

# Building Trust in Digital Learning:

Data Privacy, Security, and Accessibility with 1EdTech



# Speakers



**Kelly Hoyland**  
Director, Higher Ed. Programs  
1EdTech



**Beatriz Arnillas**  
Head, Product Management  
1EdTech



**Kelly Hermann**  
Vice President, Accessibility,  
Equity & Inclusion  
University of Phoenix



**Kevin Lewis**  
Data Privacy Officer  
1EdTech

# Agenda

- Welcome & Overview, Kelly Hoyland
- The 1EdTech TrustEd Apps™ Program, Kelly Hoyland
- Data Privacy Vetting, Kevin Lewis
- Generative AI Data Privacy Self Assessment, Beatriz Arnillas
- Accessibility Self Assessment, Kelly Hermann
- Security Practices Self-Assessment, Kelly Hoyland
- Closing Call to Action, Kelly Hoyland
- Questions



# Welcome and Overview

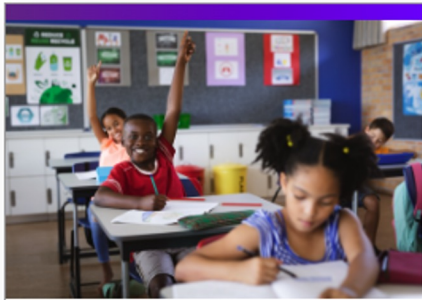
Explore the 1EdTech Data Privacy, Security Practices, and Accessibility rubrics, developed by experts in the field, to offer educational organizations a robust framework for ensuring their technology meets the highest standards of privacy and security while being accessible to all learners.

Gain insights about how these rubrics can be effectively used to create a safe, inclusive, and compliant digital learning landscape.

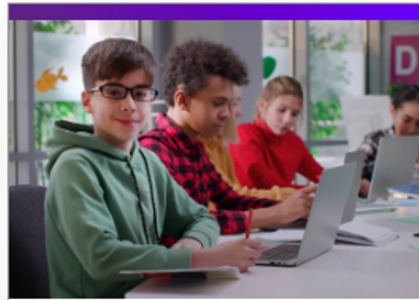


# TrustEd Apps

Creating the foundation



**TrustEd Apps Pledge**  
Make open standards the first choice for plug-and-play integrations



**TrustEd Apps Vetting and Certification**  
Streamline, scale, and secure your ecosystem



**TrustEd Apps Management Suite**  
Curated apps, validated for privacy and integration



**TrustEd Apps Certified Leader**  
Become a pro at implementing 1EdTech open standards



# Data Privacy Vetting

## Purpose of the Rubric

- Establish a basic set of "must ask" questions that educational institutions need to address when vetting an application to ensure a minimum level of data privacy, and for FREE applications.
- Start small and build out the extensions in the following areas:
  - Availability of Policy
  - **Data Collected**
  - **Third Parties**
  - Data Handling
  - Social Interactions
  - **Advertising**
  - **Security**
  - Legal
  - **Accessibility**
  - Mobile
  - **Integrations**



