SECOND REGULAR SESSION

HOUSE BILL NO. 2560

100TH GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVE TRENT.

3523H.01I

DANA RADEMAN MILLER, Chief Clerk

AN ACT

To amend chapter 167, RSMo, by adding thereto seven new sections relating to personal data privacy in schools.

Be it enacted by the General Assembly of the state of Missouri, as follows:

Section A. Chapter 167, RSMo, is amended by adding thereto seven new sections, to be

- 2 known as sections 167.032, 167.2000, 167.2005, 167.2010, 167.2015, 167.2016, and 167.2020,
- 3 to read as follows:

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- 167.032. 1. Except as otherwise provided in this section, if an agent of a public school or school board possesses any individually identifiable information about a child receiving instruction under subsection 2 of section 167.031, such information shall remain confidential, shall not be posted or published in any format or medium, and shall not be disclosed to any other person or entity without the written consent of:
 - (1) The child, if the child is eighteen years of age or older; or
- (2) A parent, legal guardian, or other person having charge, control, or custody of the child, if the child is under eighteen years of age.
- 2. Except as otherwise provided in this section, if an agent of a public school or school board possesses any individually identifiable information about a parent, legal guardian, or other person having charge, control, or custody of a child receiving instruction under subsection 2 of section 167.031, such information shall remain confidential, shall not be posted or published in any format or medium, and shall not be disclosed to any other person or entity without the written consent of the parent, guardian,
- 15 or other person having charge, control, or custody of the child.

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3. Notwithstanding any provision of subsection 1 or 2 of this section, the individually identifiable information described in this section may be:

- (1) Disclosed internally to faculty or staff of a public school or the school board for the sole purpose of enforcing subsection 2 of section 167.031;
- (2) Transmitted to the local prosecuting attorney if the agent has a reasonable suspicion of a violation of this section; and
 - (3) Disclosed for other purposes as authorized by law.

167.2000. As used in sections 167.2000 to 167.2020, the following terms mean:

- (1) "Consultant", a professional who provides noninstructional services to a local educational agency in accordance with a contract with such local educational agency. As used in this subdivision, "noninstructional services" includes, but is not limited to, administrative, planning, analysis, statistical, and research services;
- (2) "Contractor", a service provider including, but not limited to, a vendor, operator, or consultant who is in possession of or has access to student information, student records, or student-generated content as a result of a contract with a local educational agency;
- 10 (3) "De-identified student information", any student information that has been altered to prevent the identification of an individual student;
 - (4) "Directory information", the same meaning given to the term in 34 C.F.R. Section 99.3, as amended;
 - (5) "Local educational agency":
 - (a) a. A public board of education or other public authority legally constituted within a state for either administrative control of or direction of, or to perform service functions for, public elementary or secondary schools in:
- 18 **(i) A city, county, township, school district, or other political subdivision of a state;** 19 **or**
 - (ii) Such combination of school districts or counties a state recognizes as an administrative agency for its public elementary or secondary schools; or
 - b. Any other public institution or agency that has administrative control and direction of a public elementary or secondary school.
 - (b) "Local educational agency" includes any other public institution or agency that has administrative control and direction of a vocational education program;
 - (6) "Operator", any person who:
 - (a) Operates an internet website, online service, or mobile application with actual knowledge that such internet website, online service, or mobile application is used for school purposes and was designed and marketed for school purposes, to the extent the

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person is engaged in the operation of such internet website, online service, or mobile application; and

- (b) Collects, maintains, or uses student information;
- (7) "Persistent unique identifier", a unique piece of information that can be used to recognize a user over time and across different internet websites, online services, or mobile applications and is acquired as a result of the use of a student's use of an operator's internet website, online service, or mobile application;
- (8) "Personally identifiable information" or "PII", any information that permits the identity of an individual to be directly or indirectly inferred, including any information that is linked or linkable to that individual, regardless of whether the individual is a United States citizen, legal permanent resident, visitor to the United States, or employee or contractor with the department of elementary and secondary education. "Personally identifiable information" or "PII" includes sensitive PII;
- 43 (9) (a) "Researcher", a person:
 - a. Whose purpose is to develop or contribute to knowledge that is able to be made more widely or generally applicable, such as an exploratory study or the collection of data to test a hypothesis; and
 - b. Who possesses or has access to information stored in a local educational agency's database to conduct a systematic investigation, including but not limited to the following activities that are designed to develop or contribute to such knowledge:
 - (i) Research development;
- 51 (ii) Research testing; and
- 52 (iii) Research evaluation.
 - (b) A researcher may conduct other activities that meet the description of activities provided in this subdivision and be deemed a "researcher" under this subdivision, regardless of whether such other activities are conducted under a program deemed to be research for other purposes;
 - (10) "School purposes", purposes that customarily take place at the direction of a teacher or a state or local educational agency or aid in the administration of school activities including, but not limited to the following:
 - (a) Instruction in the classroom;
- 61 **(b)** Surveys;
- 62 (c) Tests;
- 63 **(d) Ouestionnaires:**
- (e) Administrative activities including, but not limited to, grant applications;
- 65 (f) External research studies; and

