



Testimony In Support of SB342

John J. Federico

On Behalf of The Microsoft Corporation

Senate Education Committee

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Chairman Abrams and Members of the Senate Education Committee:

My name is John Federico and I appear before you today on behalf of the Microsoft Corporation in support of SB342.

Last week, Ryan Harkness, a data privacy expert from Microsoft, outlined the *need* and *rationale* of a consistent set of codified standards across the states that set parameters for technology companies providing services to schools. Although Microsoft has long taken the lead on this issue nationally, there are now over 200 education-related technology companies in support of model legislation.

Specifically, SB342 would require technology companies to safeguard personal information, specify what can and cannot be done with that information, set parameters for storage and deletion of personal information, and finally put in place a restriction on using this information for targeted advertising, or other commercial purposes.

Once implemented, these uniform standards can now be applied consistently across school districts throughout the state. To be clear, the onus of these new restrictions and safeguards are 100% on the technology companies, NOT the student, teacher, administrator or the school district. There are no costs associated with the passage, or implementation, of this bill.

In a rapidly changing technology world, and especially utilization of cloud storage services, parents, and school administrators have grown increasingly concerned about the protection of personal information. Studies suggest that fewer than 25% of school contracts with technology companies currently specify the purposes for which student data may be disclosed, and fewer than 7% of contracts, restrict the sale or marketing of student data by technology companies. Add to that, the omission (or varying degrees of protections) in existing contracts addressing parental notice, consent or access to student information.

In short, SB 342 provides the necessary consistency and clarity to service providers, while providing adequate safeguards for students, parents, teachers and administrators. I respectfully ask for your support of SB342.