



TECHNET
THE VOICE OF THE
INNOVATION ECONOMY

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October 12, 2021

The Honorable Jamie Becker-Finn, Chair
Minnesota Legislative Commission on Data Practices
559 State Office Building
St. Paul, MN 55155

Re: HF 341 – Relative to Student Data Privacy

Dear Chair Becker-Finn and members of the Commission:

TechNet is the national, bipartisan network of technology CEOs and senior executives that promotes the growth of the innovation economy by advocating a targeted policy agenda at the federal and 50-state level. TechNet's diverse membership includes dynamic American businesses ranging from startups to the most iconic companies on the planet and represents over four million employees and countless customers in the fields of information technology, e-commerce, the sharing and gig economies, advanced energy, cybersecurity, venture capital, and finance. TechNet has offices in Albany, Austin, Boston, Chicago, Olympia, Sacramento, San Francisco, Silicon Valley, Tallahassee, and Washington, D.C.

On behalf of our membership, TechNet respectfully comments on HF 341 (Feist) as currently drafted. All our member companies that operate in the student data technology space agree that student privacy is a top priority and work diligently in states across the country to ensure student privacy is protected.

TechNet would recommend members of the Commission look to a model bill referred to as the Student Online Personal Information Protection Act (SOPIPA), a landmark California student privacy law that was enacted in 2014, and was refined in 2015 when it passed in the other states. The model language was developed in agreement with many stakeholder groups, including the ACLU.

The model bill gives schools much needed ability to use educational technology solutions to improve student educational outcomes. At the same time, it contains strong privacy protections to protect students. Among other features, the model would:

- Totally ban sale or rental of student data
- Ban targeted advertising to students based upon their use of educational services

- Ban building a profile of students for any purpose other than an educational purpose
- Sharply limit disclosures of student information obtained by educational tech providers
- Require educational tech providers to maintain reasonable security practices and procedures to protect student data, and
- Require deletion of student data whenever a school or school district requests that the data be deleted.

We believe aligning state statutes is vitally important and recommend the body examine ways to mirror other successful state laws governing student online data privacy. Thank you in advance for your consideration on these matters. Please do not hesitate to contact me if I can provide any additional information.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tyler Diers', written in a cursive style.

Tyler Diers
Executive Director, Midwest
TechNet

Cc: Members of the Legislative Commission on Data Practices