(g) Collaboration among students, school personnel, or parents or legal guardians of students, or other persons having charge, control, or custody of the child, if the child is under eighteen years of age;

- (11) "Sensitive PII", personally identifiable information that, if lost, compromised, or disclosed without authorization, could result in substantial harm, embarrassment, inconvenience, or unfairness to an individual;
- (12) "Student", a person who is a resident of the state and enrolled in a local educational agency;
- (13) "Student-generated content", any student materials created by a student including, but not limited to, standardized assessment responses, questionnaire and survey responses, and classroom assignment submissions such as student webpages, essays, research papers, portfolios, creative writing, music, other audio files, and photographs;
- (14) "Student information", personally identifiable information or material of a student in any media or format that is not publicly available and is any of the following:
- (a) Created or provided by a student or a parent or legal guardian of a student to the operator in the course of the student, parent, or legal guardian using the operator's internet website, online service, or mobile application for school purposes;
- (b) Created or provided by an employee or agent of a local educational agency to an operator for school purposes; or
- (c) Gathered by an operator through the operation of the operator's internet website, online service, or mobile application and identifies a student including, but not limited to, information in the student's records or email account, first or last name, home address, telephone number, date of birth, email address, discipline records, test results, grades, evaluations, criminal records, medical records, health records, Social Security number, biometric information, disabilities, socioeconomic information, food purchases, political affiliations, religious affiliations, text messages, documents, student identifiers, search activity, photographs, voice recordings, survey responses, and behavioral assessments;
- (15) "Student record", any information directly related to a student that is maintained by a local educational agency, the state board of education, or the department of elementary and secondary education or any information acquired from a student through the use of educational software assigned to the student by a teacher or employee of a local educational agency;
- (16) "Targeted advertising", 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 student's use of the operator's internet

website, online service, or mobile application or the retention of such student's online activities or requests over time for the purpose of targeting subsequent advertisements.

167.2005. 1. Beginning August 28, 2020, a local educational agency shall enter into a written contract with a contractor any time such local educational agency shares or provides access to student information, student records, or student-generated content with such contractor. Each such contract shall include, but not be limited to, the following:

- (1) A statement that student information, student records, and student-generated content are the property of and under the control of the student or the student's parent or legal guardian;
- (2) A description of the means by which the local educational agency may request the deletion of student information, student records, or student-generated content in the possession of the contractor;
- (3) A statement that the contractor shall not use student information, student records, or student-generated content for any purposes other than those authorized under the contract;
- (4) A description of the procedures by which a student or a parent or legal guardian of a student may review personally identifiable information contained in student information, student records, or student-generated content and correct erroneous information, if any, in such student record;
- (5) A statement that the contractor shall take actions designed to ensure the security and confidentiality of student information, student records, and student-generated content;
- (6) A description of the procedures that a contractor will follow to notify the local educational agency, in accordance with the provisions of section 167.2015, if there is an unauthorized release, disclosure, or acquisition of student information, student records, or student-generated content;
- (7) A statement that student information, student records, and student-generated content shall not be retained or available to the contractor upon completion of the contracted services unless a student, parent, or legal guardian of a student chooses to establish or maintain an electronic account with the contractor for the purpose of storing student-generated content;
- (8) A statement that the contractor and the local educational agency shall purchase adequate data breach insurance before the contractor begins its duties under the contract;
- (9) A statement that the laws of the state of Missouri shall govern the rights and duties of the contractor and the local educational agency; and

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34 (10) A statement that if any provision or application of the contract is held invalid 35 by a court of competent jurisdiction, the invalidity does not affect other provisions or 36 applications of the contract that can be given effect without the invalid provision or 37 application.

