

WISCONSIN STUDENT DATA PRIVACY AGREEMENT

School District/Local Education Agency:

EAU CLAIRE AREA SCHOOL DISTRICT

AND

Provider:

Omega Labs Inc dba Boom Learning

Date:

January 19, 2021

This Wisconsin Student Data Privacy Agreement (“DPA”) is entered into by and between the Eau Claire Area School District (hereinafter referred to as “LEA”) and the provider,

Omega Labs Inc dba Boom Learning

(hereinafter referred to as “Provider”) on January 19, 2021. The Parties agree to the terms as stated herein.

## RECITALS

**WHEREAS**, the Provider has agreed to provide the Local Education Agency (“LEA”) with certain digital educational services (“Services”) pursuant to a contract dated January 19, 2021 (“Service Agreement”); and

**WHEREAS**, in order to provide the Services described in the Service Agreement, the Provider may receive or create, and the LEA may provide documents or data that are covered by several federal statutes, among them, the Family Educational Rights and Privacy Act (“FERPA”) at 20 U.S.C. 1232g and 34 CFR Part 99, Children’s Online Privacy Protection Act (“COPPA”), 15 U.S.C. 6501-6506; Protection of Pupil Rights Amendment (“PPRA”) 20 U.S.C. 1232h; and

**WHEREAS**, the documents and data transferred from LEAs and created by the Provider’s Services are also subject to Wisconsin state student privacy laws, including pupil records law under Wis. Stat. § 118.125 and notice requirements for the unauthorized acquisition of personal information under Wis. Stat. § 134.98; and

**WHEREAS**, for the purposes of this DPA, Provider is a school district official with legitimate educational interests in accessing educational records pursuant to the Service Agreement; and

**WHEREAS**, the Parties wish to enter into this DPA to ensure that the Service Agreement conforms to the requirements of the privacy laws referred to above and to establish implementing procedures and duties; and

**WHEREAS**, the Provider may, by signing the “General Offer of Privacy Terms” (Exhibit “E”), agree to allow other LEAs in Wisconsin the opportunity to accept and enjoy the benefits of this DPA for the Services described herein, 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. Purpose of DPA.** The purpose of this DPA is to describe the duties and responsibilities to protect student data transmitted to Provider from LEA pursuant to the Service Agreement, including compliance with all applicable statutes, including the FERPA, PPRA, COPPA, and applicable Wisconsin law, all as may be amended from time to time. In performing these services, the Provider shall be considered a School District Official with a legitimate educational interest, and performing services otherwise provided by the LEA. With respect to the use and maintenance of Student Data, Provider shall be under the direct control and supervision of the LEA.

**2. Nature of Services Provided.** The Provider has agreed to provide the following digital educational products and services described below and as may be further outlined in Exhibit “A” hereto:

To buy, create, store, assign, and record student progress (optional) on Boom Cards cloud-resident instructional materials.

**3. Student Data to Be Provided.** The Parties shall indicate the categories of student data to be provided in the Schedule of Data, attached hereto as Exhibit “B”.

See exhibit “B”

**4. 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 term used in the Service Agreement.

## 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 Agreement 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 District Official, under the control and direction of the LEAs as it pertains to the use of Student Data notwithstanding the above. Provider may transfer pupil-generated content to a separate account, according to the procedures set forth below.

**2. Parent Access.** LEA shall establish reasonable procedures by which a parent, legal guardian, or eligible student may review Student Data in 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. Provider shall respond in a timely manner (and no later than 30 days from the date of the request) to the LEA’s request for Student Data in a pupil’s records held by the Provider to view or correct as necessary. In the event that a parent of a pupil 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 pupil generated content is stored or maintained by the Provider as part of the Services described in Exhibit “A”, Provider shall, at the request of the LEA, transfer said pupil generated content to a separate student account upon termination of the Service Agreement; provided, however, such transfer shall only apply to pupil generated content that is severable from the Service.

4. **Third Party Request.** Should a Third Party, including law enforcement and government entities, contact Provider with a request for data held by the Provider pursuant to the Services, the Provider shall redirect the Third Party to request the data directly from the LEA. Provider shall notify the LEA as soon as possible in advance of a compelled disclosure to a Third Party.

5. **Subprocessors.** Provider shall enter into written agreements with all Subprocessors performing functions pursuant to the Service Agreement, whereby the Subprocessors agree to protect Student Data in manner consistent with the terms of this DPA, as well as state and federal law.

