than as necessary to provide the Service to LEA. This section does not prohibit Operator from generating legitimate personalized learning recommendations.

(di) **Access to Data.** Operator shall make Data in the possession of the Operator available to the LEA within five (5) business days of a request by the LEA.

## ARTICLE V: DATA PROVISIONS

1. **Data Security.** The Operator agrees to abide by and maintain adequate data security measures, consistent with industry standards and technology best practices, to protect Data from unauthorized disclosure or acquisition by an unauthorized person. The general security duties of Operator are set forth below. Operator shall further detail its security programs and measures in Exhibit F. These measures shall include, but are not limited to:
- a. **Passwords and Employee Access.** Operator shall secure usernames, passwords, and any other means of gaining access to the Services or to Data, at a level consistent with an industry standard agreed upon by LEA (e.g. suggested by Article 4.3 of NIST 800-63-3). Operator shall only provide access to Data to employees or subprocessors that are performing the Services. Employees with access to Data shall have signed confidentiality agreements regarding said Data. All employees with access to Data shall pass criminal background checks.
  - b. **Security Protocols.** Both parties agree to maintain security protocols that meet industry best practices in the transfer or transmission of any data, including ensuring that data may only be viewed or accessed by parties legally allowed to do so. Operator shall maintain all data obtained or generated pursuant to the Service Agreement in a secure computer environment.
  - c. **Employee Training.** The Operator shall provide periodic security training to those of its employees who operate or have access to the system.
  - d. **Security Technology.** When the Services are accessed using a supported web browser, Secure Socket Layer (“SSL”) or equivalent technology shall be employed to protect data from unauthorized access. The service security measures shall include server authentication and data encryption. Operator shall host data pursuant to the Service Agreement in an environment using a firewall that is periodically updated according to industry standards.
  - f. **Security Contact.** Operator shall provide the name and contact information of Operator’s Security Contact on Exhibit F. The LEA may direct security concerns or questions to the Security Contact.

- g. Periodic Risk Assessment.** Operator shall conduct periodic risk assessments and remediate any identified security and privacy vulnerabilities in a timely manner. Upon request, Operator will provide the LEA an executive summary of the risk assessment or equivalent report and confirmation of remediation.
  - h. Backups.** Operator agrees to maintain backup copies, backed up at least daily, of Data in case of Operator's system failure or any other unforeseen event resulting in loss of any portion of Data.
  - i. Audits.** Within 30 days of receiving a request from the LEA, and not to exceed one request per year, the LEA may audit the measures outlined in the DPA. The Operator will cooperate fully with the LEA and any local, state, or federal agency with oversight authority/jurisdiction in connection with any audit or investigation of the Operator and/or delivery of Services to students and/or LEA, and shall provide full access to the Operator's facilities, staff, agents and LEA's Data and all records pertaining to the Operator, LEA and delivery of Services to the Operator. Failure to cooperate shall be deemed a material breach of the DPA. The LEA may request an additional audit if a material concern is identified.
  - j.** Operator shall 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 any portion of Data, including PII, and agrees to provide LEA, upon request, an executive summary of the written incident response plan.
- 2. Data Breach.** When Operator reasonably suspects and/or becomes aware of an unauthorized disclosure or security breach concerning any Data covered by this Agreement, Operator shall notify the District within 24 hours. The Operator shall take immediate steps to limit and mitigate the damage of such security breach to the greatest extent possible. If the incident involves criminal intent, then the Operator will follow direction from the Law Enforcement Agencies involved in the case.
- a.** The security breach notification to the LEA shall be written in plain language, and address the following

