

Privacy Rules

Essential Question

How do you know if a website protects your private information?

Lesson Overview

Students learn that children's websites must protect their private information. They learn to identify these secure sites by looking for their privacy policies and privacy seals of approval.

Students discuss a scenario in which their private information is shared without their permission. They then learn about private information and privacy laws regulating kids' websites. Using the **Privacy Checklist Student Handout**, students explore the privacy policies on kids' websites.

Learning Objectives

Students will be able to ...

- learn which information they should avoid sharing online because it is private.
- understand which kinds of websites have privacy policies, and why.
- practice checking websites they visit for privacy policies and privacy seals of approvals.

Materials and Preparation

- Online computer access
- Chalkboard or white board
- Copy the **Privacy Checklist Student Handout**, two for every student.
- Preview the websites listed in Teach 2. (Note: The use of these sites is for educational purposes only and does not constitute a recommendation or endorsement.)

Family Resources

- Send home the **Privacy and Digital Footprints Family Tip Sheet (Elementary School)**.

Estimated time: 45 minutes

Standards Alignment –

Common Core:

grade 3: RI.1, RI.4, RI.10, RF.4a, SL.1a, SL.1b, SL.1c, SL.1d, SL.3, SL.4, SL.6, L.3a, L.6

grade 4: RL.10, RI.4, RI.7, RI.9, RI.10, RF.4a, W.9b, SL.1a, SL.1b, SL.1c, SL.1d, SL.4, L.3a, L.6

grade 5: RL.10, RI.4, RI.7, RI.9, RI.10, RF.4a, W.9b, SL.1a, SL.1b, SL.1c, SL.1d, SL.4, SL.6, L.6

NETS•S: 3c, 3d, 5a-c

Key Vocabulary –

private information:

information that can be used to identify you (for example, your Social Security number, street address, email, phone number, etc.)

privacy policy: a legal document that explains how a website gathers and uses your private information

seal of approval: a sign or stamp that states that a website, company, or group meets a certain set of standards and is doing a good job

introduction

Warm-up (5 minutes)

TELL students to imagine that they are required to wear a sign on their backs at all times that reveals something personal about them – such as their address, phone number, favorite food, or nickname.

ASK:

How would you feel about that?

Answers may include: embarrassed, okay, weird, uncomfortable.

Would you feel better if you could decide who knows those things about you?

Students might want to control who knows what information about them.

DISCUSS with students the fact that personal information should not be shared with strangers, and that some information – called private information – is especially important to protect for safety reasons.

DEFINE the Key Vocabulary term **private information**. Private information includes:

- full name
- home address
- school name and address
- phone number
- email address
- Social Security number

teach 1

Know the Law (10 minutes)

TELL students that the United States has a law requiring website owners to help protect the private information of kids 13 and younger. The purpose of the law is to protect kids' privacy.

Note: Websites collecting information from children under the age of 13 are required to comply with the Children's Online Privacy Protection Act (COPPA). These websites are supposed to protect children's personally identifiable information, such as their first and last name, home and school address, email address, telephone number, Social Security number, or any other information that would allow someone to identify or contact the child. A website must post a link to a privacy policy on the home page and at each area where it collects personal information from children. The privacy policy must be clear and prominent, and explain how the website protects children's privacy and safety. For more information, visit www.coppa.org.

POINT OUT that the law applies to websites that do the following:

- Have content meant for kids 13 and younger
- Ask kids for private information

EXPLAIN to students that this law is important because without it, websites could use students' private information however they wanted. For example, a website could use it to try to find them, contact them, and sell them things. Websites could even sell the students' private information to other companies who want information about kids.

EXPLAIN that websites have to explain how they protect kids' private information by posting a privacy policy.

DEFINE the Key Vocabulary term **privacy policy**. In addition to a privacy policy, two organizations, the Better Business Bureau and TRUSTe, review children's websites to make sure they are protecting kids' privacy. If a kids' website is following the privacy law, the Better Business Bureau and TRUSTe post their seals of approval on the site.

DEFINE the Key Vocabulary term **seal of approval**.

ASK:

What if we didn't have this law, and websites could take your private information and do whatever they wanted with it?

Encourage students to discuss the implications of others having their private information and using it however they want. Students might get a lot of junk mail or unwanted emails. Someone might try to sell them things they don't want. Companies might share their private information with other companies who want to target kids.

teach 2

Check It Out (15 minutes)

CHOOSE one of the pre-screened websites from the list below to explore with the class.

