

Data Privacy, Higher Education Why Should We Care?

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City of Burnaby

- The Freedom of Information and Protection of Privacy Act (FIPPA) promotes the general principles that public body information should be available to the public and personal information respecting individuals held by government should not be improperly disclosed.
- Annually receive and manage approximately:
 - 200 Freedom of Information (FOI) requests
 - 40 Routine requests
 - 50 Fire Department requests
 - 30 Privacy Impacts Assessments (PIAs)

Agenda

Higher Education Institutions

(University, College, other post secondary):

- Need to teach data privacy, ethics, and digital literacy courses
- Must communicate how and why they collect, use and share students' personal information
- Are obligated to document importance of understanding students' attitudes, expectations and behaviors regarding data privacy

Digital Natives

- 2018 Pew Research Center survey for students aged 18 to 24 regarding use of social media:
 - 94% YouTube
 - 80% Facebook
 - 78% Snapchat
 - 71% Instagram
 - 45% Twitter

Higher Education and Privacy

Collection, Use and Potential Breaches:

- Institutions collect and use students' data to improve **teaching, learning, and advising**
- However, students do not understand **how** Institutions use their collected personal data
- Students **wary of privacy violations** including:
 - facial recognition, network monitoring, online learning, and predictive analytics systems

Privacy Expectations

- Students expect boundaries between information collected about their **personal** versus **academic** lives
- Expectation that Institutions use student data for **educational** purposes only
- Students opposed to data collection to **analyze students' activities**:
 - IDs, smart cards, smartphones
 - Geolocation
 - Social media
- Students unaware of which information Institutions collected and purposes for collection

COVID & Privacy

- Students **concerned about increased monitoring** of social media activities to ensure strict adherence to COVID-19 safety protocols
- **Students expect Institutions to:**
 - Respect their privacy
 - Commit to ethical, equitable data privacy practices
- Students **require a clear relationship** between the information their **Institutions collect** and its (data) **use for educational purpose**

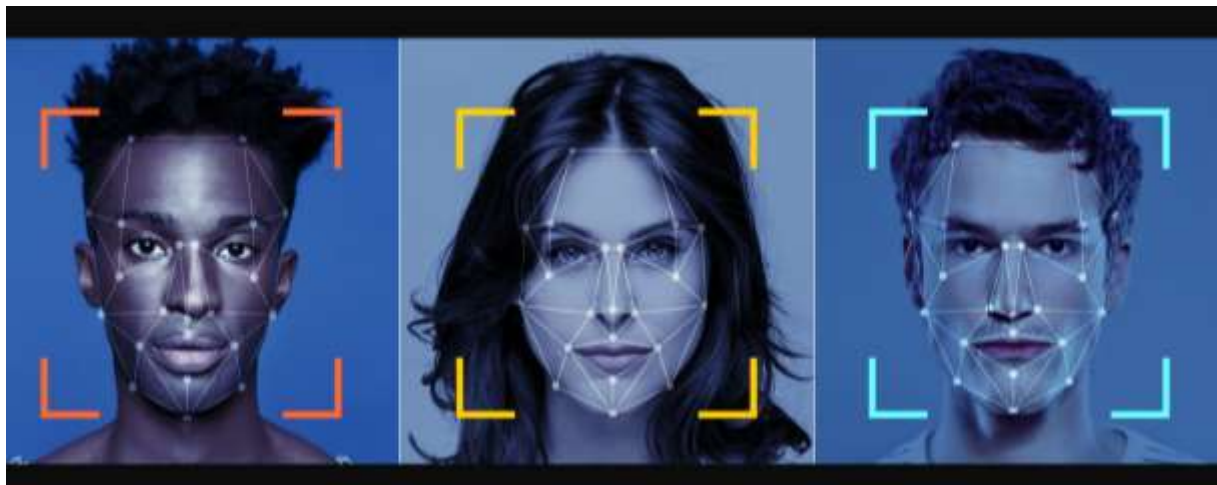
COVID & Privacy

If such information is collected, the university will have to consider a range of issues:

- Will screening information be collected daily?
Weekly?
- What modes of collection will be used?
Paper forms, online tools?
- Consider the use, storage, and retention of such data.
Should aggregate data be available to
public health officials, or researchers?

