



iKeepSafe Product Profile
MagicSchool
Magic School, Inc

Introduction

The *iKeepSafe* FERPA and COPPA Privacy Program is available to operators and service providers of websites and online services, data management systems and other technologies that are, in whole or in part, intended for use in and by schools, and which may collect, store, process or otherwise handle student data.

This *iKeepSafe* Product Profile is intended to assist you in determining whether [MagicSchool](#) complies with FERPA and COPPA. It indicates that [MagicSchool](#) has been assessed for alignment with the iKeepSafe FERPA and COPPA Guidelines.

Product Overview

MagicSchool

<https://www.magicschool.ai/>

MagicSchool's AI tools help teachers do the wide range of tasks placed on their shoulders 10x faster to help fight burnout and help great teachers thrive in the classroom.

Agreement

A. As related to the Family Educational Rights and Privacy Act (“FERPA”) (20 U.S.C. Section 1232g) and California AB 1584 , MagicSchool agrees:

1. Student records obtained by MagicSchool from an educational institution continue to be the property of and under the control of the educational institution. The educational institution retains full ownership rights to the personal information and education records it provides to MagicSchool.
2. MagicSchool users retain possession and control of their own generated content by contacting the educational institution.
3. MagicSchool will not use any information in a student record for any purpose other than those required or specifically permitted by the MagicSchool Terms of Service and Privacy Policy.
4. Parents, legal guardians, or eligible students may review personally identifiable information in the student’s records and correct erroneous information by contacting their educational institution. Additionally, MagicSchool users may access, correct, update, or delete personal information in their profile by signing into MagicSchool, accessing their MagicSchool account, and making the appropriate changes.
5. MagicSchool is committed to maintaining the security and confidentiality of student records. Towards this end, we take the following actions:
 - a. we limit employee access to student data to only those employees with a need to such access to fulfill their job responsibilities;
 - b. we conduct background checks on our employees that may have access to student data;
 - c. we conduct regular employee privacy and data security training and education; and
 - d. we protect personal information with technical, contractual, administrative, and physical security safeguards in order to protect against unauthorized access, release or use.
6. In the event of an unauthorized disclosure of a student’s records, MagicSchool will promptly notify users unless specifically directed not to provide such notification by law enforcement officials.

Notification shall identify:

- (i) the date and nature of the unauthorized use or disclosure;
 - (ii) the Private Data used or disclosed;
 - (iii) general description of what occurred including who made the unauthorized use or received the unauthorized disclosure;
 - (iv) what MagicSchool has done or shall do to mitigate any effect of the unauthorized use or disclosure;
 - (v) what corrective action MagicSchool has taken or shall take to prevent future similar unauthorized use or disclosure; and
 - (vi) who at MagicSchool the User can contact. MagicSchool will keep the User fully informed until the incident is resolved.
7. MagicSchool will delete or de-identify personal information when it is no longer needed, upon expiration or termination of our agreement with an educational institution with any deletion or de-identification to be completed according to the terms of our agreement with the educational institution, or at the direction or request of the educational institution.

8. MagicSchool agrees to work with educational institutions to ensure compliance with FERPA and the Parties will ensure compliance by providing parents, legal guardians or eligible students with the ability to inspect and review student records and to correct any inaccuracies therein as described above.
9. MagicSchool prohibits using personally identifiable information in student records to engage in targeted advertising.
10. MagicSchool will not make material changes to our Terms of Service or Privacy Policy, including making significant changes impacting the collection, use, disclosure or retention of data collected without prior notice to the educational user.

