News Release

FOR IMMEDIATE RELEASE

Evan-Moor Joins Educational Technology Leaders in Protecting Student Privacy

Evan-Moor Educational Publishers signs Student Privacy Pledge sponsored by the Software & Information Industry Association (SIIA) and the Future of Privacy Forum.

Monterey, CA (January 13, 2015)—Evan-Moor Educational Publishers announced today that it has signed the Student Privacy Pledge sponsored by the Software & Information Industry Association (SIIA) and the Future of Privacy Forum. Evan-Moor produces digital educational content for PreK–8th grade and joins other notable K–12 technology pioneers such as Follett, Edmodo, and Microsoft.

“Evan-Moor’s digital 1:1 solutions have been built around protecting student privacy from the beginning. We do not store any identifying student information—including student names—and passwords and data are encrypted,” said Bill Evans, CEO of Evan-Moor Educational Publishers. “In signing the pledge, Evan-Moor is reaffirming our commitment to student privacy and letting our school partners, families, and students know that student privacy is a top priority.”

The Pledge safeguards student privacy built around a dozen commitments regarding the collection, maintenance, and use of student personal information. The Pledge will hold school service providers accountable to:

- Not sell student information
- Not behaviorally target advertising
- Use data for authorized educational purposes only
- Not change privacy policies without notice and choice
- Enforce strict limits on data retention
- Support parental access to their children’s information and enable parents to correct errors in the information
• Provide comprehensive security standards
• Be transparent about collection and use of data

“The potential of using student data to drive effective instruction and personalize education is promising,” said U.S. Representative Jared Polis (CO). “While there can be tremendous benefits from this data, we must ensure that there are appropriate safeguards to protect student privacy. I am pleased that these companies have taken an important step in making a commitment to parents, educators, and communities. This voluntary pledge can help address parents’ legitimate concerns about privacy issues and help keep us on track towards new and exciting educational developments for all students.”

Information about the Privacy Pledge and its sponsors and participants can be found at http://www.studentprivacypledge.org.

About Evan-Moor

Evan-Moor Educational Publishers has been “Helping Children Learn” since 1979, publishing high-quality resource materials for both teachers and parents across the PreK–8th grade curriculum. Our resources include print, digital, and 1:1 school solutions.

Learn more about Evan-Moor and 1:1 school solutions at www.evan-moor.com.

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