    - 1. A list of the types of personal information that were or are reasonably believed to have been the subject of a breach.
    - 2. A description of the circumstances surrounding the disclosure or breach, including the actual or estimated, time and date of the breach, and Whether the notification was delayed as a result of a law enforcement investigation.
  - b.** Operator agrees to adhere to all requirements in applicable state and federal law with respect to a Data breach or disclosure, including any required responsibilities and procedures for notification or mitigation
  - c.** In the event of a breach or unauthorized disclosure, the Operator shall cooperate fully with the LEA, including, but not limited to providing appropriate notification to individuals impacted by the breach or disclosure. Operator will reimburse the LEA in full for all costs incurred by the LEA in investigation and remediation of any Security Breach caused in whole or in part by Operator or Operator's subprocessors, including but not limited to costs of providing notification and providing one year's credit monitoring to affected individuals if PII exposed during the breach could be used to commit financial identity theft.
  - d.** The LEA may immediately terminate the Service Agreement if the LEA determines the Operator has breached a material term of this DPA.
  - e.** The Operator's obligations under Section 7 shall survive termination of this DPA and Service Agreement until all Data has been returned and/or Securely Destroyed.



## ARTICLE VI- GENERAL OFFER OF PRIVACY TERMS

1. **General Offer of Privacy Terms.** Operator may, by signing the attached Form of General Offer of

Privacy Terms (General Offer, attached as **Exhibit E**), be bound by the terms of this DPA to any other LEA who signs the acceptance in said Exhibit.

## ARTICLE VII: MISCELLANEOUS

1. **Term.** The Operator shall be bound by this DPA for the duration of the Service Agreement or so long as the Operator maintains any Data. Notwithstanding the foregoing, Operator agrees to be bound by the terms and obligations of this DPA for no less than three (3) years.
2. **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.
3. **Effect of Termination Survival.** If the Service Agreement is terminated, the Operator shall dispose of all of LEA's Data pursuant to Article IV, section 5.
4. **Priority of Agreements.** This DPA shall govern the treatment of Data in order to comply with the privacy protections, including those found in FERPA and all applicable privacy statutes cited in this DPA. In the event there is conflict between the terms of the DPA and the Service Agreement, or with any other bid/RFP, license agreement, terms of service, privacy policy, or other writing, the terms of this DPA shall apply and take precedence. Except as described in this paragraph, all other provisions of the Service Agreement shall remain in effect.
5. **Notice.** All notices or other communication required or permitted to be given hereunder must be in writing and given by personal delivery, facsimile or e-mail transmission (if contact information is provided for the specific mode of delivery), or first-class mail, postage prepaid, sent to the designated representatives before: The designated representative for the Operator for this Agreement is:

First Name:

Legal Department

[Box 7]

Last Name:

\_\_\_\_\_

[Box 8]

Operator's Company Name:

Brainpop LLC

[Box 9]

Title of Representative:

\_\_\_\_\_

[Box 10]

The designated representative for the LEA for this Agreement is:

First Name:

Scott

[Box 11]

Last Name:

Drillette

[Box 12]

LEA's Name:

Dripping Springs ISD

[Box 13]

Title of Representative:

Assist. Superintendent of Finance and Operations

[Box 14]

6. **Entire Agreement.** This DPA constitutes the entire agreement of the parties relating to the subject matter and supersedes all prior communications, representations, or agreements, oral or written, by the Parties. 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

IN WITNESS WHEREOF, the parties have executed this DATA PRIVACY AGREEMENT FOR TEXAS K-12 INSTITUTIONS as of the last day noted below.

**Operator's Representative:**

BY: Avraham Kadar [Box 15] Date: 8/27/2019 [Box 16]

Printed Name: Dr. Avraham Kadar [Box 17] Title/Position: CEO and Founder [Box 18]

Address for Notice Purposes: 71 W 23<sup>rd</sup> St, 17<sup>th</sup> Fl, New York NY 10010 [Box 19]

**LEA's Representative**

BY: Scott P. Drillette [Box 20] Date: 9/19/19 [Box 21]

Printed Name: SCOTT DRILLETTE [Box 22] Title/Position: ASFO [Box 23]

Address for Notice Purposes: PO BOX 479, DRIPPING SPRINGS, TX 78620 [Box 24]

***Note: Electronic signature not permitted.***

EXHIBIT "A"

DESCRIPTION OF SERVICES

Description : [Box 25]

BrainPOP

BrainPOP Jr.