### ARTICLE III: DUTIES OF LEA

1. **Privacy Compliance.** LEA shall provide data for the purposes of the Service Agreement in compliance with FERPA, COPPA, PPRA, and applicable Wisconsin law.

2. **Annual Notification of Rights.** The LEA shall include a specification of criteria under FERPA 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 data.

4. **Unauthorized Access Notification.** LEA shall notify Provider promptly of any known or suspected 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 state and federal laws and regulations pertaining to data privacy and security, including FERPA, COPPA, PPRA, and applicable Wisconsin law.

2. **Authorized Use.** The data shared pursuant to the Service Agreement, including persistent unique identifiers, shall be used for no purpose other than the Services stated in the Service Agreement and/or otherwise authorized under the statutes referred to in subsection (1), above. Provider also acknowledges and agrees that it shall not make any re-disclosure of any Student Data or any portion thereof, including without limitation, meta data, user content or other non-public information and/or personally identifiable information contained in the Student Data, without the express written consent of the LEA.

3. **Employee Obligation.** Provider shall require all employees and agents who have access to Student Data to comply with all applicable provisions of this DPA with respect to the data shared under the Service Agreement.

4. **No Disclosure.** Provider shall not copy, reproduce or transmit any data obtained under the Service Agreement and/or any portion thereof, except as necessary to fulfill the Service Agreement.

**5. Disposition of Data.** LEA shall use the self-help tools supplied by the Provider to export and/or securely delete all Student Data obtained under the Service Agreement when it is no longer needed for the purpose for which it was obtained. If for some reason LEA is not able to avail itself of the self-help tools provided, it may contact Provider to delete confidential information. Provider will automatically delete confidential information on expired accounts pursuant to the Deletion schedule in its Privacy Policy. Deletion is irreversible and unrecoverable. Nothing in the Service Agreement authorizes Provider to maintain Student Data obtained under the Service Agreement beyond the time period reasonably needed to complete the disposition.

- a. Partial Disposal During Term of Service Agreement.** Throughout the Term of the Service Agreement, LEA may use the self-help tools supplied by the Provider for partial disposal of Student Data obtained under the Service Agreement that is no longer needed.
- b. Complete Disposal Upon Termination of Service Agreement.** Upon Termination of the Service Agreement LEA shall use the self-help tools supplied by the Provider to securely dispose of or delete all Student Data obtained under the Service Agreement.

**6. Advertising Prohibition.** Provider is prohibited from using or selling Student Data to (a) market or advertise to students or families/guardians; (b) inform, influence, or enable marketing, advertising, or other commercial efforts by a Provider; (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 Student Data for the development of commercial products or services, other than as necessary to provide the Service to LEA. This section does not prohibit Provider from using Student Data for adaptive learning or customized student learning purposes.

## **ARTICLE V: DATA PROVISIONS**

**1. Data Security.** The Provider agrees to abide by and maintain adequate data security measures, consistent with industry standards and technology best practices, to protect Student Data from unauthorized disclosure or acquisition by an unauthorized person. The general security duties of Provider are set forth below. Provider may further detail its security programs and measures in Exhibit "F" hereto. These measures shall include, but are not limited to:

- a. Passwords and Employee Access.** Provider shall secure usernames, passwords, and any other means of gaining access to the Services or to Student Data, at a level suggested by the applicable standards, as set forth in Article 4.3 of NIST 800-63-3. Provider shall only provide access to Student Data to employees or contractors that are performing the Services. Employees with access to Student Data shall have signed confidentiality agreements regarding said Student Data. All employees with access to Student Records shall be subject to criminal background checks in compliance with state and local ordinances.
- b. Destruction of Data.** LEA shall dispose of Student Data pursuant to Article IV, section 5, above.

- c. Security Protocols.** Both parties agree to maintain security protocols that meet industry standards 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. Provider shall maintain all data obtained or generated pursuant to the Service Agreement in a secure digital environment and not copy, reproduce, or transmit data obtained pursuant to the Service Agreement, except as necessary to fulfill the purpose of data requests by LEA.
- d. Employee Training.** The Provider shall provide periodic security training to those of its employees who operate or have access to the system. Further, Provider shall provide LEA with contact information of an employee who LEA may contact if there are any security concerns or questions.
- e. Security Technology.** When the service is accessed using a supported web browser, Provider shall employ industry standard measures to protect data from unauthorized access. The service security measures shall include server authentication and data encryption. Provider shall host data pursuant to the Service Agreement in an environment using a firewall that is updated according to industry standards.
- f. Security Coordinator.** If different from the designated representative identified in Article VII, section 5, Provider shall provide the name and contact information of Provider's Security Coordinator for the Student Data received pursuant to the Service Agreement.
- g. Subprocessors Bound.** Provider shall enter into written agreements whereby Subprocessors agree to secure and protect Student Data in a manner consistent with the terms of this Article V. Provider shall periodically conduct or review compliance monitoring and assessments of Subprocessors to determine their compliance with this Article.
- h. Periodic Risk Assessment.** Provider further acknowledges and agrees to conduct digital and physical periodic (no less than semi-annual) risk assessments and remediate any identified security and privacy vulnerabilities in a timely manner.

