

Subject: New in Data: Dear Parents - Your Concerns About Student Privacy Are Being Exploited
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[Dear Parents: Your Concerns About Student Privacy Are Being Exploited](#)

Parents understandably value the privacy of their children and thus are sensitive to programs that collect and analyze student data. On the other hand, nonprofits, education researchers, and education technology firms rely on data collected inside and outside the classroom to develop and improve educational products and services, enable teachers to personalize lessons, help school administrators make more informed decisions, and increase student achievement. All too often, many education stakeholders falsely portray these two objectives as mutually exclusive and insinuate that if the education system is going to explore data-driven innovation, it will sacrifice student privacy. Ringing privacy alarm bells is a compelling call to action for parents concerned about the wellbeing of their children, and this concern can translate into powerful advocacy efforts.

Recognizing this, some advocacy groups have very effectively wielded parent-driven outrage to sabotage benign and beneficial data-driven efforts to improve education, in the name of protecting privacy.