

1 TO THE HONORABLE SENATE:

2 The Committee on Economic Development, Housing and General Affairs to  
3 which was referred Senate Bill No. 110 entitled “An act relating to privacy”  
4 respectfully reports that it has considered the same and recommends that the  
5 bill be amended by striking out all after the enacting clause and inserting in  
6 lieu thereof the following:

7 Sec. 1. PRIVACY AUDIT

8 On or before January 15, 2020, the Agency of Digital Services shall  
9 commence a privacy audit and submit to the House Committees on Commerce  
10 and Economic Development and on Government Operations and to the Senate  
11 Committees on Economic Development, Housing and General Affairs and on  
12 Government Operations a report concerning how the State of Vermont  
13 acquires and uses citizen data, including:

14 (1) which State government actors collect citizen data;

15 (2) what data they collect and whether it is publicly available;

16 (3) how they use the data;

17 (4) to whom they convey the data;

18 (5) the purposes for which the recipients use the data;

19 (6) revenue impacts; and

20 (7) a survey of federal and State statutes and rules that require data  
21 collection.

1       Sec. 2. 9 V.S.A. § 2430(9) is amended to read:

2               (9)(A) “Personally identifiable information” means a consumer’s first  
3       name or first initial and last name in combination with any one or more of the  
4       following digital data elements, when either the name or the data elements are  
5       not encrypted or redacted or protected by another method that renders them  
6       unreadable or unusable by unauthorized persons:

7               (i) Social Security number;

8               (ii) motor vehicle operator’s license number or nondriver  
9       identification card number;

10              (iii) financial account number or credit or debit card number, if  
11       circumstances exist in which the number could be used without additional  
12       identifying information, access codes, or passwords;

13              (iv) account passwords or personal identification numbers or other  
14       access codes for a financial account;

15              (v) biometric information, which includes physiological,  
16       biological, or behavioral characteristics that can be used, singly or in  
17       combination with each other or with other identifying data, to establish  
18       individual identity, including:

19                      (I) imagery of the iris, retina, fingerprint, face, hand, palm, or  
20       vein patterns, and voice recordings, from which an identifier template can be  
21       extracted; and

1 (II) keystroke patterns or rhythms and gait patterns or rhythms;

2 and

3 (III) sleep, health, or exercise data that contain identifying

4 information;

5 (vi) genetic information;

6 (vii) health information;

7 (viii) login credentials, including a username or password; and

8 (ix) a passport number.

9 (B) “Personally identifiable information” does not mean publicly  
10 available information that is lawfully made available to the general public from  
11 federal, State, or local government records.

12 Sec. 3. 9 V.S.A. chapter 62, subchapter 3a is added to read:

13 Subchapter 3A: Student Privacy

14 § 2443A. DEFINITIONS

15 As used in this subchapter:

16 (1) “Covered information” means personal information or material, or  
17 information that is linked to personal information or material, in any media or  
18 format that is:

19 (A)(i) not publicly available; or

20 (ii) made publicly available pursuant to the federal Family

21 Educational and Rights and Privacy Act; and

1           (B)(i) created by or provided to an operator by a student or the  
2           student’s parent or legal guardian in the course of the student’s, parent’s, or  
3           legal guardian’s use of the operator’s site, service, or application for K-12  
4           school purposes;

5           (ii) created by or provided to an operator by an employee or agent  
6           of a school or school district for K-12 school purposes; or

7           (iii) gathered by an operator through the operation of its site,  
8           service, or application for K-12 school purposes and personally identifies a  
9           student, including information in the student’s education record or electronic  
10          mail; first and last name; home address; telephone number; electronic mail  
11          address or other information that allows physical or online contact; discipline  
12          records; test results; special education data; juvenile dependency records;  
13          grades; evaluations; criminal records; medical records; health records; social  
14          security number; biometric information; disability status; socioeconomic  
15          information; food purchases; political affiliations; religious information; text  
16          messages; documents; student identifiers; search activity; photos; voice  
17          recordings; or, geolocation information.

18          (2) “K-12 school purposes” means purposes that are directed by or that  
19          customarily take place at the direction of a school, teacher, or school district;  
20          aid in the administration of school activities, including instruction in the  
21          classroom or at home, administrative activities, and collaboration between

1 students, school personnel, or parents; or are otherwise for the use and benefit  
2 of the school.

3 (3) “Operator” means, to the extent that an entity is operating in this  
4 capacity, the operator of an Internet website, online service, online application,  
5 or mobile application with actual knowledge that the site, service, or  
6 application is used primarily for K-12 school purposes and was designed and  
7 marketed for K-12 school purposes.