BrainPOP ELL

BrainPOP Español

BrainPOP Français

**EXHIBIT " B"**

**SCHEDULE OF DATA**

**Instructions:** Operator should identify if LEA data is collected to provide the described services. If LEA data is collected to provide the described services, check the boxes indicating the data type collected. If there is data collected that is not listed, use the "Other" category to list the data collected.

- ☐ We do not collect LEA Data to provide the described services.
- ☒ We do collect LEA Data to provide the described services.

**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 checked="" type="checkbox"/> |
|                                  | Other application technology meta data-Please specify:<br>_____   | <input type="checkbox"/>            |
| Application Use Statistics       | Meta data on user interaction with application- Please specify: <i>example: "the teacher saw X movie 3 times", teacher page event!</i><br><i>never student metadata</i> | <input checked="" type="checkbox"/> |
| Assessment                       | Standardized test scores  | <input type="checkbox"/>            |
|                                  | Observation data  | <input type="checkbox"/>            |
|                                  | Other assessment data-Please specify:<br>_____  | <input type="checkbox"/>            |
| Attendance                       | Student school (daily) attendance data  | <input type="checkbox"/>            |
|                                  | Student class attendance data   | <input type="checkbox"/>            |
| Communications                   | Online communications that are captured (emails, blog entries)  | <input type="checkbox"/>            |
| Conduct                          | Conduct or behavioral data  | <input type="checkbox"/>            |
|                                  | Date of Birth   | <input type="checkbox"/>            |

|                                     |  |                                     |
|-------------------------------------|--|-------------------------------------|
| Demographics                        | Place of Birth   | <input type="checkbox"/>            |
|                                     | Gender   | <input type="checkbox"/>            |
|                                     | Ethnicity or race  | <input type="checkbox"/>            |
|                                     | Language information (native, preferred or primary language spoken by student) | <input type="checkbox"/>            |
|                                     | Other demographic information-Please specify:                                  | <input type="checkbox"/>            |
| Enrollment                          | Student school enrollment  | <input 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 checked="" type="checkbox"/> |
|                                     | Other enrollment information-Please specify:<br>_____                          | <input type="checkbox"/>            |
| Parent/Guardian Contact Information | Address  | <input type="checkbox"/>            |
|                                     | Email  | <input type="checkbox"/>            |
|                                     | Phone  | <input type="checkbox"/>            |
| Parent/Guardian ID                  | Parent ID number (created to link parents to students)                         | <input type="checkbox"/>            |
| Parent/Guardian Name                | First and/or Last  | <input type="checkbox"/>            |
| Schedule                            | Student scheduled courses  | <input type="checkbox"/>            |
|                                     | Teacher names  | <input checked="" type="checkbox"/> |
| Special Indicator                   | English language learner information   | <input type="checkbox"/>            |
|                                     | Low income status  | <input type="checkbox"/>            |
|                                     | Medical alerts /health data  | <input type="checkbox"/>            |
|                                     | Student disability information   | <input type="checkbox"/>            |
|                                     | Specialized education services (IEP or 504)                                    | <input type="checkbox"/>            |
|                                     | Living situations (homeless/foster care)                                       | <input type="checkbox"/>            |
|                                     | Other indicator information-Please specify:<br>_____                           | <input type="checkbox"/>            |

| Category of Data            | Elements   | Check if used by your system        |
|-----------------------------|--|-------------------------------------|
| Student Contact Information | Address  | <input type="checkbox"/>            |
|                             | Email  | <input type="checkbox"/>            |
|                             | Phone  | <input type="checkbox"/>            |
| Student Identifiers         | Local (School district) ID number  | <input type="checkbox"/>            |
|                             | State ID number  | <input type="checkbox"/>            |
|                             | Vendor/App assigned student ID number  | <input type="checkbox"/>            |
|                             | Student app username   | <input checked="" type="checkbox"/> |
|                             | Student app passwords  | <input checked="" 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 checked="" type="checkbox"/> |
|                             | Other student work data -Please specify:<br>See exhibit B "other"  | <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:<br>See exhibit B "other"  | <input type="checkbox"/>            |
|                             | Student bus assignment   | <input type="checkbox"/>            |
|                             | Student pick up and/or drop off location   | <input type="checkbox"/>            |