- 2. All student-generated content shall be the property of the student or a parent or legal guardian of the student.
- 3. A contractor shall implement and maintain security procedures and practices that are designed to protect student information, student records, and student-generated content from unauthorized access, destruction, use, modification, or disclosure and that, based on the sensitivity of the data and the risk from unauthorized access, accomplish the following:
- 45 (1) Use technologies and methodologies that are consistent with the guidance issued 46 under 42 U.S.C. Section 17932(h)(2), as amended;
 - (2) Maintain technical safeguards in relation to the possession of student records in a manner consistent with the provisions of 45 C.F.R. Section 164.312, as amended; and
 - (3) Otherwise meet or exceed industry standards.
- 4. Except as otherwise provided in sections 167.2000 to 167.2020, a contractor shall not use or transfer:
 - (1) Student information, student records, or student-generated content for any purposes not directly related to improvement of student learning of curricular academic content established by the local educational agency; or
 - (2) Personally identifiable information.
 - 5. Any provision of a contract entered into between a contractor and a local educational agency on or after August 28, 2020, that conflicts with any provision of this section shall be void.
 - 6. Any contract entered into on or after August 28, 2020, that does not include a provision required by subsection 1 of this section shall be void, provided that the local educational agency has given reasonable notice to the contractor and the contractor has failed, within a reasonable time, to amend the contract to include the provision required by subsection 1 of this section.
 - 7. (1) No later than five business days after executing a contract under this section, a local educational agency shall provide electronic notice to any student affected by the contract and to a parent or legal guardian of the student. The notice shall:
- 67 (a) State that the contract has been executed and the date that such contract was 68 executed;

(b) State that a link to the contract or copy of the contract is on the website of the local educational agency or that a paper copy of the contract shall be provided immediately upon written request;

- (c) Provide a list of all types of PII to be collected and the purpose of collecting those types of PII; and
- (d) Provide a list of all third parties with whom PII will be shared and the purpose of data sharing, along with a statement explaining the prohibition on third parties sharing data from the contractor.
- (2) The local educational agency shall post such notice on its website and post a link to the contract or copy of the contract on its website or provide a paper copy of the contract immediately upon written request.

167.2010. 1. An operator shall:

- (1) Implement and maintain security procedures and practices that meet or exceed industry standards and that are designed to protect student information, student records, and student-generated content from unauthorized access, destruction, use, modification, or disclosure; and
- (2) Delete any student information, student records, or student-generated content within a reasonable amount of time if a student, parent or legal guardian of a student, or local educational agency having the right to control such student information requests the deletion of such student information, student records, or student-generated content.
 - 2. An operator shall not knowingly:
 - (1) Engage in:
- (a) Targeted advertising on the operator's internet website, online service, or mobile application; or
- (b) Targeted advertising on any other internet website, online service, or mobile application if such advertising is based on any student information, student records, student-generated content, or persistent unique identifiers that the operator has acquired because of the use of the operator's internet website, online service, or mobile application for school purposes;
- (2) Collect, store, or use student information, student records, student-generated content, or persistent unique identifiers for purposes other than the furtherance of school purposes;
- (3) Sell, rent, or trade student information, student records, or student-generated content unless the sale is part of the purchase, merger, or acquisition of an operator by a successor operator and the operator and successor operator continue to be subject to the provisions of this section regarding student information; or

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26 (4) Disclose student information, student records, or student-generated content 27 unless the disclosure is made:

- (a) In response to a judicial order;
- (b) To protect the safety or integrity of users or others or the security of the internet website, online service, or mobile application;
- (c) To an entity hired by the operator to provide services for the operator's internet website, online service, or mobile application, provided the operator contractually:
- a. Prohibits the entity from using student information, student records, or studentgenerated content for any purpose other than providing the contracted service to, or on behalf of, the operator;
- b. Prohibits the entity from disclosing student information, student records, or student-generated content provided by the operator to subsequent third parties; and
 - c. Requires the entity to comply with subsection 1 of this section; or
- (d) For a school purpose or other educational or employment purpose requested by a student or a parent or legal guardian of a student, provided such student information is not used or disclosed for any other purpose.
 - 3. An operator may use student information:
- (1) To maintain, support, improve, evaluate, or diagnose the operator's internet website, online service, or mobile application;
- (2) To provide recommendation engines to recommend content or services relating to school purposes or other educational or employment purposes, provided such recommendation is not determined in whole or in part by payment or other consideration from a third party; or
- (3) To respond to a request for information or feedback from a student, provided such response is not determined in whole or in part by payment or other consideration from a third party.
- 4. An operator may use de-identified student information or aggregated student information:
- (1) To develop or improve the operator's internet website, online service, or mobile application or other internet websites, online services, or mobile applications owned by the operator; or
- (2) To demonstrate or market the effectiveness of the operator's internet website, online service, or mobile application.
- 59 5. An operator may share aggregated student information or de-identified student 60 information for the improvement and development of internet websites, online services, or mobile applications designed for school purposes.

