

Virginia Wizard K12 Student Privacy Policy

Thank you for choosing to be part of our community at Virginia Community College System, doing business as VCCS (“VCCS”, “we”, “us” or “our”). We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about our policy, or our practices with regards to your personal information, please contact us at wizard@vccs.edu.

When you visit our website <https://www.vawizard.org/>, and use our services, you trust us with your personal information. We take your privacy very seriously. In this privacy notice, we describe our privacy policy. We seek to explain to you in the clearest way possible what information we collect, how we use it and what rights you have in relation to it. We hope you take some time to read through it carefully, as it is important. If there are any terms in this privacy policy that you do not agree with, please discontinue use of our sites and our services.

This privacy policy applies to all information collected through our website (such as <https://www.vawizard.org/>), and/or any related services (we refer to them collectively in this privacy policy as the “Sites”).

The Wizard service is commissioned by the Virginia Department of Education (VDOE) in support of student career exploration for students from kindergarten through 12th grade throughout Virginia. VDOE automatically supplies each public school student in these grades with a Wizard account using the Pearson enrollment process, which is statewide.

Please read this privacy policy carefully as it will help you make informed decisions about sharing your personal information with us.

What Information Do We Collect?

***In Short:** K12 students are asked not to create their own Wizard account. When a K12 student registers for their own account, aggregate career exploration data is not reportable to VDOE and the student will not see the personalized K12 career exploration tools meant for them. In the event that a K12 student does create an account, we collect their username, password, email, and birthdate as part of the registration process.*

Information collected from other sources

For the purposes of meeting our grant requirements for student career exploration, VDOE supplies the Wizard with Virginia public school student information such as: STI, name, grade, district, school, and Active or Inactive student status. This information is provided on a nightly basis through an automatic upload process from Pearson, the repository for Virginia K12 student enrollment data.

2. How Do We Use Your Information?

In Short: We use K12 student data to provide them with a unique, personalized user experience and the career exploration tools that fulfill grade-level requirements set by VDOE.

We use personal information collected via our websites for a variety of educational purposes described below. We process your personal information for these purposes in reliance on our legitimate educational interests, in order to enter into or perform a contract with you, with your consent, and/or for compliance with our legal obligations. We indicate the specific processing grounds we rely on next to each purpose listed below:

We use the information we collect or receive:

- **To facilitate account creation and logon process.**
- **To fulfill VDOE requirements for career exploration for K12 students.**
- **To respond to legal requests and prevent harm.** If we receive a subpoena or other legal requests, we may need to inspect the data we hold to determine how to respond.

3. Will Your Information Be Shared With Anyone?

In Short: Wizard administrators (counselors/coaches/teachers at VA Public schools who have been granted administrator rights) have access to their student's career data for the purposes of fulfilling career exploration requirements set by VDOE for each grade level. Sensitive student information, such as STI's, are only accessible by administrators with permission to view it for their school. If an administrator discontinues their employment with a particular school, they no longer have access to any student data through the Wizard at that school.

Personally identifiable student data is never shared with anyone outside of these school officials, who have VDOE permission for Wizard administrator rights and training in usage of this data for career exploration requirements.

We may process or share data based on the following legal basis:

- **Legitimate Interests:** We may process your data when it is reasonably necessary to achieve our legitimate educational interests.
- **Grant Reporting:** We report information on users to VDOE as part of our grant reporting requirements to receive yearly funding. This information includes: total number of users, users by school district, users by grade level, total number of K12 accounts, page views, unique visitors, total accounts generated by year, and aggregate career assessment results. It **does not** include any personally identifiable information such as student STI, name, school, or personal results of any career exploration tool.

4. How Long Do We Keep Your Information?

***In Short:** We keep your information for as long as necessary to fulfill the purposes outline in this privacy policy unless otherwise required by law (See Library of Virginia for Records Retention information).*

We keep K12 student data from the time the student's account is activated by their school administrator until the student graduates. This ensures that a student moving to a new grade level, new school, or new district retains their Wizard account and career exploration information.

When we have no ongoing legitimate educational purpose to process your personal information, we will either delete or anonymize it.

5. How Do We Keep Your Information Safe?

***In Short:** We aim to protect your personal information through a system of organizational and technical security measures. School administrators in Virginia control Wizard K12 student data through their Wizard administrative accounts. No one other than the school administrator verified by VDOE as needing access to this information and Wizard administrators can see this data.*

We have implemented appropriate technical and organizational security measures designed to protect the security of any personal information. However, please also remember that we cannot guarantee that the internet itself is 100% secure. Students are encouraged to use the Wizard within a secure environment, but the K12 student profile does not collect sensitive or confidential data.

6. What Are Your Privacy Rights?

In Short: You may review, change, or terminate your account at any time.

Account Information

Parents and guardians of K12 students in Virginia can opt out of Wizard usage for your student at any time by requesting this through email: wizard@vccs.edu. However, if the student moves to a new school, school level, or school district, student accounts may be activated again by the school administrator to fulfill VDOE career exploration requirements.

Parents are encouraged to view their student's Wizard profile information and career exploration journey by logging into the student's Wizard account. Simply request the student's username and password from the school administrator who sets up Wizard student access. Students, parents, counselors, and administrators may view any information in the student's profile or portfolio at any time with the student's permission.

If you have any questions or concerns about this privacy policy or anything related to the Wizard, please contact us: wizard@vccs.edu

<http://www.coppa.org/comply.htm>