|  |                |   |                                     |
|--|----------------|---|-------------------------------------|
|  | Transportation | Student bus card ID number  | <input type="checkbox"/>            |
|  |                | Other transportation data -Please specify:<br><div style="background-color: yellow; height: 15px; width: 100%;"></div>  | <input type="checkbox"/>            |
|  |                |   |                                     |
|  | Other          | Please list each additional data element used, stored or collected through the services defined in Exhibit A<br><div style="background-color: yellow; height: 15px; width: 100%;"> <i>See attached</i> </div> | <input checked="" type="checkbox"/> |

## **EXHIBIT B – “OTHER”**

### **We collect the following types of information:**

**Information collected during subscription process:** During the registration process for any of our subscription types, we ask the subscriber to provide us with a name, email address, school or district affiliation (when applicable), phone number, and billing information. We use the contact information to send users service-related announcements. For instance, we may send emails about routine maintenance or new feature launches. We may also use this contact information to request feedback on our products and services, to inform future customer service and product improvements. All such communications include an opt-out feature.

**Username and password:** Subscribers may create a username and password during the registration process, or, if they prefer, we can assign these credentials. We use subscribers' usernames and passwords to authenticate log-ins; allow access to the paid content; and monitor subscription compliance. The username is also used to authenticate users when they request technical support. Passwords are all encrypted when stored. For more information on our security practices, see "How We Store and Process Your Information" below.

**Information collected automatically:** We automatically receive and record information on our server logs from a user's browser, including the user's IP address. We use IP addresses to maintain a user's session, and we do not store them after the user's session has ended. We also use the IP address to see whether a user is located outside of the United States, where a country-wide log-in option is activated. We do not store this information beyond the initial page load, and we do not otherwise combine this information with other PII.

We also use cookies, a standard feature found in browser software, in order to establish and authenticate user sessions, enable access to paid content, and monitor potential account misuse. We do not use cookies to collect personally identifiable information and we do not combine such general information with other PII to identify a user. Disabling our cookies will prevent access to paid content and limit some of the functionalities within our website(s) or app(s). To learn more about browser cookies, including how to manage or delete them, look in the Tools or Help section of your Web browser, or visit [allaboutcookies.org](http://allaboutcookies.org).

We do not collect users' web search history across third party websites or search engines. However, if a user navigates to our website via a web search, their web browser may automatically provide us with the web search term they used in order to find us. Our website does not honor "do not track" signals transmitted by users' web browsers, so we encourage you to visit the following link if you would like to opt out of certain tracking: <http://www.networkadvertising.org/choices> or <http://www.aboutads.info/choices/>. Note that if you wish to opt out, you will need to do so separately for each of your devices and for each web browser you use (such as Internet Explorer®, Firefox®, Safari®).

**Third parties:** We may use a variety of third party service providers, such as analytics companies, to understand usage of our services. We may allow those providers to place and read their own cookies, electronic images known as web beacons or single-pixel gifs and similar technologies, to help us measure how users interact with our services. This technical information is collected directly and automatically by these third parties. If you wish to opt out of third party cookies, you may do so through your browser, as mentioned above in Information collected automatically.