**2. Data Breach.** Except for unauthorized access by LEA, in the event that Student Data is accessed or obtained by an unauthorized individual, Provider shall provide notification to LEA within a reasonable amount of time of the incident, and not exceeding seven (7) days. Provider shall follow the following process:

- a.** The security breach notification shall be written in plain language, shall be titled "Notice of Data Breach," and shall present the information described herein under the following headings: "What Happened," "What Information Was Involved," "What We Are Doing," "What You Can Do," and "For More Information." Additional information may be provided as a supplement to the notice.
- b.** The security breach notification described above in section 2(a) shall include, at a minimum, the following information:



acceptance on in said Exhibit. The Form is limited by the terms and conditions described therein.

## **ARTICLE VII: MISCELLANEOUS**

- 1. Term.** The Provider shall be bound by this DPA for the duration of the Service Agreement or so long as the Provider maintains any Student Data.
  
- 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. LEA shall have the right to terminate the DPA and Service Agreement in the event of a material breach of the terms of this DPA.
  
- 3. Effect of Termination Survival.** If the Service Agreement is terminated, the Provider shall destroy all of LEA's data pursuant to Article V, section 1(b), and Article II, section 3, above.
  
- 4. Priority of Agreements.** This DPA shall govern the treatment of student data in order to comply with privacy protections, including those found in FERPA and all applicable privacy statutes identified in this DPA. In the event there is conflict between the DPA and the Service Agreement, the DPA shall apply and take precedence. Except as described in this paragraph herein, 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, 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:

**a. Designated Representatives**

The designated representatives for the LEA for this Agreement is:

**Name:** Michelle Radtke  
**Title:** Director of Assessment  
**Email:** mradtke@ecasd.us  
**Title:** Director of Assessment

**Contact Information:**  
Eau Claire Area School District  
500 Main St.  
Eau Claire, WI 54701

**Email:** mradtke@ecasd.us

The designated representative for the Provider for this Agreement is:

**Name:** Mary Oemig  
**Title:** President

**Contact Information:**  
Omega Labs Inc dba Boom Learning  
10916 101st St PI NE  
Kirkland, WA 98033

**Email:** legal@boomlearning.com

- b. Notification of Acceptance of General Offer of Privacy Terms.** Upon execution of Exhibit “E”, General Offer of Privacy Terms, Subscribing LEA shall provide notice of such acceptance in writing and given by personal delivery, or e-mail transmission (if contact information is provided for the specific mode of delivery), or first-class mail, postage prepaid, to the designated representative below.

The designated representative for notice of acceptance of the General Offer of Privacy Terms is:

Name: Mary Oemig

Title: President

Contact Information:

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Omega Labs Inc dba Boom Learning

10916 101st St Pl NE,

Kirkland, WA 98033

legal@boomlearning.com

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**6. Entire Agreement.** This DPA constitutes 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.

**7. 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.

**8. Governing Law; Venue and Jurisdiction.** THIS DPA WILL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF WISCONSIN, 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 IN WHICH THIS AGREEMENT IS FORMED FOR ANY DISPUTE ARISING OUT OF OR RELATING TO THIS SERVICE AGREEMENT OR THE TRANSACTIONS CONTEMPLATED HEREBY.

**9. Authority.** Provider represents that it is authorized to bind to the terms of this Agreement, 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, or may own, lease or control equipment or facilities of any kind where the Student Data and portion thereof stored, maintained or used in any way. Provider agrees that any purchaser of the Provider shall also be bound to the Agreement.

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

**11. 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.

*[Signature Page Follows]*

**IN WITNESS WHEREOF**, the parties have executed this Wisconsin Student Data Privacy Agreement as of the date of LEA signatory.