- 62 6. Nothing in this section shall be construed to:
 - (1) Limit the ability of a law enforcement agency to obtain student information, student records, or student-generated content from an operator as authorized by law or in accordance with a court order;
 - (2) Limit the ability of a student or a parent or legal guardian of a student to maintain access to student information, student records, or student-generated content promptly upon request;
 - (3) Impose a duty upon a provider of an interactive computer service, as defined in 47 U.S.C. Section 230, as amended, to ensure compliance with this section by third-party information content providers, as defined in 47 U.S.C. Section 230, as amended;
 - (4) Impose a duty upon a seller or provider of an electronic store, gateway, marketplace, or other means of purchasing or downloading software applications to review or enforce compliance with this section on such software applications;
 - (5) Limit an internet service provider from providing a student, parent or legal guardian of a student, or local educational agency with the ability to connect to the internet; or
 - (6) Prohibit an operator from advertising other internet websites, online services, or mobile applications that are used for school purposes to parents or legal guardians of students, provided such advertising does not result from the operator's use of student information, student records, or student-generated content.
 - 167.2015. 1. (1) Upon the discovery of a breach of security that results in the unauthorized release, disclosure, or acquisition of student information, excluding any directory information contained in such student information, a contractor shall notify, without unreasonable delay, but no more than thirty days after such discovery, the local educational agency of such breach of security. During such thirty-day period, the contractor may:
 - (a) Conduct an investigation to determine the nature and scope of such unauthorized release, disclosure, or acquisition and the identity of the students whose student information is involved in such unauthorized release, disclosure, or acquisition; or
 - (b) Restore the reasonable integrity of the contractor's data system.
 - (2) Upon the discovery of a breach of security that results in the unauthorized release, disclosure, or acquisition of directory information, student records, or student-generated content, a contractor shall notify, without unreasonable delay, but no more than sixty days after such discovery, the local educational agency of such breach of security.
- 15 During such sixty-day period, the contractor may:

(a) Conduct an investigation to determine the nature and scope of such unauthorized release, disclosure, or acquisition and the identity of the students whose directory information, student records, or student-generated content is involved in such unauthorized release, disclosure, or acquisition; or

- (b) Restore the reasonable integrity of the contractor's data system.
- (3) Upon receipt of notice of a breach of security under subdivision (1) or (2) of this subsection, a local educational agency shall electronically notify, no later than forty-eight hours after receipt of such notice, the student and a parent or legal guardian of the student whose student information, student records, or student-generated content is involved in such breach of security. The local educational agency shall post such notice on the local educational agency's internet website.
- 2. (1) Upon the discovery of a breach of security that results in the unauthorized release, disclosure, or acquisition of student information, student records, or student-generated content, an operator that is in possession of or maintains student information, student records, or student-generated content as a result of a student's use of such operator's internet website, online service, or mobile application shall:
- (a) Notify, without unreasonable delay, but no more than thirty days after such discovery, the student or a parent or legal guardian of such student of any breach of security that results in the unauthorized release, disclosure, or acquisition of student information, excluding any directory information contained in such student information, of such student; and
- (b) Notify, without unreasonable delay, but no more than sixty days after such discovery, the student or a parent or legal guardian of such student of any breach of security that results in the unauthorized release, disclosure, or acquisition of directory information, student records, or student-generated content of such student.
 - (2) During the thirty-day or sixty-day period, the operator may:
- (a) Conduct an investigation to determine the nature and scope of such unauthorized release, disclosure, or acquisition and the identity of the students whose student information, student records, or student-generated content is involved in such unauthorized release, disclosure, or acquisition; or
 - (b) Restore the reasonable integrity of the operator's data system.
- 167.2016. 1. (1) Each local educational agency shall protect personal data of students that is collected for research.
- (2) Researchers shall not collect, nor shall a local educational agency allow a researcher to collect, any student PII without first obtaining written consent to obtain such

PII from an emancipated student or from a parent, legal guardian, or other person having charge, control, or custody of the student if the student is under eighteen years of age.