Biometrics

- Students opposed to biometric information
- In 2020 UCLA and about 50 other schools voted to ban facial recognition
- ***“Facial recognition does not improve security and may actually make it worse” Anonymous***



Privacy Protection

- Students have greater confidence that Institutions (including Government) will protect privacy securely compared to technology companies
- 2021 survey by Generation Lab (*a polling and research firm studying young people and the trends that shape their world*)
 - 51% believe government should regulate major technology companies
 - 77% believe social media companies have too much power (e.g. Google, Facebook, Amazon and Apple)
 - % unknown - How information will be used
- Belief that Governments exist **to serve people's interests**, versus companies' primary obligation **to shareholders' interests**

Learning Management System (LMS)



Learning Management System (LMS)

- Students **concerned** active learning not reflected when Institutions spend time tracking:
 - LMS (**Learning Management Systems**) and
 - Library books borrowed and time spent on Blackboard
- Students **want proof**:
 - Institutions' collection and use of their personal information is justified to improve educational experiences; and
 - Collected personal information serves this intended purpose

Learning Management System (LMS)

- Concern that Institutions use predictive analytics data to determine future possibilities
- Student **objections** that:
 - LMS that used predictive data to recommend course pathways
 - Systems used incomplete or inaccurate data to discourage students from courses or majors that interested them
 - Career/educational support was not received from informed, trustworthy faculty instead of automated AI only

Equity and Bias

- Students expressed concern over equity and bias:
 - Fear that teachers who can see grades may give preference to students receiving higher grades and not others who are struggling
 - ***“Potential to be treated differently based on certain parties gaining access to my personal information.” Anonymous***



Find – and Read! The Student Data Privacy Policy

According to Inside Higher Ed - Student Voice:

- 40%** Students think it's **very important** that Institutions have a data privacy policy
- 12%** Students **found and read** their Institutions data privacy policy
- 51%** Students **think** their Institutions have a data privacy policy, or don't **know** if there is a existing policy

Consider Available Opt-Out Options

- 39%** Students say they personally **opt out** of allowing cookies or other web data to be tracked when possible
- 69%** Students **aren't sure** whether they can set permissions for the data their college collects about them (22% **believe** they can)

“I am really annoyed with how my school shares my enrollment information and email with student loan companies who then harass me to take out their loans.”

Anonymous

Ask Questions About What Happens to Personal Data

Sampling of questions from an **Educause Review** article:

- **55%** Students think it's somewhat (29%) or very (26%) **unacceptable** for an Institution to share students' personal information **with third parties**
- **58%** Students think it's somewhat (27%) or very (31%) **unacceptable** for an Institution to **track websites** that students visit while on campus Wi-Fi
- **31%** Students think it's somewhat (17%) or very (14%) **unacceptable** for an Institution to **use monitoring or proctoring technology** during exams
 - *Are there aspects of your identity or life that you feel would put you in a place of special vulnerability if certain data were known about you or used against you?*

Discuss Data in Courses and Across Campus

Students who are at least somewhat concerned about the way:

- **big technology** companies handle their data (48%)
- **apps on their smartphones** handle their data (58%)

“I am worried they will profile me, accurately or not, and make assumptions about me politically, religiously, etc. and be less likely to give me scholarships and grants because of it.”

Anonymous

Recommendations

1. Institutions **must educate students about privacy:**

- **Teach**
data privacy, ethics, and digital literacy courses to encourage students to think critically about data privacy
- **Prepare**
students to fully comprehend implications of collection, use and sharing personal information without prior knowledge and consent
- **Develop**
curricula that includes instruction on data privacy and ethics to keep pace with tech developments and cultivate data-literate citizens

Recommendations

2. Higher Education Institutions (and technology companies) **must follow basic Privacy Principles:**

- **Communicate:**
How and why they collect, use and share students' personal information
- **Build Credibility & Trust:**
Foster trust and cooperation
- **Increase Awareness:**
Improve awareness of data collection, use and disclosure practices
- **Full Transparency:**
Disclose that Institutions use their information for educational purposes only

Recommendations

3. To **understand student needs**, researchers should conduct more studies on specific privacy topics, such as:
 - **Privacy Concerns / Beliefs:**
How do students' privacy attitudes differ based on race, ethnicity, socio-economic status, special needs, citizenship status, gender, etc.
 - **AI System Bias:**
Relying on algorithms (criticized for racial and gender bias) that disproportionately discriminate against, and unintentionally excludes, students of color and other marginalized student groups

Recommendations

4. Develop **Privacy Policies, Procedures and Practices** about:

- **Communication:**
Effectively communicating good privacy policies and practices to students can help eliminate general mistrust and apprehension about privacy protection
- **Collection:**
Institutions must collect and use only the information necessary to improve students' education
- **Clear Options:**
Policies written in plain language ensure students can understand and elect to change or opt out of data collection

Questions?

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