

**SENATE BILL No. 342**

By Committee on Education

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1 AN ACT concerning schools; creating the student online personal  
2 protection act.

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4 *Be it enacted by the Legislature of the State of Kansas:*

5 Section 1. Sections 1 through 3, and amendments thereto, shall be  
6 known and may be cited as the student online personal protection act.

7 Sec. 2. As used in sections 1 through 3, and amendments thereto:

8 (a) "Educational purposes" means purposes that are directed by an  
9 employee or agent of a school district, that customarily take place at an  
10 attendance center operated by a school district or that aid in the  
11 administration of school activities, including, but not limited to, instruction  
12 in the classroom or at home, administrative activities and collaboration  
13 between students, school personnel or parents, or which are otherwise for  
14 the use and benefit of the school district.

15 (b) "Interactive computer service" means any service, system or  
16 software provider that provides or enables multiple users access to a  
17 computer server, including a service or system that provides access to the  
18 internet and systems or services offered by libraries or educational  
19 institutions.

20 (c) "Educational online product" means an internet website, online  
21 service, online application or mobile application that is used primarily, and  
22 was designed and marketed for, educational purposes.

23 (d) "Operator" means, to the extent it is operating in this capacity, the  
24 operator of an educational online product with actual knowledge that the  
25 educational online product is used primarily for educational purposes and  
26 was designed and marketed for educational purposes. ***For the purposes of  
27 this act, the term "operator" shall not be construed to include any  
28 school district or school district employee acting on behalf of a school  
29 district employer.***

30 (e) "Personally identifiable information" means information that  
31 personally identifies an individual student or that is linked to information  
32 that personally identifies an individual student, including, but not limited  
33 to: (1) Information in the student's educational record or electronic mail;  
34 (2) first and last name; (3) home address; (4) telephone number; (5)

1 electronic mail address; (6) any other information that allows physical or  
2 online contact with the student; (7) discipline records; (8) test results; (9)  
3 data that is a part of or related to any individualized education program for  
4 such student; (10) juvenile dependency records; (11) grades; (12)  
5 evaluations; (13) criminal records; (14) medical records; (15) health  
6 records; (16) social security number; (17) biometric information; (18)  
7 disabilities; (19) socioeconomic information; (20) food purchases; (21)  
8 political affiliations; (22) religious information; (23) text messages; (24)  
9 documents; (25) student identifiers; (26) search activity; (27) photos; (28)  
10 voice recordings; or (28) geolocation information.

11 (f) "School district" means any unified school district organized and  
12 operating under the laws of this state.

13 (g) "Service provider" means a person or entity that provides a  
14 service to an operator, or provides a service that enables users to access  
15 content, information, electronic mail or other services offered over the  
16 internet or a computer network.

17 (h) "Student information" means personally identifiable information  
18 or material in any media or format that is not otherwise available to the  
19 public and was:

20 (1) Created by an operator in the course of the use of the operator's  
21 educational online product for educational purposes;

22 (2) provided to an operator by a student, or the student's parent or  
23 legal guardian, in the course of the use of the operator's educational online  
24 product for educational purposes;

25 (3) created by an operator as a result of the activities of an employee  
26 or agent of a school district;

27 (4) provided to an operator by an employee or agent of a school  
28 district for educational purposes; or

29 (5) gathered by an operator through the operation of such operator's  
30 educational online product for educational purposes.

31 (i) "Targeted advertising" means presenting an advertisement to a  
32 student where the advertisement is selected based on information obtained  
33 or inferred over time from that student's online behavior, usage of online  
34 applications or student information. Targeted advertising does not include  
35 advertising to a student at an online location based upon that student's  
36 current visit to that location, or in response to that student's request for  
37 information or feedback, without the retention of that student's online  
38 activities or requests over time for the purpose of targeting subsequent ads.

39 Sec. 3. (a) An operator shall not knowingly:

40 (1) Engage in targeted advertising on the operator's educational  
41 online product, or target advertising on any other educational online  
42 product if the targeting of the advertising is based on any information,  
43 including student information and persistent unique identifiers, that the

1 operator has acquired because of the use of such operator's educational  
2 online product for educational purposes;

3 (2) use information, including student information and persistent  
4 unique identifiers, created or gathered through the operation of such  
5 operator's educational online product, to amass a profile about a student,  
6 except in furtherance of educational purposes.

7 (3) sell or rent student information to a third party, except when such  
8 information is part of the assets being transferred during the purchase,  
9 merger or other acquisition of an operator by another entity, provided, the  
10 successor entity complies with the provisions of this subsection as though  
11 it were an operator with respect to the acquired student information; or

12 (4) ~~except as provided in subsection (e),~~ disclose student information  
13 unless the disclosure is made for the following purposes:

14 ~~(A) In furtherance of the educational purpose of the educational~~  
15 ~~online product, provided the recipient of the student information does not~~  
16 ~~further disclose the student information to another individual or entity~~  
17 ~~unless such disclosure is solely to allow or improve the operation and~~  
18 ~~functionality of the operator's educational online product;~~

19 ~~(B) to ensure compliance with all federal, state and local laws and~~  
20 ~~regulations, or to protect the operator against liability;~~

21 ~~(C) in response to an order issued by a court of competent~~  
22 ~~jurisdiction;~~

23 *{(A) For legitimate research purposes subject to and as allowed by*  
24 *federal and state law, and under the direction of a school district or the*  
25 *state department of education, provided the student information is not*  
26 *used for advertising or to amass a profile on the student for purposes*  
27 *other than educational purposes, or for any other purposes other than*  
28 *educational purposes;*