**Information collected when using My BrainPOP®:** School, district, and homeschool subscriptions include the option of using My BrainPOP, our individual accounts system, which allows students and their teachers to keep track of learning. Student and teacher accounts are organized into classrooms created by the teachers of the subscribing school. For these accounts, we ask teachers to enter their first and last name and their students'; their username; the class with which they are associated; and a security question for use if they need to reset their password. We also require the teachers' email for password recovery and for sending notifications or messaging about new features, product use recommendations, efficiency testing, backup schedules, survey and research participation invitations, and more (messaging may not be available in all jurisdictions). An opt-out link will be included at the bottom of messages that are not solely operational. The only Personally Identifiable Information collected about students is their name, class, graduation year, and work associated with the account (student records). If a student uses the Make-a-Movie™ feature, his or her recorded voice may also be collected as part of the movie file that will be saved. We do NOT collect students' emails or addresses. We store the data created in each student account ("Student Records"), such as the history of BrainPOP movies they've watched, the quizzes and activities they've completed, Snapshots they've taken on certain GameUp® games, movies they've created using Make-a-Movie, and feedback provided by the teacher to the student through My BrainPOP. We do so for the purpose of enhancing teacher and student use of the website. Please see the Using My BrainPOP® section below for additional privacy and security information pertaining to My BrainPOP.

#### **We Do NOT Collect or Use Information As Follows:**

Certain activity pages and quizzes allow users to enter their names prior to printing or emailing (to a teacher, for example). We do not collect or store this information. A user may enter his or her name when taking a quiz on an app, but we do not collect it. That information is only stored on the user's device.

Other than in the places and for the purposes explicitly disclosed in this policy, we do not knowingly collect Personally Identifiable Information directly from users under the age of 13. If we learn that we have inadvertently collected any Personally Identifiable Information from a user under 13, we will take steps to promptly delete it. If you believe we have inadvertently collected personally identifiable information from a user under 13, please contact us at [privacy@brainpop.com](mailto:privacy@brainpop.com).

## **EXHIBIT “C”**

### **DEFINITIONS**

**HB 2087:** The statutory designation for what is now Texas Education Code Chapter 32 relating to pupil records.

**Data:** Data shall include, but is not limited to, the following: student data, educational records, employee data, metadata, user content, course content, materials, and any and all data and information that the District (or any authorized end user(s)) uploads or enters through their use of the product. Data also specifically includes all personally identifiable information in education records, directory data, and other non-public information for the purposes of Texas and Federal laws and regulations. Data as specified in Exhibit B is confirmed to be collected or processed by the Operator pursuant to the Services. Data shall not constitute that information that has been anonymized or de-identified, or anonymous usage data regarding a student’s use of Operator’s services.

**De-Identified Information (DII):** De-Identified Information is Data subjected to a process by which any Personally Identifiable Information (“PII”) is removed or obscured in a way that eliminates the risk of disclosure of the identity of the individual or information about them, and cannot be reasonably re-identified.

**Data Destruction:** Provider shall certify to the District in writing that all copies of the Data stored in any manner by Provider have been returned to the District and permanently erased or destroyed using industry best practices to assure complete and permanent erasure or destruction. These industry best practices include, but are not limited to, ensuring that all files are completely overwritten and are unrecoverable. Industry best practices do not include simple file deletions or media high level formatting operations.

**NIST 800-63-3:** Draft National Institute of Standards and Technology (“NIST”) Special Publication 800-63-3 Digital Authentication Guideline.

**Personally Identifiable Information (PII):** The terms “Personally Identifiable Information” or “PII” shall include, but are not limited to, Data, metadata, and user or pupil-generated content obtained by reason of the use of Operator’s software, website, service, or app, including mobile apps, whether gathered by Operator or provided by LEA or its users, students, or students’ parents/guardians. PII includes Indirect Identifiers, which is any information that, either alone or in aggregate, would allow a reasonable person to be able to identify a student to a reasonable certainty. For purposes of this DPA, Personally Identifiable Information shall include the categories of information listed in the definition of Data.

**Pupil-Generated Content:** The term “pupil-generated content” means materials or content created by a pupil during and for the purpose of education 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 pupil content.

**Subscribing LEA:** A LEA that was not party to the original Services Agreement and who accepts the Operator’s General Offer of Privacy Terms.

