



iKeepProfile ClassDojo

Introduction

The iKeepSafe FERPA 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** or often used in and by schools, and which may collect, store, process or otherwise handle student data.

ClassDojo helps teachers, school leaders, parents, and students build incredible classrooms. ClassDojo asks these different end users to accept an online Terms of Service and Privacy Policy to create an account and access the service for the first time.

This iKeepProfile is intended to assist you in determining whether or not ClassDojo can be used in accordance with your FERPA obligations, as well as with your state laws and district policies. It indicates that ClassDojo has been assessed for alignment with the iKeepSafe FERPA Program Guidelines.

The iKeepProfile is not legal guidance, nor does it guarantee or otherwise assure compliance with FERPA. If you have questions on how to use the iKeepProfile to support your school's compliance efforts, please contact your school attorney.¹

Agreement

Class Twist Inc.

ClassDojo - <https://www.classdojo.com/>

ClassDojo's mission is to give teachers, parents and students the power to create incredible classrooms. Founded in 2011 and based in San Francisco, California, ClassDojo is a communication app for the classroom. It connects teachers, parents, and students who use it to share photos, videos, and messages through the school day. They use ClassDojo to work together as a team, share in the classroom experience, and bring the best ideas in education into their classrooms and homes.

To help support schools in meeting their FERPA obligations, Class Twist, Inc. agrees:

1. **Education records as provided by teachers, school leaders, parents, and students using ClassDojo continue to be the property of and under the control of those teachers, school leaders, parents, and students;** and ClassDojo is willing to stipulate as such in their terms of service agreement and/or privacy policy.
2. **Students may retain possession and control of their own student generated content** and ClassDojo is willing, if applicable, to provide a means by which they may do so.
3. **It will only use education records as provided by individual teachers, school leaders, parents, and students for the purposes authorized by agreement to the ClassDojo Terms of Service and Privacy Policy.**
4. **It will not use personally identifiable information in education records to engage in targeted advertising.**
5. **It will provide a means by which users, including teachers, school leaders, parents, and students, may review personally identifiable information** in their account and correct erroneous information.
6. **It will take actions to help ensure the security and confidentiality of education records as provided by teachers, school leaders, parents and students using the ClassDojo product, including** but not limited to designating and training responsible individuals on ensuring the security and confidentiality of education records.
7. **It will conduct annual training related to data privacy and security,** including FERPA requirements, for all employees responsible for any aspect of student data management.
8. **It has a data breach procedure in place** and will notify the affected end users, including teachers, school leaders, parents and students, in the event of an unauthorized disclosure of education records.
9. **It is willing to include in the terms of service and/or privacy policy details of how end users, including educators and students, have direct access to the education records** that they provide to ClassDojo.
10. **It 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 end user,** including teachers, school leaders, parents and students separate from any notice in a “click wrap” agreement.

Data Review Process

ClassDojo provides users direct access to the personally identifiable information that they provide to ClassDojo via product functionality and the ability to contact ClassDojo for access to all personal information. The following is the process for handling such requests:

Control of Information Provided to ClassDojo

All users, including students and teachers, remain in control of the data they provide to ClassDojo; more specifically:

Users may update, correct, or delete of their profile information or preferences at any time by logging into their ClassDojo account and accessing the account settings page.

To request access to all personal information that ClassDojo has on file, users are to contact: privacy@classdojo.com.

Parents can contact ClassDojo using the contact information included within the ClassDojo Privacy Policy to:

- request copies of their children's personal information that ClassDojo may have stored
- refuse to permit ClassDojo to collect further personal information from their children
- request that ClassDojo delete the personal information they have collected from their child

ClassDojo has posted within their Privacy Policy appropriate contact information for comments, concerns and questions:

Class Twist, Inc.

735 Tehama Street

San Francisco, CA 94103

650-503-3656

Attention: Chief Privacy Officer

privacy@classdojo.com

Security Protocols

ClassDojo maintains a comprehensive set of security practices that are reasonably designed in accordance with commercial best practices to protect the security, privacy, confidentiality, and integrity of student personal information against risks – such as unauthorized access or use, or unintended or inappropriate disclosure – through the use of administrative, technological, and physical safeguards.

The following is a general overview of ClassDojo’s data security protocols:

Data in Transit

All data is transferred using **end-to-end 2048-bit TLS/SSL encryption**.

Data at Rest

Data at rest is encrypted using 256 bit Advanced Encryption Standard (AES).

Data Storage

Data is stored in ClassDojo’s secure Amazon Web Services (AWS) environment. Database backups are also stored in AWS.

Data Center Security

ClassDojo utilizes data centers operated by Amazon Web Services (AWS) who have extensive experience in designing, constructing, and operating large-scale data centers. AWS data centers are housed in nondescript facilities. Physical access is strictly controlled both at the perimeter and at building ingress points by professional security staff utilizing video surveillance, intrusion detection systems, and other electronic means. Authorized staff must pass two-factor authentication a minimum of two times to access data center floors. AWS only provides data center access and information to employees and contractors who have a legitimate business need.

Security Audits

ClassDojo undergoes at least two security audits per year and engages with a security community to continue ongoing testing of ClassDojo.