29 *(B) that information described in section 2(e)(2) and (e)(8), and*  
30 *amendments thereto, upon request by a school district or state agency*  
31 *for educational purposes;}*

32 ~~{(C) to law enforcement agencies or to a court of competent~~  
33 ~~jurisdiction}~~ to protect the safety or integrity of users of the operator's  
34 educational online product or other individuals, or the security of such  
35 educational online product;

36 ~~{(D)}~~ for educational or employment purposes upon request by  
37 the student or the student's parent or legal guardian, provided the student  
38 information is not used or further disclosed for any other purpose;

39 ~~{(E)}~~ to a service provider, provided the operator contractually: (i)  
40 Prohibits the service provider from using any student information for any  
41 purpose other than providing the contracted service to or on behalf of the  
42 operator; (ii) prohibits the service provider from disclosing any student  
43 information provided by the operator with subsequent third parties; and

1 (iii) requires the service provider to implement and maintain reasonable  
2 security procedures and practices to ensure the confidentiality of the  
3 student information; or

4 ~~(G)~~ ~~{(F)}~~ in the course of transferring assets as a part of a business  
5 purchase, merger or other acquisition as described in subsection (a)(3).

6 (b) An operator shall:

7 (1) Implement and maintain reasonable security procedures and  
8 practices appropriate to the nature of the student information which are  
9 designed to protect such information from unauthorized access,  
10 destruction, use, modification or disclosure; and

11 (2) delete within a reasonable period of time student information  
12 upon request by the school district, unless the student or the student's  
13 parent or legal guardian requests that such information continue to be  
14 maintained.

15 ~~(c) An operator may use or disclose student information:~~

16 ~~(1) For legitimate research purposes subject to and as allowed by~~  
17 ~~federal and state law, and under the direction of a school district or the~~  
18 ~~state department of education, provided the student information is not used~~  
19 ~~for advertising or to amass a profile on the student for purposes other than~~  
20 ~~educational purposes, or for any other purposes other than educational~~  
21 ~~purposes;~~

22 ~~(2) upon request by a school district or state agency for educational~~  
23 ~~purposes; or~~

24 ~~(3) if other provisions of federal or state law require the operator to~~  
25 ~~disclose the information, and the operator complies with federal and state~~  
26 ~~law requirements in protecting and disclosing such information.~~

27 ~~(d) Nothing in this section shall be construed to prohibit an operator~~  
28 ~~from:~~

29 (1) Using student information to maintain, develop, support, improve  
30 or diagnose the operator's educational online product;

31 (2) using student information to improve educational products,  
32 provided such information is not associated with an identified student  
33 within the operator's educational online product or within other online  
34 products owned by the operator;

35 (3) using student information to demonstrate the effectiveness of the  
36 operator's educational online products, including in their marketing,  
37 provided such information is not associated with an identified student  
38 within the operator's educational online product or within other online  
39 products owned by the operator;

40 (4) sharing student information for purposes of development and  
41 improvement of educational online products, provided such information is  
42 not associated with an identified student within the operator's educational  
43 online product or within other online products owned by the operator;

1 (5) using recommendation engines to suggest to a student additional  
2 content or services within the operator's educational online product related  
3 to an educational, other learning or employment opportunity purpose,  
4 provided the recommendation is not determined in whole or in part by  
5 payment or other consideration from a third party; or

6 (6) responding to a student's request for information or feedback,  
7 provided such response is not determined in whole or in part by payment  
8 or other consideration from a third party.

9 ~~(e)~~ **{(d)}** Nothing in this section shall be construed to:

10 (1) Limit the authority of a law enforcement agency to obtain any  
11 content or information from an operator as authorized by law or pursuant  
12 to a court order;

13 (2) limit the ability of an operator to use student information for  
14 adaptive learning or customized student learning purposes;

15 (3) apply to general audience internet websites, general audience  
16 online services, general audience online applications or general audience  
17 mobile applications, even if login credentials created for an operator's  
18 educational online product may be used to access those general audience  
19 websites, online services or online applications;

20 (4) limit service providers from providing internet connectivity to  
21 schools or to students and the students' parents or legal guardians;

22 (5) prohibit an operator from marketing educational products directly  
23 to parents and legal guardians, provided such marketing does not result  
24 from the use of student information obtained by the operator through the  
25 operation of such operator's educational online products;

26 (6) impose a duty upon a provider of an electronic store, gateway,  
27 marketplace or other means of purchasing or downloading software or  
28 applications to review or enforce the compliance with this section on such  
29 software or applications;

30 (7) impose a duty upon a provider of an interactive computer service  
31 to review or enforce the compliance with this section by third-party  
32 content providers; or

33 (8) prohibit students from downloading, exporting, transferring,  
34 saving or maintaining such student's own student information or  
35 documents.

36 ~~(f)~~ **{(e)}** As used in this section, the term "amass a profile" shall not  
37 include the collection and retention of account information that remains  
38 under the control of the student, the student's parent or legal guardian or  
39 the school district.

40 ***{Sec. 4. (a) A student, or such student's parent or legal guardian,***  
41 ***may bring a cause of action against any operator who violates any***  
42 ***provision of section 3, and amendments thereto, with respect to such***  
43 ***student's student information. Such action may be brought in the district***

1 *court of the county in which such student resides.*

2 *(b) Upon a finding that an operator violated any provision of*  
3 *section 3, and amendments thereto, the court may award appropriate*  
4 *relief, including:*

5 *(1) Money damages for all psychological, emotional and physical*  
6 *harm suffered as a result of such violation; and*

7 *(2) reasonable attorney fees and costs.}*

8 ~~Sec. 4.~~ *{5.}* This act shall take effect and be in force from and after its  
9 publication in the statute book.