**Subprocessor:** For the purposes of this Agreement, the term “Subprocessor” (sometimes referred to as the “Subcontractor”) means a party other than LEA or Operator, who Operator uses for data collection, analytics, storage, or other service to operate and/or improve its software, and who has access to PII.

**Targeted Advertising:** Targeted advertising means presenting an advertisement to a student where the selection of the advertisement is based on student information, student records or student generated content or inferred over time from the usage of the Operator’s website, online service or mobile application by such student or the retention of such student’s online activities or requests over time.

**Texas Student Privacy Alliance:** The Texas Student Privacy Alliance (TXSPA) is a collaborative group of Texas school districts that share common concerns around student privacy. The goal of the TXSPA is to set standards of both practice and expectations around student privacy such that all parties involved have a common understanding of expectations. The Texas K-12 CTO Council is the organization that sponsors TXSPA and the TXSPA is the Texas affiliate of the National Student Privacy Consortium.

**EXHIBIT "D"**

SAMPLE REQUEST FOR RETURN OR DELETION OF DATA

**Instructions:** This Exhibit is optional and provided as a sample ONLY. It is intended to provide a LEA an example of what could be used to request a return or deletion of data.

DRIPPING SPRINGS ISD \_\_\_\_\_ directs \_\_\_\_\_ to  
LEA OPERATOR

dispose of data obtained by Operator pursuant to the terms of the Service Agreement between  
return LEA and Operator. The terms of the Disposition are set forth below:

**1. Extent of Return or Disposition**

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

☐ Return or Disposition is Complete. Disposition extends to all categories of data.

**2. Nature of Return or Disposition**

☐ Disposition shall be by destruction or deletion of data.

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

**3. Timing of Return or Disposition**

Data shall be returned or disposed of by the following date:

☐

As soon as commercially practicable

☐

By the following agreed upon date:

**4. Signatures**

\_\_\_\_\_  
Authorized Representative of LEA

\_\_\_\_\_  
Date:

**5. Verification of Disposition of Data**

\_\_\_\_\_  
Authorized Representative of Operator

\_\_\_\_\_  
Date:



**EXHIBIT "E"**

**GENERAL OFFER OF PRIVACY TERMS**

**Instructions:** This is an optional Exhibit in which the Operator may, by signing this Exhibit, be bound by the terms of this DPA to any other Subscribing LEAs who sign the acceptance in said Exhibit. The originating LEA SHOULD NOT sign this Exhibit, but should make Exhibit E, if signed by an Operator, readily available to other Texas K-12 institutions through the TXSPA web portal. Should a Subscribing LEA, after signing a separate Service Agreement with Operator, want to accept the General Offer of Terms, the Subscribing LEA should counter-sign the Exhibit E and notify the Operator that the General Offer of Terms have been accepted by a Subscribing LEA.

**1. Offer of Terms**

Operator offers the same privacy protections found in this DPA between it and

Dripping Springs ISD  
and which is dated 8/20/2019 to any other LEA ("Subscribing LEA") who accepts this General Offer through its signature below. This General Offer shall extend only to privacy protections and Operator's signature shall not necessarily bind Operator to other terms, such as price, term, or schedule of services, or to any other provision not addressed in this DPA. The Operator and the other LEA may also agree to change the data provided by LEA to the Operator to suit the unique needs of the LEA. The Operator may withdraw the General Offer in the event of:

- (1) a material change in the applicable privacy statutes;
- (2) a material change in the services and products listed in the Originating Service Agreement;
- (3) the expiration of three years after the date of Operator's signature to this Form.

Operator shall notify the Texas Student Privacy Alliance (TXSPA) in the event of any withdrawal so that this information may be may be transmitted to the Alliance's users.