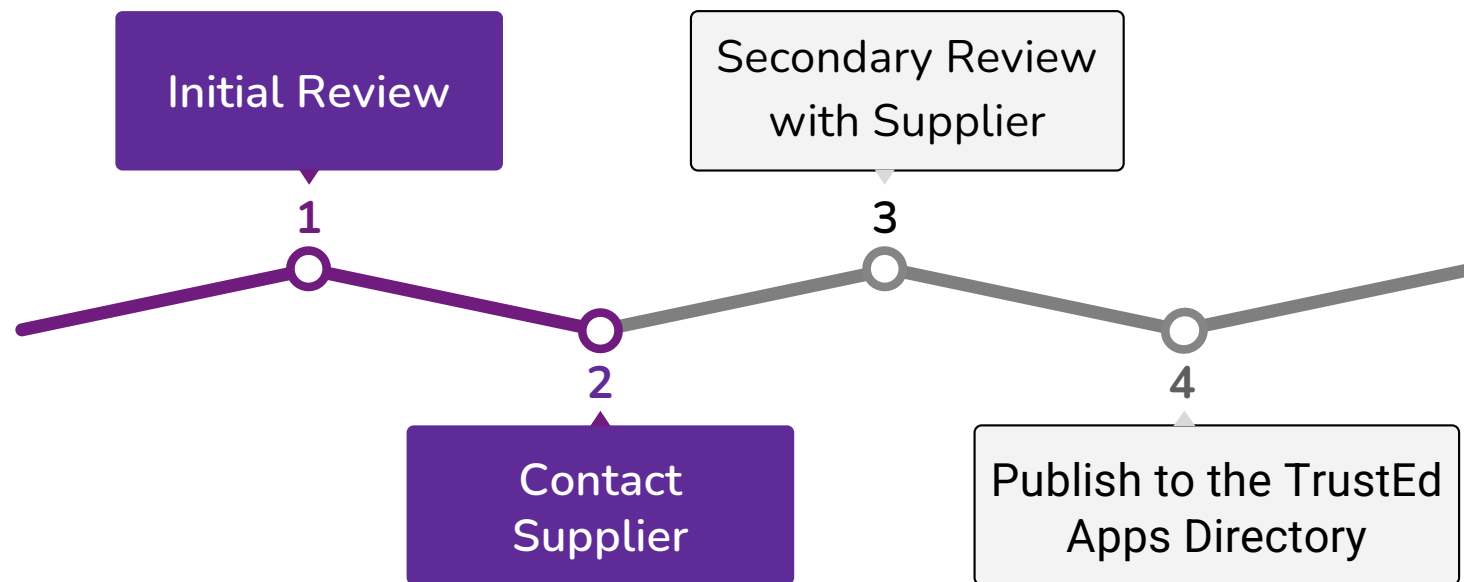
# Data Privacy Rubric Contents

## App Vetting "Lite" - Rubric Sections

- **Data Collected** - This section covers what information a user is required to input and how the users can interact with their own data.
- **Security** - This section covers the supplier's back-end security policies and practices. It addresses encryption, cookies, and authentication.
- **Third Parties** - This section covers all third-party interactions with the supplier and users' data. It also addresses the selling or sharing of user data.
- **Advertising** - This section covers how the supplier manages advertisements to its users and whether or not there is ad targeting or tracking.



# App Vetting in 4 Quick Steps





# Gen-AI Data Privacy Tool



# 1EdTech TrustEd Apps Gen-AI Data Privacy Self-Assessment

Almost every educational app is using some kind of AI. Some AI features and models are built internally, but most use a third-party product.

Five (5) 1EdTech member experts worked on the Generative AI Data Privacy Rubric.

The rubric is a supplier self-assessment tool.



# Rubric Considerations

## Covered in current rubric

- Existence of Responsible AI Policy
- Transparency of AI Usage
  - Third-party model usage
  - Training data source
  - Model improvements and prompt usage
- User option for AI interactions

## Future Concerns

- Monitoring of model for:
  - Accuracy
  - Biases/Hallucinations
  - Ethical responses
  - Intellectual property
  - Prompt ownership





# Purpose

Generative AI Data Privacy section is the first part of our AI Data self-assessment instrument for suppliers.

It is meant to support suppliers' efforts towards data transparency and to give users options concerning the use of data when Gen-AI is in use.

1EdTech will make a call-for-participation to all Contributing Members, to develop a more comprehensive Gen-AI Data self-assessment instrument.

The new sections will assess the use of data in AI beyond privacy, including data sources, validity and bias, intellectual property, user prompt data protections, and other data concerns when AI is in use.



Gen AI Rubric Statements and Score

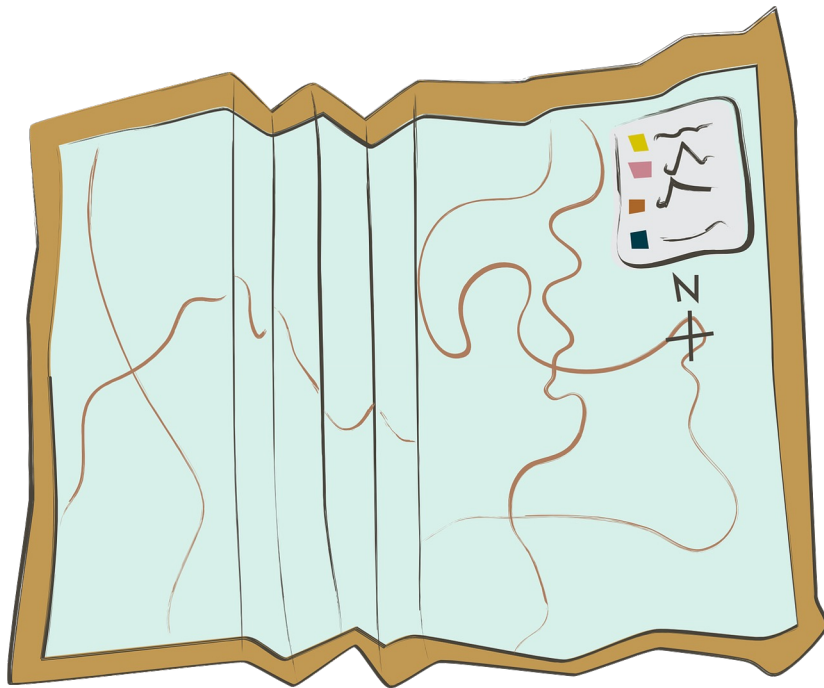
Statement	Does Not Meet (0)	Reservations (+1)	Meets Expectations (+2)	N/A
Policies state whether AI is being used				
The Policies state user options on the usage of AI				
Policies state whether AI is a 3rd party product or internal				
Policies state where the data comes from				
Policies state how the AI data model is improved				