8 (4) “School” means:

9 (A) a public or private preschool, public kindergarten, elementary or  
10 secondary educational institution, vocational school, special educational  
11 agency or institution; and

12 (B) a person, agency, or institution that maintains school student  
13 records from more than one of the entities described in subdivision (6)(A) of  
14 this section.

15 (5) “Targeted advertising” means presenting advertisements to a student  
16 where the advertisement is selected based on information obtained or inferred  
17 over time from that student’s online behavior, usage of applications, or covered  
18 information. The term does not include advertising to a student at an online  
19 location based upon that student’s current visit to that location or in response to  
20 that student’s request for information or feedback, without the retention of that

1 student’s online activities or requests over time for the purpose in whole or in  
2 part of targeting subsequent ads.

3 § 2443B. OPERATOR PROHIBITIONS

4 (a) An operator shall not knowingly do any of the following with respect to  
5 its site, service, or application:

6 (1) Engage in targeted advertising on the operator’s site, service, or  
7 application or target advertising on any other site, service, or application if the  
8 targeting of the advertising is based on any information, including covered  
9 information and persistent unique identifiers, that the operator has acquired  
10 because of the use of that operator’s site, service, or application for K-12  
11 school purposes;

12 (2) Use information, including a persistent unique identifier, that is  
13 created or gathered by the operator’s site, service, or application to amass a  
14 profile about a student, except in furtherance of K-12 school purposes. “Amass  
15 a profile” does not include the collection and retention of account information  
16 that remains under the control of the student, the student’s parent or legal  
17 guardian, or the school.

18 (3) Sell, barter, or rent a student’s information, including covered  
19 information. This subdivision (3) does not apply to the purchase, merger, or  
20 other type of acquisition of an operator by another entity if the operator or

1 successor entity complies with this subchapter regarding previously acquired  
2 student information.

3 (4) Except as otherwise provided in section 2443d of this title, disclose  
4 covered information, unless the disclosure is made for one or more of the  
5 following purposes and is proportionate to the identifiable information  
6 necessary to accomplish the purpose:

7 (A) to further the K-12 purposes of the site, service, or application,  
8 provided:

9 (i) the recipient of the covered information does not further  
10 disclose the information except to allow or improve operability and  
11 functionality of the operator's site, service, or application; and

12 (ii) the covered information is not used for a purpose inconsistent  
13 with this subchapter;

14 (B) to ensure legal and regulatory compliance or take precautions  
15 against liability;

16 (C) to respond to judicial process;

17 (D) to protect the safety or integrity of users of the site or others or  
18 the security of the site, service, or application;

19 (E) for a school, educational, or employment purpose requested by  
20 the student or the student's parent or legal guardian, provided that the  
21 information is not used or further disclosed for any other purpose; or

1           (F) to a third party if the operator contractually prohibits the third  
2           party from using any covered information for any purpose other than providing  
3           the contracted service to or on behalf of the operator, prohibits the third party  
4           from disclosing any covered information provided by the operator to  
5           subsequent third parties, and requires the third party to implement and  
6           maintain reasonable security procedures and practices.

7           (b) This section does not prohibit an operator’s use of information for  
8           maintaining, developing, supporting, improving, or diagnosing the operator’s  
9           site, service, or application.

10           § 2443C. OPERATOR DUTIES

11           An operator shall:

12           (1) implement and maintain reasonable security procedures and  
13           practices appropriate to the nature of the covered information and designed to  
14           protect that covered information from unauthorized access, destruction, use,  
15           modification, or disclosure;

16           (2) delete, within a reasonable time period and to the extent practicable,  
17           a student’s covered information if the school or school district requests  
18           deletion of covered information under the control of the school or school  
19           district, unless a student or his or her parent or legal guardian consents to the  
20           maintenance of the covered information; and



1           (3) publicly disclose and provide the school with material information  
2           about its collection, use, and disclosure of covered information, including  
3           publishing a term of service agreement, privacy policy, or similar document.

4           § 2443D. PERMISSIVE USE OR DISCLOSURE

5           An operator may use or disclose covered information of a student under the  
6           following circumstances:

7           (1) if other provisions of federal or State law require the operator to  
8           disclose the information and the operator complies with the requirements of  
9           federal and State law in protecting and disclosing that information;

10           (2) for legitimate research purposes as required by State or federal law  
11           and subject to the restrictions under applicable State and federal law or as  
12           allowed by State or federal law and under the direction of a school, school  
13           district, or the State Board of Education if the covered information is not used  
14           for advertising or to amass a profile on the student for purposes other than for  
15           K-12 school purposes; and

16           (3) disclosure to a State or local educational agency, including schools  
17           and school districts, for K-12 school purposes as permitted by State or federal  
18           law.