**Operator's Representative:**

BY: Avraham Kader

Date: 8/27/2019

Printed Name: Dr. Avraham Kader

Title/Position: CEO and Founder

**2. Subscribing LEA**

A Subscribing LEA, by signing a separate Service Agreement with Operator, and by its signature below, accepts the General Offer of Privacy Terms. The Subscribing LEA and Operator shall therefore be bound by the same terms of this DPA. The Subscribing LEA, also by its signature below, agrees to notify Operator that it has accepted this General Offer, and that such General Offer is not effective until Operator has received said notification.

**Subscribing LEA's Representative:**

BY: Naomi Harper

Date: 6/30/2020

Naomi Harper

Director of Legal Affairs and Senior Counsel

Printed Name: SCOTT DRILLETTE

Title/Position: ASFO

**EXHIBIT “ F”**

**DATA SECURITY**

**1. Operator’s Security Contact Information:**

\_\_\_\_\_  
Named Security Contact [Box 26]

\_\_\_\_\_  
Email of Security Contact [Box 27]

\_\_\_\_\_  
Phone Number of Security Contact [Box 28]

**2. List of Operator’s Subprocessors:**

[Box 29]

**3. Additional Data Security Measures:**

[Box 30]

## **ADDITIONAL TERMS AND DEVIATIONS TO THE TEXAS STUDENT DATA PRIVACY AGREEMENT**

**Definitions:** “Service Agreement” shall be defined as the Terms of Use and Privacy Policy as posted on [www.brainpop.com](http://www.brainpop.com), as updated from time to time.

### **Article II: Data Ownership and Authorized Access**

Section 3 Parent Access: Remove “procedures for the transfer of pupil-generated content to a personal account. Add: “Parents can access the student account at any time by logging into their accounts and accessing their records. Parents can request the login information from their child or his/her teacher.”

Section 5 Third Party Request: Replace “ immediately (within 1 business day)” to “promptly”

Section 4, Subprocessors: BrainPOP will provide a list of subprocessors upon signing an NDA. Delete: “Subprocessors shall agree to the provisions of this DPA regarding governing law, venue, and jurisdiction” and replace with “Operator will remain responsible for its compliance with the obligations of this DPA and for any acts or omissions of the Subprocessors that cause the Operator to breach any of the Operator’s obligations under this DPA.”

### **Article IV: Duties of Operator**

Section 5, Access to, Return and Disposition of Data: Delete the first sentence and Add “Each school or District has access to a user-friendly administrator dashboard that allows direct control over the Student Records at all times. The administrator can create, update, review, modify and delete individual accounts, and monitor logins in the individual accounts. “Administrators” are only those individuals explicitly designated by the LEA. LEAs are able to delete information at any time and in real time using the Administrator Dashboard. Once information is deleted Operator, does not retain any copies. Teachers may also choose to archive the classroom they created. Classrooms that have been archived are retained for a period of two years. After such period, all information is automatically disposed and deleted; first it is deleted from the server and two weeks thereafter it is deleted from any backup server and cannot be restored. All student data will be deleted after a period of two years after expiration or termination of the applicable subscription. ”

### **Article V: Data Provisions**

Section 1(i) Audits: Remove and replace with the following Add the following: Upon reasonable request and no more than once per year, LEA may request to audit Operator's books, records and documents that are directly related to the DPA or to the LEA. Upon request, Operator will provide LEA with a third party security audit summary."

Section 2 Data Breach: Remove "within 24 hours" and replace with "within 72 hours".

## **Article VII – Miscellaneous**

Section 1, Term: Delete the second sentence and replace with the following: "Operator agrees to be bound by the terms and obligations of this DPA for the duration of the subscription or so long as the Operator maintains any Data."

Section 2, Termination: Delete "Service Agreement" and replace with "the applicable subscription"

Section 8, Governing Law; Venue and Jurisdiction – Add: "Notwithstanding the foregoing, any claim in connection with this DPA must first, and before taking any other legal action, be submitted to Operator in the form of a complaint (to: info@brainpop.com), to enable the parties to resolve the claim in a friendly and effective manner. Notwithstanding the foregoing, LEA may seek injunctive or other equitable relief to protect its intellectual property rights in any court of competent jurisdiction."