

ENTER THE PRIVACY POLICY

as with all tech, edtech is created by people and people have biases. these biases can affect how our information is used & can have long-term affects on our digital and physical selves. so we need to know the what, how, & why of a company's data collection to ensure an agency & safety.. enter....

an easy way to digest this information is to create a SWOT analysis. while typically used by organizations to create strategic plans, the format works well here in analyzing privacy policies.

to do a SWOT analysis on a privacy policy, create a 2x2 grid and designate one box for each category. fill in as relevant!

- S** strengths: what are some positive points of this policy?
- W** weaknesses: what are some areas of improvement?
- O** opportunities: where do you see potential weak spots?
- T** threats: what can cause you direct harm?

all of this is to say that:
 you deserve safety & agency
 you deserve more & better than what is offered
 understanding & challenging compulsory surveillance is possible & important

remember - these are technologies that you're required to use and they are designed to control you & your learning! be skeptical of their intent!

there are some key things you should look for in a privacy policy:
 - who has access to the data, how do they use it, and do they sell it?
 - what data do they collect? do they rely on voluntarily given data or do they also use electronic data like tracking cookies?
 - how long is your data kept?
 - does their language focus on protecting the institution or the user (aka, you)?

major players in the educational tech game include: Instructure, Proctorio, Blackboard Inc., Civitas Learning, Schoology, Elsevier, and more.

introducing tech into the mix creates a very different type of surveillance. edtech uses any combination of facial recognition, tracking, cookies, & more to assess your engagement & manage records. edtech then uses this info to understand who is using their product so they can build more products to sell. [see issue #2 for more on this cycle]

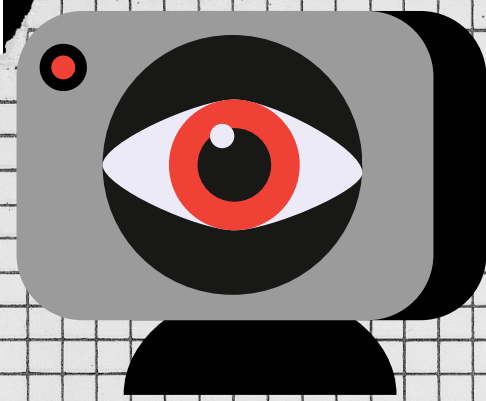
schools already have no big obscuring your behaviors and the behaviors of your classmates and making regulations as a result (e.g. what you can wear to school is, in theory, based off of some kind of observation... no supposeds).

compulsory surveillance: what it is and how it controls it
 surveillance, generally, is the close observation of a person and the collection/assessment of their information. this becomes compulsory when you are required to accept surveillance without question (e.g. as a student in a public institution).
 this matters for several reasons:
 1) surveillance helps control you and maintain interests of those in power [see issue #1 of The Finsta Project]
 2) edtech companies exploit this compulsory surveillance to make \$\$\$\$



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THE FINSTA PROJECT #3: ZOOM HIGH



ORIENTATION
 what educational tech knows