- (3) Each local educational agency shall provide a student with the opportunity to opt out of any student PII collection for any purpose other than collection of such PII that is required by state law for reporting purposes. Before any collection of student PII for research purposes, any PII collected shall be de-identified and such research shall have been approved by an institutional review board.
- 2. (1) Each local educational agency shall protect personal data of personnel, faculty, and staff.
- (2) No local educational agency shall disclose any personal data of any personnel, faculty, or staff without first notifying the individual personnel, faculty, or staff of the pending disclosure.
- (3) Each local educational agency shall provide all personnel, faculty, and staff with the opportunity to opt out of any personal data disclosure for any purpose other than disclosure of such personal data that is required by state law for reporting purposes. Before any such disclosure of personal data of personnel, faculty, or staff for research purposes, any personal data disclosed shall be de-identified and such research shall have been approved by an institutional review board.
- (4) No local educational agency shall require any personnel, faculty, or staff to enroll in any digital system that transfers an individual's intellectual property rights to any private corporation, nor shall any local educational agency sell or license any personal data of any personnel, faculty, or staff to any third party or make such personal data available for marketing or commercial purposes.
- (5) Each local educational agency shall notify any personnel, faculty, or staff whose personal data security may be affected by contracts between such agency and any contractor. Such notice shall be provided electronically.
- (6) Each local educational agency shall provide all personnel, faculty, and staff personal data with the same personal data protections, advertising restrictions, and communications time lines required under sections 167.2005, 167.2010, and 167.2015.
- (7) Each local educational agency shall provide annual professional development and other training to all personnel, faculty, and staff relating to personal data protection, student PII protection, federal and state privacy laws, and best practices for protection of education-related data.
- 167.2020. 1. There is hereby established a task force to study issues relating to student data privacy. Such study shall include, but not be limited to, an examination of:

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(1) When a parent or legal guardian of a student may reasonably or appropriately request the deletion of student information, student records, or student-generated content that is in the possession of a contractor or operator;

- (2) Means of providing notice to a parent or legal guardian of a student if the student uses an internet website, online service, or mobile application of an operator for instructional purposes in a classroom or as part of an assignment by a teacher;
- (3) Reasonable penalties for violations of the provisions of sections 167.2000 to 167.2015, such as restricting a contractor or operator from accessing or collecting student information, student records, or student-generated content;
- (4) Strategies in effect in other states that ensure that school employees, contractors, and operators are trained in data security handling, compliance, and best practices;
- (5) The feasibility of developing a local educational agencywide list of approved internet websites, online services, and mobile applications;
- (6) The use of an administrative hearing process designed to provide legal recourse to students and the parent or legal guardian of any student aggrieved by any violation of sections 167.2000 to 167.2015;
- (7) The feasibility of creating an inventory of student information, student records, and student-generated content currently collected under state and federal law;
 - (8) The feasibility of developing a tool kit for use by local educational agencies to:
- (a) Improve student data contracting practices and compliance, including a statewide template for use by local educational agencies;
- (b) Increase school employee awareness of student data security best practices, including model training components;
- (c) Develop local educational agencywide lists of approved software applications and internet websites; and
- (d) Increase the availability and accessibility of information on student data privacy for educators and the parent or legal guardian of students;
- (9) Protections provided for personal data of students, personnel, faculty, and staff under sections 167.2000 to 167.2020; and
- 32 (10) Any other issue involving student data security that the task force deems 33 relevant.
 - 2. The task force shall consist of the following members:
- 35 (1) Two members appointed by the speaker of the house of representatives, one of 36 whom is an operator and one of whom is an expert in information technology systems;

(2) Two members appointed by the president pro tempore of the senate, one of whom is a representative or member of a state teachers association and one of whom is a high school student in the state of Missouri;

- (3) Two members appointed by the majority floor leader of the house of representatives, one of whom is a representative of a contractor and one of whom is an expert in information technology systems;
- (4) Two members appointed by the majority floor leader of the senate, one of whom is a representative or member of an organization formed to engage parents in school activities and one of whom is a representative or member of a labor union that represents teachers;
- (5) Two members appointed by the minority floor leader of the house of representatives, one of whom is a student privacy advocate and one of whom is a representative or member of an organization that supports school boards;
- (6) Two members appointed by the minority floor leader of the senate, one of whom is a representative or member of an organization that serves the needs of school superintendents and school administrators and one of whom is a representative or member of an organization that serves the needs of elementary school principals and assistant principals;
 - (7) The attorney general, or the attorney general's designee; and
 - (8) The commissioner of education, or the commissioner's designee.
- 3. All appointments to the task force shall be made no later than thirty days after the effective date of this section. Any vacancy shall be filled by the appointing authority.
- 4. The speaker of the house of representatives and the president pro tempore of the senate shall select the chairs of the task force from among the members of the task force. Such chairs shall schedule the first meeting of the task force, which shall be held no later than sixty days after the effective date of this section.
- 5. Before January 31, 2021, the task force shall submit a report on its findings and recommendations to the joint committee on education and to the state board of education to assist the board in the performance of its duties under section 161.096. The task force shall terminate on the date that it submits such report or January 31, 2021, whichever is later.

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