Provider: Omega Labs Inc dba Boom Learning

BY: *Mary Oemig*

Date: January 19, 2021

Printed Name: Mary Oemig

Title/Position: President

Local Education Agency: EAU CLAIRE AREA SCHOOL DISTRICT

BY: *Michelle Radtke*

Date: 3.19.2021

**Printed Name:** Michelle Radtke

Title/Position: Director of Assessment

**EXHIBIT “A”**

**DESCRIPTION OF SERVICES**

[INSERT DETAILED DESCRIPTION OF PRODUCTS AND SERVICES HERE. IF MORE THAN ONE PRODUCT OR SERVICE IS INCLUDED, LIST EACH PRODUCT BELOW]

Boom Cards teaching resources are cloud resident and served, instructional-material mini-apps. Teachers create the instructional material mini-apps for personal use, use with colleagues, and/or for distribution (for a fee or no fee) via the Boom Learning Store or through third-party marketplaces. Boom Cards may be assigned in ways that do not collect data or in ways that use the Boom Learning Reports feature to process and report student performance data.

The Boom Learning platform includes three elements: creation tools (provided at no charge to all users), data processing and reporting of student performance data (provide at a fee if more than 5 students), and storage for created Boom Cards mini-apps.

**EXHIBIT “B”**

SCHEDULE OF DATA

| Category of Data                 | Elements   | Check if used by your system                                   | 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"/>                                       |  | Gender   | <input type="checkbox"/>  |
|                                  | Other application technology meta data-Please specify: | ✓<br><small>See "Other"</small>                                |  | Ethnicity or race  | <input type="checkbox"/>  |
| Application Use Statistics       | Meta data on user interaction with application         | <input checked="" type="checkbox"/>                            |  | Language information (native, preferred or primary language spoken by student)         | <input type="checkbox"/>  |
| Assessment                       | Standardized test scores                               | <input type="checkbox"/>                                       |  | Other demographic information-Please specify:  | <input type="checkbox"/>  |
|                                  | Observation data                                       | <input type="checkbox"/>                                       | School location can be inferred from teacher's or student's email domain if a school account | Student school enrollment  | <input type="checkbox"/>  |
|                                  | Other assessment data-Please specify:                  | <small>formative and summative as assigned by teacher</small>  |  | Student grade level <small>Can be inferred if teacher provides the information</small> | <input checked="" type="checkbox"/>   |
| Attendance                       | Student school (daily) attendance data                 | <input type="checkbox"/>                                       |  | Homeroom   | <input type="checkbox"/>  |
|                                  | Student class attendance data                          | <input type="checkbox"/>                                       | Guidance counselor   | <input type="checkbox"/>   |   |
|                                  | Communications   | Online communications that are captured (emails, blog entries) | ✓<br><small>Teacher to teacher<br/>Creator feedback</small>                                  | Enrollment   | Specific curriculum programs <small>May be inferred from teacher assigned content</small> |
| Conduct                          |  | Conduct or behavioral data                                     | Parent/Guardian Contact Information  | Year of graduation   | <input type="checkbox"/>  |
|                                  |  |  |  | Other enrollment information-Please specify:   | <input type="checkbox"/>  |
| Demographics                     | Date of Birth  | <input type="checkbox"/>                                       | Parent/Guardian ID   | Address  | <input type="checkbox"/>  |
|                                  | Place of Birth   | <input type="checkbox"/>                                       |  | Email  | <input type="checkbox"/>  |
|                                  |  |  |  | Phone  | <input checked="" type="checkbox"/>   |
|                                  |  |  |  | Parent ID number (created to link parents to students)                                 | <input type="checkbox"/>  |

| Category of Data            | Elements  | Check if used by your system        |
|-----------------------------|---|-------------------------------------|
| Parent/Guardian Name        | First and/or Last   | <input type="checkbox"/>            |
| Schedule                    | Student scheduled courses   | <input type="checkbox"/>            |
|                             | Teacher names   | <input 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:                        |                                     |
| Student Contact Information | Address   | <input type="checkbox"/>            |
|                             | Email <small>If teacher's authentication method supplies it</small> | <input checked="" type="checkbox"/> |
|                             | Phone   | <input type="checkbox"/>            |
| Student Identifiers         | Local (School district) ID number                                   | <input type="checkbox"/>            |
|                             | State ID number   | <input type="checkbox"/>            |