B. As related to the Children’s Online Privacy Protection Act (“COPPA”) (15 U.S.C §§ 6501-6506), MagicSchool agrees:

1. MagicSchool contracts directly with schools and, as such, may rely on consent from the school instead of the parents for collection of personal information from students when data collected is for the use and benefit of the school, and not for any other commercial purposes.
2. MagicSchool makes available clearly written policies explaining what data it collects from users, how such data is used, stored and to whom it may be disclosed.
3. MagicSchool makes a copy of the privacy policy available to the school prior to completion of the sale, download or installation of the product.
4. MagicSchool provides the school a description of the types of personal information collected; an opportunity to review the child’s personal information and/or have the information deleted; and the opportunity to prevent further use or online collection of a child’s personal information.
5. MagicSchool collects limited data from or about children that is reasonably needed to provide users with a feature or activity, or to perform a valid business function that meets the strict definition of support for internal operations.
6. MagicSchool does not and will not condition a child's participation in an activity on the child disclosing more personal information than is reasonably necessary to participate in such activity.
7. MagicSchool maintains reasonable procedures to protect the confidentiality, security, and integrity of personal information collected from children. It takes reasonable steps to release children's personal information only to service providers and third parties who can maintain the confidentiality, security and integrity of such information, and who provide assurances that they will maintain the information in such a manner.
8. MagicSchool will retain personal information collected online from a child only as long as is reasonably necessary to fulfill the purpose for which the information was collected. It must delete such information using reasonable measures to protect against unauthorized access to, or use of, the information in connection with its deletion.
9. MagicSchool will conduct annual training related to data privacy and security, including FERPA and COPPA requirements, for all employees responsible in whole or in part for design, production, development, operations and marketing of their products. Such training will include all employees who are directly or peripherally involved in collection, use, storage, disclosure or any other handling of data.

10. MagicSchool will not make material changes to its privacy and security policies, including adding practices around new or additional data collection, or changes that may lessen the previously noted protections without prior notice to the school, separate from any notice in a “click wrap” agreement. It will notify schools and obtain the prior verifiable consent for any material changes to its privacy policy that affect the collection or use of personal information from students.

Data Access and Review Process

MagicSchool collects data on behalf of schools. Any party wishing for MagicSchool to provide or correct their personal information can make a request either via their school or directly to MagicSchool and they will provide or correct the information as instructed.

A data access request which asks MagicSchool to provide, correct or delete personal information can be sent via an email to security@magicschool.ai. Depending on the nature of the request they may require the requestor to provide information to verify their identity, and/or be an authorized agent of their school.

Security Protocols

MagicSchool has a comprehensive Security Program in place designed to protect the confidentiality, integrity and availability of systems, networks and data. The following is a general overview of data security protocols:

Data in Transit

MagicSchool uses secure socket layer technology (SSL) when a user enters any information anywhere on the Service as a default and this technology enables the encryption of that information during server transmission.

Data at Rest

MagicSchool database is encrypted at rest, where they store a user's personal information, which converts all personal information stored in the database to an unintelligible form.

Data Center Security

MagicSchool uses AWS Data Centers and these centers conform to the following:

AWS is a secure, durable technology platform with industry-recognized certifications and audits: PCI DSS Level 1, ISO 27001, FISMA Moderate, FedRAMP, HIPAA, and SOC 1 (formerly referred to as SAS 70 and/or SSAE 16) and SOC 2 audit reports. Their services and data centers have multiple layers of operational and physical security to ensure the integrity and safety of your data.

Please see more information below in the available link:

[Amazon Web Services \(AWS\) https://aws.amazon.com/security/](https://aws.amazon.com/security/)

Personnel

Background Checks: All employees with access to student data have undergone criminal background checks.

Training: Employees of MagicSchool will receive annual privacy and security training that includes FERPA and COPPA.

Access: Access to student data is role-based; limited to those employees who need access to perform job responsibilities.

Access to Audit

Once per year, MagicSchool will provide schools with:

audit rights to the school's data

access to the results of MagicSchool or its third-party security audit

Data Breach

In the event of an unauthorized disclosure of a student's records, MagicSchool will promptly notify users unless specifically directed not to provide such notification by law enforcement officials. Notification shall identify:

- a. the date and nature of the unauthorized use or disclosure;
- b. the Private Data used or disclosed;
- c. general description of what occurred, including who made the unauthorized use or received the unauthorized disclosure;
- d. what MagicSchool has done or shall do to mitigate any effect of the unauthorized use or disclosure;
- e. advice to the impacted user on how they can best protect themselves;
- f. what corrective action MagicSchool has taken or shall take to prevent future similar unauthorized use or disclosure; and
- g. who at MagicSchool the user can contact. MagicSchool will keep the user fully informed until the incident is resolved.