19           § 2443E. OPERATOR ACTIONS THAT ARE NOT PROHIBITED.

20           This subchapter does not prohibit an operator from doing any of the  
21           following:

1           (1) using covered information to improve educational products if that  
2           information is not associated with an identified student within the operator’s  
3           site, service, or application or other sites, services, or applications owned by  
4           the operator;

5           (2) using covered information that is not associated with an identified  
6           student to demonstrate the effectiveness of the operator’s products or services,  
7           including in their marketing;

8           (3) sharing covered information that is not associated with an identified  
9           student for the development and improvement of educational sites, services, or  
10          applications;

11          (4) using recommendation engines to recommend to a student either of  
12          the following:

13               (A) additional content relating to an educational, other learning, or  
14               employment opportunity purpose within an online site, service, or application  
15               if the recommendation is not determined in whole or in part by payment or  
16               other consideration from a third party; or

17               (B) additional services relating to an educational, other learning, or  
18               employment opportunity purpose within an online site, service, or application  
19               if the recommendation is not determined in whole or in part by payment or  
20               other consideration from a third party; and

1           (5) responding to a student’s request for information or for feedback  
2           without the information or response being determined in whole or in part by  
3           payment or other consideration from a third party.

4           § 2443F. APPLICABILITY

5           This subchapter does not:

6           (1) limit the authority of a law enforcement agency to obtain any content  
7           or information from an operator as authorized by law or under a court order;

8           (2) limit the ability of an operator to use student data, including covered  
9           information, for adaptive learning or customized student learning purposes;

10           (3) apply to general audience Internet websites, general audience online  
11           services, general audience online applications, or general audience mobile  
12           applications, even if login credentials created for an operator’s site, service, or  
13           application may be used to access those general audience sites, services, or  
14           applications;

15           (4) limit service providers from providing Internet connectivity to  
16           schools or students and their families;

17           (5) prohibit an operator of an Internet website, online service, online  
18           application, or mobile application from marketing educational products  
19           directly to parents if the marketing did not result from the use of covered  
20           information obtained by the operator through the provision of services covered  
21           under this subchapter;

1           (6) impose a duty upon a provider of an electronic store, gateway,  
2           marketplace, or other means of purchasing or downloading software or  
3           applications to review or enforce compliance with this subchapter on those  
4           applications or software;

5           (7) impose a duty upon a provider of an interactive computer service, as  
6           defined in 47 U.S.C. § 230, to review or enforce compliance with this  
7           subchapter by third-party content providers;

8           (8) prohibit students from downloading, exporting, transferring, saving,  
9           or maintaining their own student-created data or documents; or

10           (9) supersede the federal Family Educational Rights and Privacy Act or  
11           rules adopted pursuant to that Act.

12           § 2443G. ENFORCEMENT

13           A person who violates a provision of this subchapter commits an unfair and  
14           deceptive act in commerce in violation of section 2453 of this title.

15           Sec. 4. 9 V.S.A. § 2435(b)(6) is amended to read:

16           (6) A data collector may provide notice of a security breach to a  
17           consumer by one or more of the following methods:

18           (A) Direct notice, which may be by one of the following methods:

19           (i) written notice mailed to the consumer's residence;

20           (ii) electronic notice, for those consumers for whom the data  
21           collector has a valid e-mail address if:

1 (I) the data collector’s primary method of communication with  
2 the consumer is by electronic means, the electronic notice does not request or  
3 contain a hypertext link to a request that the consumer provide personal  
4 information, and the electronic notice conspicuously warns consumers not to  
5 provide personal information in response to electronic communications  
6 regarding security breaches; or

7 (II) the notice is consistent with the provisions regarding  
8 electronic records and signatures for notices in 15 U.S.C. § 7001; or

9 (iii) telephonic notice, provided that telephonic contact is made  
10 directly with each affected consumer and not through a prerecorded message.

11 (B)(i) Substitute notice, if:

12 (I) the data collector demonstrates that the cost of providing  
13 written, email, or telephonic notice to affected consumers would exceed  
14 \$5,000.00 \$10,000.00; or

15 ~~(II) the class of affected consumers to be provided written or~~  
16 ~~telephonic notice exceeds 5,000; or~~

17 ~~(III) the data collector does not have sufficient contact~~  
18 ~~information.~~

19 (ii) A data collector shall provide substitute notice by:

20 (I) conspicuously posting the notice on the data collector’s  
21 website if the data collector maintains one; and

1 (II) notifying major statewide and regional media.

2 Sec. 5. EFFECTIVE DATE

3 This act shall take effect on July 1, 2019.

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11 (Committee vote: \_\_\_\_\_)

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\_\_\_\_\_

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Senator \_\_\_\_\_

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FOR THE COMMITTEE