| Category of Data           | Elements   | Check if used by your system  |
|----------------------------|--|---|
|                            | Vendor/App assigned student ID number  | <input checked="" type="checkbox"/>   |
|                            | Student app username   | <input checked="" type="checkbox"/>   |
|                            | Student app passwords <small>encrypted</small>   | <input checked="" type="checkbox"/>   |
| Student Name               | First and/or Last <small>Teacher-supplied. Pseudonyms allowed.</small>   | <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 checked="" 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 checked="" type="checkbox"/>   |
| Student work               | Student generated content; writing, pictures etc.  | <input checked="" type="checkbox"/>   |
|                            | Other student work data - Please specify:  | <small>fill in the blank, multiple choice, other responsive choices</small> |

| Category of Data | Elements   | Check if used by your system |
|------------------|--|------------------------------|
| 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:   |                              |
| 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:   | None                         |
|                  |  |                              |
| Other            | Please list each additional data element used, stored or collected by your application |                              |

**No Student Data Collected at this time** .

\*Provider shall immediately notify LEA if this designation is no longer applicable.

Other: Use this box, if more space needed.

Required data elements for Teachers

Email – a unique, valid email address  
 Username – globally unique string  
 Password – any string; encrypted  
 Teacher Nickname – any string  
 Teacher name - must be a real name  
 Full address - if making a purchase  
 Optional data elements for Teachers

“classroom” data items are “optional” - they become required if a teacher uses data processing and reporting of student performance data features  
 Classroom username – globally unique string  
 Classroom password – any string. This password is not stored encrypted as it is only an access point.  
 Classroom Nickname – any string eg “Kindergarten AM” or “Algebra”

“full address” info is required only for purchasing purposes

Required data elements for Students

Teachers can add/delete/rename student accounts at will. Only teachers can reset forgotten student passwords. Username – globally unique string; can be changed by student and teacher

Password – any string; can be changed by student and teacher; encrypted  
 Nickname – any string; can be changed by student and teacher; can be locked by teacher; may be pseudonymous or a named identifier

Schools shall supply identifiers that comply with the school's policies. If a school elects to use a third party authentication service (such as Google Single or Microsoft Sign On), the school agrees that it may provide to Boom Learning the information required to authenticate students. The authenticator may deliver a persistent identifier, student name, student email address, and an avatar.

Data elements for Teachers

- Email – a unique, valid email address
- Username – globally unique string
- Password – any string; encrypted
- Teacher Nickname – any string
- Teacher name - must be a real name
- Full address - if making a purchase
- Classroom username – globally unique string
- Classroom password – any string. This password is not stored encrypted as it is only an access point.
- Classroom Nickname – any unique string eg “Kindergarten AM” or “Algebra”

- Browser and Operating system
- Last login

Data elements for Students

- Username – globally unique string; can be changed by student and teacher
- Password – any string; can be changed by student and teacher; encrypted
- Nickname – any string; can be changed by student and teacher; can be locked by teacher; may be pseudonymous
- Email address - if supplied by third-party authenticator
- Avatar- if supplied by third-party authenticator
- Third-party identifier - if using a third-party authenticator
- Device info: (browser version, os type)
- Time spent
- Student responses.
- Last login

See also: Provider's Privacy Policy at <https://wow.boomlearning.com/privacy/>

## **EXHIBIT “C”**

### DEFINITIONS

**De-Identifiable Information (DII):** De-Identification refers to the process by which the Provider removes or obscures any Personally Identifiable Information (“PII”) from student records in a way that removes or minimizes the risk of disclosure of the identity of the individual and information about them.

**Educational Records:** Educational Records are official records, files and data directly related to a student and maintained by the 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. For purposes of this DPA, Educational Records are referred to as Student Data.

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

**Operator:** The term “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 primarily for K–12 school purposes and was designed and marketed for K–12 school purposes. For the purpose of the Service Agreement, the term “Operator” is replaced by the term “Provider.” This term shall encompass the term “Third Party,” as it is found in applicable state statutes.

**Personally Identifiable Information (PII):** The terms “Personally Identifiable Information” or “PII” shall include, but are not limited to, student data, metadata, and user or pupil-generated content obtained by reason of the use of Provider’s software, website, service, or app, including mobile apps, whether gathered by Provider 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 Student Data.

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

**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.

**Pupil Records:** Means all of the following: (1) Any information that directly relates to a pupil that

is maintained by LEA;(2) any information acquired directly from the pupil through the use of instructional software or applications assigned to the pupil by a teacher or other LEA employee; and any information that meets the definition of a “pupil record” under Wis. Stat. § 118.125(1)(d). For the purposes of this Agreement, Pupil Records shall be the same as Educational Records, Student Personal Information and Covered Information, all of which are deemed Student Data for the purposes of this Agreement.

