

Thank you for meeting with Cheryl about our Reading to Daisy and Maxx program.

Our goal is to help your students develop a love of reading, while making your life much easier, and the lives of your teachers easier because everything is super easy to use. Even kindergarten students are using the reading system without needing help from a teacher or parent.

Please let me know if you have any questions or concerns. We occasionally receive questions from schools administrators concerning the student privacy protection features, and/or FERPA protection features, of these programs. Fortunately, we already have these features included.

We clearly understand the requirements. In my previous role, I was a senior manager handling complex implementation and strategy projects for educational technology programs that served most of the largest school districts in the nation (New York City, Los Angeles Unified School District, Chicago Public Schools, etc), so protecting student information was always critical to every project.

Fortunately, for this current project the risk factor is essentially zero because no FERPA Personally Identifiable Information will be stored on any of these systems. In fact, we request that your team does not supply us with any FERPA Personally Identifiable Information, because all we need are the 6 digit reading codes assigned to students by your team. Also, these reading codes have no relationship to any student numbers utilized by your internal student records system. We never know the student's name, address, or any student information. Only the schools know what student has each reading code. For reports, we provide reading statistics listing only the 6 digit reading codes for the students. We can supply these reports in Excel format. Since Excel has a feature to automatically convert the student reading codes to student names using a list created by your schools that is stored at your school district, your teachers can have access to student names if necessary. We never have access to your Excel student name list, and that list should never leave your district's computers. In other words, we never will request FERPA Personally Identifiable Information for this reading program.

The list of FERPA Personally Identifiable Information categories is a regulation listed in the Code of Federal Regulations 34 CFR 99. So, we will never ask for any of the following FERPA Personally Identifiable Information:

(a) The student's name; (b) The name of the student's parent or other family members; (c) The address of the student or student's family; (d) A personal identifier, such as the student's social security number, student number, or biometric record; (e) Other indirect identifiers, such as the student's date of birth, place of birth, and mother's maiden name; (f) Other information that, alone or in combination, is linked or linkable to a specific student that would allow a reasonable person in the school community, who does not have personal knowledge of the relevant circumstances, to identify the student with reasonable certainty; or (g) Information requested by a person who the educational agency or institution reasonably believes knows the identity of the student to whom the education record relates.

Thank you for all of your help on this project.

Best Regards,

Howard Zolty-President, High Achievement.org