Reasons for the score or N/A

# Accessibility Self Assessment

# Why Accessibility Vetting Matters

*Accessibility is a journey, not a destination*



Ensure equal access to educational technology

Promote inclusivity and diversity in education

Share expertise among accessibility professionals and influence the market



# Main Purpose of the Rubric



- Leverage accessibility expertise across 1EdTech member organizations.
- Provide a common framework for discussions and evaluating tools with tool providers and suppliers about accessibility.
- Supplement legislated requirements and / or accessibility conformance documentation.

## What it is not:

Not a replacement for legislated requirements or accessibility conformance documentation, nor legal advice





# What problem does the rubric solve?

The rubric helps institutions:

- Evaluate important non-technical aspects of accessibility that should impact a purchasing decision.
- Leverage the accessibility expertise of the 1Ed Tech member community, if the institution does not have accessibility experts on staff
- Provides standard information that many institutions ask for by consolidating it in one place.

Suppliers: Build trust

# The What: Trusted Apps Accessibility Rubric

A self-evaluation tool about the accessibility of a product and its organization's commitment to accessibility.

- Self-evaluation with task force review to ensure accuracy and thoroughness
- Help member organizations manage their accessibility vetting process
- Encourage suppliers to develop organizational maturity
- Enable accessible edtech tools for all learners



# Rubric Categories

1. Information and Documentation
2. Procurement Process and Communication
3. Accessibility Conformance
4. Alternatives and Accommodations



[Accessibility Rubric](#)

Information and Documentation					
Item #	Description	Other accessibility vetting efforts	Scoring		
			+2	+1	0
1	Does the supplier have a publicly available statement regarding accessibility?	Aspire	Supplier has a comprehensive statement that includes identification of a standard and associated conformance documentation. Statement may also include information about accessibility development and conformance testing conducted by the supplier, including compatibility with assistive technology.	General statement of accessibility conformance. May identify a standard followed by the company. May or may not include accessibility conformance documentation or contact information to obtain additional information.	No public statement.
2	Does the supplier provide accessibility conformance documentation?	Documentation completed by third party accessibility consultant, HECVAT accessibility questions and/or individual state documentation requirements	Accessibility conformance report (a completed VPAT) has comprehensive detail about how the criteria are met. May also provide information about alternative access options if needed.	Accessibility conformance report (completed VPAT) has minimal detail about how the criteria are met.	No documentation available.
3	Are the documents shared by the supplier accessible?		Fully accessible documents.	Minimal accessibility errors.	Documents are not accessible and contain major errors.
4	How long ago was the accessibility conformance documentation completed and/or updated?		Less than 12 months prior to the completion date of the rubric.	12-18 months prior to completion date of the rubric.	18+ months prior to the completion date of the rubric.
5	Does the supplier have a		Supplier communicates (verbally or in writing) about planned accessibility improvements/enhancements and includes	Minimal information about planned accessibility improvements/enhancements.	Accessibility roadmap is not available.

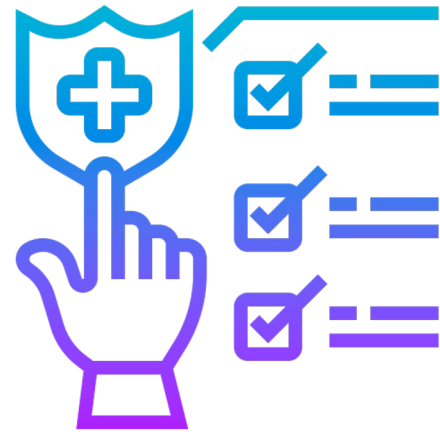
# Security Practices Assessment

## Supplier Self-Assessment

# TrustEd Apps Security Practices Rubric

Streamlining the basics

- Gather base-level security policies, procedures, and processes to help educational institutions
- Gives new edtech suppliers a basic understanding of what is needed and expected
- Focus is on teaching & learning tools with a smaller scope of data access
- Aligned with EDUCAUSE Higher Education Community Vendor Assessment Toolkit (HECVAT) LITE



[Flaticon](#)



# Security Rubric Categories

- Documentation & Company Information
- Data
- Systems Management
- Third-Party Assessment

