

Privacy Policy

Scantron provides a comprehensive assessment platform including two products, Achievement Series® and Performance Series®, designed to capture student interactions and determine academic performance levels to inform instruction and support educational organizations.

- **Performance Series®** provides computer-adaptive testing used to identify academic ability; at, above, or below a student's enrolled grade-level. Administered over time, these tests provide a view of student growth in core content areas (English Language Arts, Mathematics, and Science) across one year or many years.
- **Achievement Series®** provides a fixed-form assessment approach to measure grade-level proficiency. Item and test banks for core subjects are available. This product also includes an item editor to create questions that can support tests for any subject area. Any test can be delivered online or on paper.

To support these products, Scantron collects certain data elements of student personally identifiable information that are provided by your school or district. The following paragraphs describe:

- the specific data elements of student personally identifiable information that are collected by Scantron;
- the educational purpose for which such student personally identifiable information is collected; and
- how such student personally identifiable information is used and shared by Scantron.

Data Elements Collected by Scantron

Scantron collects the following data elements of student personally identifiable information that are required by Achievement Series and Performance Series:

1. Student's First Name
2. Student ID
3. Student's Grade Level

Additionally and at the discretion of the school, the school district, or the other educational organization licensed to use Achievement Series and/or Performance Series, Scantron may collect the following data elements of student personally identifiable information:

- | | |
|-----------------------------|--|
| 1. Student's Last Name | 6. Student's Citizenship Status |
| 2. Student's Middle Initial | 7. Student's Special Status(es) (LEP, Migratory, MEP, SMEP, Disability, Title 1, Meal Assistance, IEP) |
| 3. Student's Gender | |
| 4. Student's Ethnicity | |
| 5. Student's Date of Birth | |

Scantron does NOT collect any student contact information [email / phone].

Purpose & Use

All student personally identifiable information collected is used for testing and reporting purposes.

Identification and Validation

Specifically, the Student ID and Student Grade Level connect to enrollment information to ensure that the tests are delivered at the correct starting point. The Student's First Name is used to personalize the login and test pages. The Student's Date of Birth and the Student's Middle Initial are used as extra validation points to ensure that students are not duplicated in the records. For example, there could be two John Smiths in the same school: John A. Smith (DOB: 10/25/2004) and John Z. Smith (DOB: 2/15/2004).

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Reporting

The Student's Grade Level and the other optional data elements listed above provide expanded reporting capabilities in Achievement Series and Performance Series. Schools and districts use this data with larger groups of students or programs to better evaluate their services. For example, looking at Math reports by Student's Gender or the Student's Special Status(es) categories could provide insight as to what programs are working best or what programs need more support.

Research

Every few years, Scantron also uses aggregated (and anonymous) data to better understand student performance levels across the country. This research provides additional scores and growth comparisons in Performance Series; the National Percentile Rank (NPR) and Growth Targets.

Data Sharing

Scantron does not use student personally identifiable information that it collects for the purposes of conducting targeted advertising directly to students, and Scantron does not publicly disclose student personally identifiable information. Furthermore, Scantron does not disclose student personally identifiable information to vendors or third parties, without specific request from the school, the school district, or educational organization. Request for data transmission are limited to educational partners for educational purposes:

1. Student Information System vendors:
 - a. Student personally identifiable information data elements are imported into the Scantron assessment platform to assist with site set up and class enrollment processes
 - b. Student IDs and test scores are exported for school or district reporting
2. Curriculum providers:
 - a. Student IDs and Performance Series scores are exported to third-party curriculum providers for purposes of enabling the curriculum providers to provide guidance on materials and/or activities that would be best suited for the students' next steps in learning

Additionally, Scantron may disclose student personally identifiable information that it collects with one or more third parties for the following purposes:

- Scantron may disclose student personally identifiable information that it collects with third-party contractors for purposes of maintaining and supporting Performance Series and Achievement Series. In such instances, Scantron will ensure that such third-party contractors are bound by contractual or other obligations to keep the student personally identifiable information confidential and to only use the student personally identifiable information for the purposes described above. Such third parties are prohibited from using the student personally identifiable information to engage in targeted advertising.
- Scantron may disclose student personally identifiable information if it is required to do so by law or legal process, such as to comply with any court order or subpoena or to respond to any government or regulatory request.
- Scantron may disclose student personally identifiable information if it reasonably believes that the disclosure is necessary or appropriate to protect the rights, property, or safety of Scantron, its customers, or third parties, including to: (i) protect the safety of a child; (ii) protect the safety and security of Performance Series and Achievement Series; (iii) enable Scantron to limit its

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financial liability or exposure; or (iv) enable Scantron to prevent or limit damage to its reputation or goodwill.

- Scantron may disclose student personally identifiable information to law enforcement agencies or for purposes of assisting with an investigation that is related to public safety.
- Scantron may sell, transfer, or otherwise disclose some or all of its assets, including the student personally identifiable information that Scantron collects, in connection with a merger, acquisition, reorganization, or sale of assets or in the event of bankruptcy, in which case the successor entity is subject to the same commitments set forth in this policy.
- Scantron may disclose non-personally identifiable aggregated information that it collects that to third parties in an aggregated non-personally identifiable form.