

Student Data Privacy and Security: A Call for Transparent Practices

Students don't know what data are being collected about them or how institutions are using student data.



"I don't think they use it. Why would they need my personal data beyond identifying me for buying stuff and registration?"

"I don't even know what kind of personal data they have."

Students lack trust and confidence in their institutions' data practices.

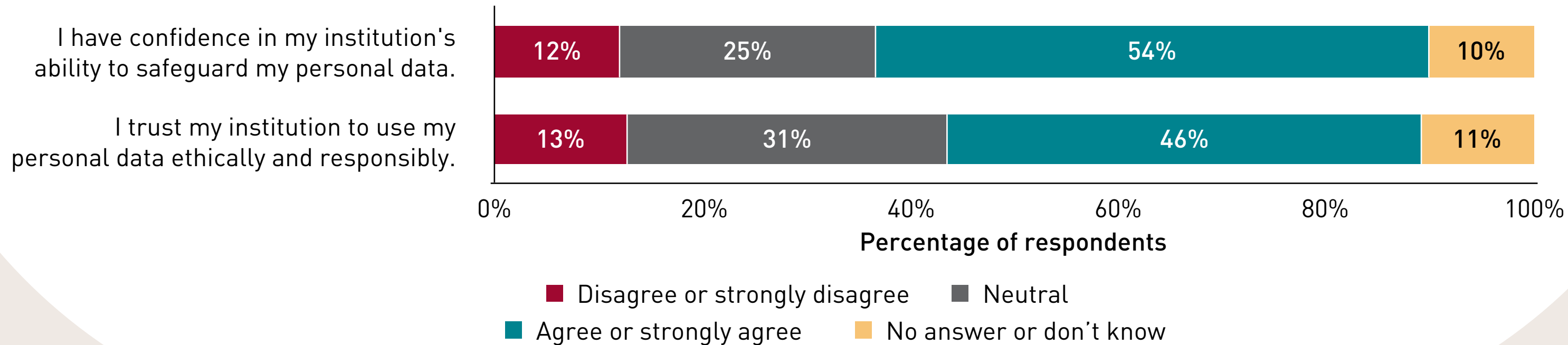
"My school was hacked in the past, so it kind of causes a bit of distrust."

"Colleges are for-profit, why would they care about being ethical?"

"They have no transparency into what they're storing."

"It is the modern era. No one uses [data] ethically."

Respondents' level of agreement with statements about confidence and trust in their institution's personal data practices



Data privacy and information security are equity issues.

Disability



Only 16% of respondents who identified as having at least one disability agreed or strongly agreed that they benefit from their institution's privacy and security policies, as compared to 38% of respondents who did not report having a disability.



Just over a third (36%) of respondents who identified as having at least one disability trust or strongly agreed that they trust their institution to use their personal data ethically and responsibly, as compared to 48% of respondents who did not report having a disability.



Gender



Only 28% of respondents who identified as female rated their level of familiarity with personal data privacy and security as very high or above average, as compared to 49% of respondents who identified as male and 60% of respondents who identified as transgender, nonbinary, or a gender not listed.



When asked about concerns related to third party software companies using personal data for marketing, 45% of respondents who identified as transgender, nonbinary, or a gender not listed indicated that they were very or extremely concerned, as compared to 30% of respondents who identified as female and 34% of respondents who identified as male.



Only 19% of respondents who identified as transgender, nonbinary, or a gender not listed agreed or strongly agreed that they benefit from their institution's privacy and security policies, as compared to 33% of respondents who identified as female and 39% of respondents who identified as male.

Age



Nearly a third (31%) of respondents ages 35 and over rated their level of familiarity with their institution's data privacy and security policies as very high or above average, as compared to 27% of respondents ages 25-34 and 18% of respondents ages 18-24.



Half (50%) of respondents ages 35 and over said that they were very or extremely concerned about software companies' ability to store and protect their personal data, as compared to 42% of respondents ages 25-34 and 33% of respondents ages 18-24.