Ability to share evidence or documentation to support rubric answer



# Security Rubric Results

## Security Rubric Results

● N/A ● UNMET ● PARTIAL ● MEETS



Documentation & Company Information



Data



Systems Management



Third Party Assessment

Rubric Area	Expectations		
DOCUMENTATION & COMPANY INFORMATION	MEETS	PARTIALLY MEETS	DOESN'T MEET
<b>DOC01 - Have you undergone an external audit?</b> <small>ANSWER: Has undergone an external audit and can share the audit results or certificate</small>	✓	✗	✗
<b>DOC02 - Do you conform with a specific industry standard security framework? (e.g. NIST Cybersecurity Framework, CIS Controls, ISO 27001, etc.)</b> <small>ANSWER: Conforms with a specific industry standard and can show evidence of conformance</small>	✓	✗	✗

# What's next?



# TrustEd Apps Management Suite

Empowering Visibility

Organize and track your edtech tools' adherence to data privacy, security, and accessibility specifications in one place

Application	Rating	TrustEd Apps Seal	Vetted	Certified	Supplier	Additional Info	Delete
Abre	PREFERRED	No	No	Yes	Abre	Add Additional Info	Delete
Access Manager	APPROVED	No	Yes	Yes	McGraw-Hill Education	Add Additional Info	Delete
AEPIS	REVIEWED	No	No	Yes	AEPIS	Add Additional Info	Delete
EdTech	DENIED	No	No	No	EdTech	Add Additional Info	Delete
Canvas	PREFERRED	Seal	Yes	Yes	Instructure	Add Additional Info	Delete
Clever	APPROVED	Seal	Yes	Yes	Clever	Add Additional Info	Delete
CompuScholar	UNDER REVIEW	Seal	Yes	Yes	CompuScholar	Add Additional Info	Delete
D2L Brightspace	APPROVED	Seal	Yes	Yes	D2L Corporation	Add Additional Info	Delete

# TAMS Dashboard

- ✓ User-friendly dashboard
- ✓ Quick glance results
- ✓ Add notes for stakeholders
- ✓ Track licensing & support information
- ✓ Promote a TrustEd Ecosystem

The screenshot displays the TrustEd Apps Management Suite interface for Watts-Clark ISD. The dashboard includes a navigation menu on the left with options like Home, OneRoster Check, TrustEd Apps, My Dashboard, Setup, Shared Dashboards, Changelog, Common Cartridge Check, Users, and Support. The main content area shows a table of applications with the following data:

Application	Rating	Trusted Apps Seat	Voted	Certified	Supplier	Additional Info	Delete
Abre	PREFERRED	No	No	Yes	Abre	<a href="#">Add Additional Info</a>	<a href="#">Delete</a>
Access Manager	APPROVED	No	Yes	Yes	MGrow-Hill Education	<a href="#">Add Additional Info</a>	<a href="#">Delete</a>
AEPIS	REVIEWED	No	No	Yes	AEPIS	<a href="#">Add Additional Info</a>	<a href="#">Delete</a>
Bit Apples	DEEMED	No	No	No	EdTech	<a href="#">Add Additional Info</a>	<a href="#">Delete</a>
Canvas	PREFERRED	Yes	Yes	Yes	Instructure	<a href="#">Add Additional Info</a>	<a href="#">Delete</a>
Clever Clever	APPROVED	Yes	Yes	Yes	Clever	<a href="#">Add Additional Info</a>	<a href="#">Delete</a>

Below the table, there are three sections:

- Regulatory Compliance:** A table showing compliance status for various regulations: GDPR Compliant (UNKNOWN), FERPA Compliant (NO), COPPA Compliant (YES), and Approved for children under 13 (YES).
- Policies Cited:** A section indicating that no policies were cited as a basis for the information.
- Rubric Results:** Four pie charts showing results for DATA COLLECTION, SECURITY, THIRD PARTY DATA, and ADVERTISING. The legend indicates: N/A (grey), UNMET (red), PARTIAL (yellow), and MEETS (green).



## Call to Action

- Review the TrustEd Apps Directory for existing assessments
- Promote use of the rubric
  - Rubric is posted to website and viewable by anyone
  - Completed rubrics are only available to 1EdTech Members
- Encourage suppliers to complete the rubric
  - 1EdTech membership is required to have it published in the directory
- Add these tools to your institution's procurement process



# Get Involved

- Higher Education Members: Join the Digital Learning Ecosystem Innovation Leadership Network (ILN)
- Contributing Members can join:
  - Privacy/Security Product Steering Committee (PSC)
  - Accessibility Rubric Product Steering Committee (PSC)
  - Generative AI Data Rubric Task Force

# Q&A

What questions do you have?

# Thank you

Contact us:

Beatriz Arnillas - [barnillas@1edtech.org](mailto:barnillas@1edtech.org)

Kelly Hermann - [kelly.hermann@phoenix.edu](mailto:kelly.hermann@phoenix.edu)

Kelly Hoyland - [khoyland@1edtech.org](mailto:khoyland@1edtech.org)

Kevin Lewis - [klewis@1edtech.org](mailto:klewis@1edtech.org)