**Service Agreement:** Refers to the Contract or Purchase Order to which this DPA supplements and modifies.

**School District Official:** For the purposes of this Agreement and pursuant to 34 CFR 99.31 (B) and Wis. Stat. § 118.125(2)(d), a School District 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 education records; and (3) Is subject to 34 CFR 99.33(a) and Wis. Stat. § 118.125(2) governing the use and re-disclosure of personally identifiable information from student records.

**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, home address, telephone number, email address, or other information allowing 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, food purchases, political affiliations, religious information text messages, documents, student identities, search activity, photos, voice recordings or geolocation information. Student Data shall constitute Pupil Records for the purposes of this Agreement, and for the purposes of Wisconsin and federal 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.

**SDPC (The Student Data Privacy Consortium):** Refers to the national collaborative of schools, districts, regional, territories and state agencies, policy makers, trade organizations and marketplace providers addressing real-world, adaptable, and implementable solutions to growing data privacy concerns.

**Student Personal Information:** “Student Personal Information” means information collected through a school service that personally identifies an individual student or other information collected and maintained about an individual student that is linked to information that identifies an individual student, as identified by Washington Compact Provision 28A.604.010. For purposes of this DPA, Student Personal Information is referred to as Student Data.

**Subscribing LEA:** An LEA that was not party to the original Services Agreement and who accepts the Provider’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 Provider, who Provider 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 Provider’s website, online service or mobile application by such student or the retention of such student’s online activities or requests over time.

**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 pupil records. However, for the purpose of this Agreement, 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

[Name or District or LEA] directs [Name of 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:

|  |  |
|--|--|
|  |  |
| <b><u>Extent of Disposition</u></b>              |  |
| Disposition shall be:                            | <input type="checkbox"/> Partial. The categories of data to be disposed of are as follows:<br><br><input type="checkbox"/> Complete. Disposition extends to all categories of data.  |
| <b><u>Nature of Disposition</u></b>              |  |
| Disposition shall be by:                         | <input type="checkbox"/> Destruction or deletion of data.<br><br><input type="checkbox"/> Transfer of data. The data shall be transferred as set forth in an attachment to this Directive. Following confirmation from LEA that data was successfully transferred, Provider shall destroy or delete all applicable data. |
| <b><u>Timing of Disposition</u></b>              |  |
| Data shall be disposed of by the following date: | <input type="checkbox"/> As soon as commercially practicable<br><input type="checkbox"/> By (Insert Date) _____<br>[Insert or attach special instructions]   |

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

\_\_\_\_\_  
Date

\_\_\_\_\_  
Verification of Disposition of Data  
by Authorized Representative of Provider

\_\_\_\_\_  
Date

**EXHIBIT "E"**

GENERAL OFFER OF PRIVACY TERMS  
EAU CLAIRE AREA SCHOOL DISTRICT

**1. Offer of Terms**

Provider offers the same privacy protections found in this DPA between it and EAU CLAIRE AREA SCHOOL DISTRICT and which is dated 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 Provider's signature shall not necessarily bind Provider to other terms, such as price, term, or schedule of services, or to any other provision not addressed in this DPA. The Provider and the other LEA may also agree to change the data provided by LEA to the Provider in Exhibit "B" to suit the unique needs of the LEA. The Provider 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 subject listed in the Originating Service Agreement; or three (3) years after the date of Provider's signature to this Form.

Provider: Omega Labs Inc dba Boom Learning

BY: 

Date: January 19, 2021

Printed Name: Mary Oemig

Title/Position: President

**2. Subscribing LEA**

A Subscribing LEA, by signing a separate Service Agreement with Provider, and by its signature below, accepts the General Offer of Privacy Terms. The Subscribing LEA and the Provider shall therefore be bound by the same terms of this DPA.

Subscribing LEA:

BY: \_\_\_\_\_

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

Printed Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

**TO ACCEPT THE GENERAL OFFER, THE SUBSCRIBING LEA MUST DELIVER THIS SIGNED EXHIBIT TO THE PERSON AND EMAIL ADDRESS LISTED BELOW**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

**EXHIBIT “F”**

DATA SECURITY REQUIREMENTS

[INSERT ADDITIONAL DATA SECURITY REQUIREMENTS BELOW]

Provider's Information Security Policy is available at: <https://wow.boomlearning.com/privacy/>