Personnel

Training

ClassDojo conducts privacy and security training for all employees that have access to and/or impact student data including FERPA training.

Access

Access to student data is role-based; limited to those employees who need access to perform job responsibilities and ClassDojo undertakes strict auditing of access to their systems. All employees with access to student data have undergone background checks.

Product Data List

ClassDojo gathers potentially personally-identifying and personally-identifying information based on the nature of the product interaction.

Data Collected for Operation:

General Purpose of Data Collection

1	Student First and Last Name	Required to support product functionality
2	Student Age	Required to support product functionality
3	Student Password	Required to support product functionality
4	Parent(s) First and Last Name	Required to support product functionality
5	Parent(s) Email Address	Required to support product functionality
6	Parent(s) Password	Required to support product functionality
7	Parent(s) Phone Number	Optional
8	Teacher First and Last Name	Required to support product functionality
9	Teacher Email Address	Required to support product functionality
10	Teacher Password	Required to support product functionality
11	Teacher Phone Number	Optional
12	School Leader First and Last Name	Required to support product functionality
13	School Leader Role	Required to support product functionality
14	School Leader Email Address	Required to support product functionality
15	School Leader Password	Required to support product functionality
16	School Leader Phone Number	Optional
17	School Name	Required to support product functionality (to identify school network)
18	School Address	Required to support product functionality (to identify school network)
19	Geolocation: coarse (city-level) location data	Required to support product functionality
	Geolocation: precise (sufficient to identify street name and name of city) with explicit opt-in	Required to support product functionality (e.g., searching for a school)
20	Browser Type	User research to improve ClassDojo experience
21	Machine Model	User research to improve ClassDojo experience
22	Access Time	User research to improve ClassDojo experience
23	Referring URLs	User research to improve ClassDojo experience
24	PAGE VIEWS	User research to improve ClassDojo experience
25	IP Address	User research to improve ClassDojo experience
26	Device ID	User research to improve ClassDojo experience
27	Device Type and OS	User research to improve ClassDojo experience

Third Parties

ClassDojo does not rent or sell potentially personally-identifying and personally-identifying information to anyone for any purpose.

ClassDojo discloses potentially personally-identifying and personally-identifying information only to those of its employees, contractors, and affiliated organizations that (i) need to know that information in order to process it on ClassDojo's behalf or to provide services available on ClassDojo's website and mobile applications, and (ii) that have agreed not to disclose it to others.

ClassDojo uses encryption technology for the information they share with third parties, and the list of third parties they share with is accurately documented in their Privacy Policy as demonstrated below.

iKeepSafe technical assessment indicated appropriate use of third parties for product functionality and analytics.

Amazon Web Services	https://aws.amazon.com/agreement/	Hosting ClassDojo's servers and data analytics
Amplitude	https://amplitude.com/privacy	Mobile analytics
Branch.io	https://branch.io/privacy_policy/	Deepinking into ClassDojo apps; data analytics
Coconut.com	http://coconut.co/tos	Video encoding
CrowdIn	https://crowdin.com/page/privacy-policy	Crowdsourcing translations
Customer.io	https://customer.io/privacy-policy.html	Sending introductory signup emails to teachers and parents
DataDog	https://app.datadoghq.com/policy/privacy	Monitoring and visualizing server performance
Fastly	https://www.fastly.com/privacy	Delivering content through service faster
Filestack	https://www.filestack.com/privacy	Uploading user photos
Google Analytics	http://www.google.com/intl/en/policies/privacy/	Analytics on our websites
Librato	https://www.librato.com/privacy	Monitoring our performance metrics
Loggly	https://www.loggly.com/privacy/	Tracking errors on website
MongoLab	https://mlab.com/company/legal/privacy/	Securely storing and organizing data
Optimizely	https://www.optimizely.com/privacy/	Testing different versions of ClassDojo website ("A/B testing")
Papertrail	https://www.papertrail.io/uk/privacy-policy	Logging errors that occur on our apps
Parse	https://parse.com/policies	Sending push notifications from our mobile apps
Pubnub	https://www.pubnub.com/privacy-policy/	Managing real-time communication data
Redis Labs	https://redislabs.com/company/terms-of-use	Securely storing and organizing data
SendGrid	https://sendgrid.com/policies/privacy/	Sending email updates to teachers and parents

SurveyMonkey	https://www.surveymonkey.com/mp/policy/privacy-policy/	Sending surveys to teachers and parents
Twilio	https://www.twilio.com/legal/privacy	Text-based invites to ClassDojo
Zendesk	https://www.zendesk.com/company/privacy	Organizing and handling support requests

Accuracy Statement

Class Twist, Inc. hereby confirms the accuracy and truthfulness of all information contained in the profile, and has authorized iKeepSafe to make the profile available to any interested schools.

Signed and agreed:



Manoj Lamba

Head of Marketing, ClassDojo

Class Twist, Inc.

1/3/17

Class Twist, Inc. has been reviewed and found in alignment with the iKeepSafe FERPA Program© as indicated by this product profile. Class Twist, Inc. has been awarded the iKeepSafe California Privacy Program badge.

DocuSigned by:

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Holly Hawkins, Chief Safety & Privacy Officer

iKeepSafe

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