Data Privacy from Every Angle

Between learning analytics, voice-activated assistants, and, more recently, contact tracing, the need for users to understand when and where their data are being used is greater than ever. The challenge in privacy is in making the connections between plans and policies and the audiences they serve.

Students: Building trust

Students aren't sure if they benefit from data collection, nor are they sure how their data are used.

I benefit from my institution's collection and use of my personal data.

25% agree

I understand how my institution uses my personal data.

22% agree

To resolve this gap in understanding, privacy officers should be **proactive** in including students in privacy conversations, communicating both the **value and utility** of student data.

Privacy training as a part of orientation can make student data privacy an **integral part** of the student experience.

People who request and work with data usually see privacy as an **obstacle.**

Privacy officers or governance boards can encourage **dialogue** and create a **culture** of privacy.

Data privacy governance boards can meet at the intersection of all of these audiences, answering their needs and concerns with input and transparency.

Faculty and Staff: Communication

Although faculty and staff may not be aware of the policies and practices they should incorporate in their work, institutions can achieve **buy-in** by creating conversations, privacy awareness training, and supporting resources.

IT Professionals: Developing resources

IT should create and maintain privacy resources and make them available to the institution. Being able to **answer the questions** that arise about privacy is an essential part of business processes.

data classification

collection processes

data storage

defined outcomes

access permissions
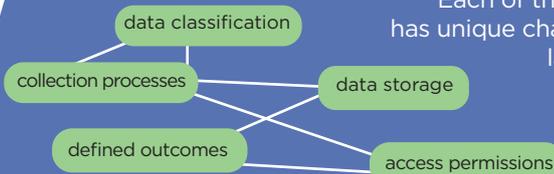
Each of these processes has unique challenges in the larger network of privacy.

Using standardized privacy and security risk assessment tools can help find these answers. EDUCAUSE's **HECVAT** makes this easier for both institutions and third parties.

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