- **Club Penguin:** www.clubpenguin.com
- **DIY:** <https://diy.org>
- **Maggie's Earth Adventures:** www.missmaggie.org
- **Nickelodeon:** www.nick.com

Note: You can read reviews of these websites by searching for them on Common Sense Media's website (www.common sense media.org/reviews).

EXPLAIN that students should make a habit of checking for themselves to see if the kids' sites they visit post privacy policies and have privacy seals of approval.

DISTRIBUTE the **Privacy Checklist Student Handout**.

EXPLORE the pre-screened website with the class and fill out the Privacy Checklist.

teach 3

You Be the Judge (10 minutes)

DISTRIBUTE a second copy of the **Privacy Checklist Student Handout**.

ASSIGN individuals or groups to the remaining sites (one site per student or group), have them complete the checklist, and then share their results with the class.

closing

Wrap-up (5 minutes)

You can use these questions to assess your students' understanding of the lesson objectives. You may want to ask students to reflect in writing on one of the questions, using a journal or an online blog/wiki.

ASK:

What are examples of private information?

Examples include full name, home address, school name and address, phone number, email address, and Social Security number.

Why should you not give out your private information?

Students should understand that strangers, whether it is a company or a person, could use the information to find them and contact them.

What sorts of things should you look for to make sure a website protects your privacy?



Students should refer to the **Privacy Checklist Student Handout**. They should look for clearly marked privacy policies, privacy seals of approval, and a person to contact with questions about privacy.

Privacy Rules

Directions

Explore how a website protects your privacy. Check “Yes” or “No” in the following chart.

Website name: _____

PRIVACY CHECKLIST	YES	NO
Does the home page have a link to a privacy policy?	<input type="checkbox"/>	<input type="checkbox"/>
Do the pages that request private information have a link to the privacy policy?	<input type="checkbox"/>	<input type="checkbox"/>
Is the link to the privacy policy clear and easy to find?	<input type="checkbox"/>	<input type="checkbox"/>
Does the site give the contact information of the person to reach if you have questions about privacy?	<input type="checkbox"/>	<input type="checkbox"/>
Does the site show a seal of approval, such as the TRUSTe® Privacy Seal for Kids or BBBOnline® seal (shown below)?	<input type="checkbox"/>	<input type="checkbox"/>
 		
TOTALS for YES and NO	<input type="checkbox"/>	<input type="checkbox"/>

Do you think this website does a good job of protecting your privacy?

Use Common Sense!

Even if a site has privacy policy, be careful! The site still might use your private information in ways you don't want it to. Look for websites with privacy seals of approval. Also, avoid giving out your full name, address, phone number, and email address on websites without permission from a parent or trusted adult.

Privacy Rules

1. Look at the online profile below. Cross out any information that is not safe to post.



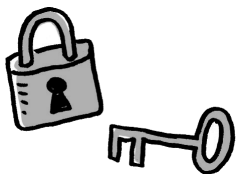
2. A _____ is a legal document that explains how a website gathers and uses your private information.

- a) seal of approval
- b) checklist
- c) privacy policy



3. Which website would best protect your private information?

- a) Website A: has a privacy policy, a seal of approval, and the name of a person your parents can talk to about privacy
- b) Website B: says “safe for kids” on the page where you type in your private information
- c) Website C: has links to other websites for kids



Privacy Rules

1. Look at the online profile below. Cross out any information that is not safe to post.



Answer feedback

Eli should not post his birth date, his email address, or the name of his elementary school. This is all private information.

2. A _____ is a legal document that explains how a website gathers and uses your private information.

- a) seal of approval
- b) checklist
- c) **Privacy policy**



Answer feedback

The answer is **c**. A privacy policy is a legal document that explains how a website gathers and uses your private information.

3. Which website would best protect your private information?

- a) **Website A: has a privacy policy, a seal of approval, and the name of a person your parents can talk to about privacy**
- b) Website B: says “safe for kids” on the page where you type in your private information
- c) Website C: has links to other websites for kids

Answer feedback

The correct answer is **a**, website A. This site is the only one that clearly protects privacy. It has a seal of approval (though it doesn’t say from whom), and there is a contact name provided. It also has a clear policy in place for protecting its users. This site is most likely safe for kids your age to use.