CC: *Your Superintendent,* [*Board of Regent*](http://www.regents.nysed.gov/members/Membersterms0412.html) *member,* [*State Senator*](http://www.nysenate.gov/) *and* [*Assemblymember*](http://assembly.state.ny.us/mem/?sh=search)*:*

Dear Members of the Board of Education of the (district name):

It has come to my attention that the confidential and personally identifiable information of my child, who currently attends (school name), is going to be or has already been shared with a corporation called inBloom Inc. The information includes my child’s name, address, phone number, grades, test scores, racial and economic status, disabilities, and disciplinary data, and perhaps more.

In turn, InBloom Inc. plans to share my child’s personal information with for-profit vendors without my consent. It has even been reported that the New York State Education Department (NYSED) has already uploaded my child’s information, as well as that of all other public schoolchildren in the state, to the inBloom data cloud. This cloud is operated by Amazon.com, with an operating system built by Wireless Generation, a subsidiary of News Corporation.

At the same time, inBloom Inc. has said that it will not be responsible if the data leaks out in storage or transmission. Already, as a result of parent protests throughout the country, four states that had originally planned to participate in inBloom Inc. have pulled out, and two more are seriously considering doing so.

I urge you to discuss the state’s plan at a public meeting of the Board, notify parents specifically what student data is being shared and for which years, and explain what rights we as parents have in this matter, in terms of either opt out or consent. I also strongly recommend that:

* The Board establish a policy that requires parental consent for the sharing of data with inBloom or other corporations.
* The superintendent explain what the purpose of this inBloom data-sharing is, whether he or she agrees with its goals, and whether he or she intends to sign a contract with a vendor for a “data dashboard” to be populated with information from the inBloom cloud in the fall.
* The superintendent inform parents if the district has any plans to upload additional student data into the cloud, as NYSED is recommending, and/or sign up with even more vendors for their interoperable “tools”. If so, we should be informed as which additional data will be provided to which vendors for what purpose, and if parents are going to be provided with the right to consent before this occurs.

In addition to the above, I would like a written response to the following questions.

1) As two members of inBloom’s board have recently said that “Pilot districts in New York… are working to evaluate inBloom’s offerings, and each is at a different stage in discussions and implementation timelines,” I would like to know whether our district one of these “pilots”, and if so, what discussions are you engaged in about our children’s data?

2) Because inBloom will start “charging” a per student fee for its services starting in 2015, and the state has not made it clear who will pay for this, does the district intend to cover the costs? And if not, at that point or before, will you be able to permanently remove student data from the inBloom cloud?

3) Who will be responsible for notifying parents and for legally and financially covering the damages if my child’s data does leak out or is used inappropriately?

4) Finally, NYSED claims that many districts in the state already provide personally identifiable student information to vendors without parental consent. Is this true of this district, and if so, what data are you currently providing, to which vendors and for what purpose?

Again, as there is much concern and confusion about this matter, I strongly urge you to hold public discussions as soon as possible, to clarify to parents and taxpayers your position on the critical issue of student privacy, and to shed light on the district’s current practices and future intentions with regard to sharing personal data with third parties without parental notification or consent.

Yours sincerely, Name, address