MagicSchool will notify impacted user (s) within a reasonable period of time following the discovery of a breach of security that results in the unauthorized release, disclosure or acquisition of student information, and any acquisition of computerized data that compromises the security, confidentiality, or integrity of personal information maintained by MagicSchool.

Data Deletion

MagicSchool stores your personal information for as long as it is necessary to provide products and Services to you and others. Personal information associated with the user account will be kept until the account is deleted or until we no longer need the data to provide products and services.

MagicSchool may have to retain some information after your account is closed, to comply with legal obligations, to protect the safety and security of our community or our Service, or to prevent abuse of our Terms. At MagicSchool, a user may delete their account at any time by contacting their school directly or by contacting MagicSchool at security@magicschool.ai.

Research

MagicSchool may use data which has been de-identified and/or aggregated for product development, research, analytics and other purposes, including for the purpose of analyzing, improving, or marketing the Services. On certain occasions, MagicSchool may share this data with business partners to improve their services or offerings. If they disclose information to authorized business partners to conduct research on online education or assist in understanding the usage, viewing, and demographic patterns for certain programs, content, services, promotions, and/or functionality on their Service, such data will be aggregated and, or anonymized to reasonably avoid identification of a specific individual.

Third Parties

MagicSchool does not sell, trade, lease or loan the personal information they collect or maintain, in the course of providing the service, to any third party for any reason, including direct marketers, advertisers, or data brokers.

MagicSchool contracts with other third-party companies to perform business functions or services on their behalf and may share PII with such third parties as required to perform their functions. MagicSchool has agreements in place with all third parties with access to student personal information to ensure they only use the information for purposes necessary to deliver the authorized service and to ensure they maintain the confidentiality and security of the information. The agreements align with MagicSchool data privacy and security policies and expectations.

MagicSchool utilizes the following third-party vendors:

Vercel, Inc. Hosting

Amazon.com, Inc Hosting

Supabase, Inc. Infrastructure Hosting

Alphabet, Inc. Website Traffic Analysis, Hosting

SendGrid, Inc. Customer Communications

Intercom, Inc. Customer Support

Stripe, Inc. Payment Processing

Hubspot, Inc. Communication with Authorized Users in connection with the provision of the Services and Support

Salesforce, Inc. Communication with Authorized Users in connection with the provision of the

Services and Support
OpenAI, Inc. AI Functionality
Anthropic PBC AI Functionality
Amplitude, Inc. Event logging for analytics
Sentry, Inc Event logging for analytics
Microsoft Corporation Event logging for analytics
Metabase Event logging for analytics
Airbyte Data Consolidation Platform

Product Data List

Data Collection by MagicSchool include the following:

	DATA Collected for Operation	General Purpose of Data Collected
1	STUDENT FIRST and LAST NAME	Required to support Product Functionality
2	STUDENT EMAIL ADDRESS	Required to support Product Functionality
3	SCHOOL NAME	Required to support Product Functionality
4	AI Input & Output/History	Required to support Product Functionality
5	BROWSER TYPE	To help investigate and fix reported bugs.
6	ACCESS TIME	To provide and improve the platform for the user (e.g., letting schools know about usage).
7	TIME SPENT ON SITE	To provide and improve the platform for the user (e.g., letting schools know about usage).
8	PAGE VIEWS	To provide and improve the platform for the user.
9	Referring URLs	

Accuracy Statement

MagicSchool hereby confirms the accuracy and truthfulness of all information provided to iKeepSafe during the assessment process. MagicSchool hereby confirms the accuracy and truthfulness of all information contained in the MagicSchool profile and has authorized iKeepSafe to make the profile available to any interested schools.

Signed and agreed:

DocuSigned by:
Adeel Khan
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(Signature)

Adeel Khan
Founder and CEO
MagicSchool
4845 Pearl East Cir Ste 118 PMB 83961
Boulder, CO 80301-6112

09/04/2024

The MagicSchool service has been reviewed and found in alignment with iKeepSafe's FERPA and COPPA Privacy Program Guidelines as indicated by this product profile. MagicSchool has been awarded the iKeepSafe FERPA and COPPA Certification.

DocuSigned by:
Amber Lindsay
4936610B3823488...

(Signature)

Amber Lindsay
President & CEO
iKeepSafe

09/04/2024

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