



104TH GENERAL ASSEMBLY

State of Illinois

2025 and 2026

SB3735

Introduced 2/5/2026, by Sen. Robert F. Martwick

SYNOPSIS AS INTRODUCED:

New Act

105 ILCS 5/10-20.40

105 ILCS 5/34-18.34

105 ILCS 85/5

105 ILCS 85/10

105 ILCS 85/15

105 ILCS 85/25

Creates the Student Educational Technologies Rights Act. Provides that it is the policy of the State that a student and the student's parent have the right to: opt out of school-issued personal electronic devices, electronic textbooks, electronic required reading, or electronic or online assignments; request a human teacher review any automated scored grade or scored grade generated by artificial intelligence; and opt out of predictive analytics systems without academic penalty. Amends the School Code. Removes language allowing school districts that collect biometric information from students to adopt specified policies. Prohibits a school district from purchasing or otherwise acquiring biometric systems to use on students. Establishes prohibitions for a school district with respect to biometric systems and biometric information of its students. Sets forth requirements on the destruction of biometric information in the possession of a school district. Makes other changes. Amends the Student Online Personal Protection Act. Prohibits an operator from selling or renting any other person's information collected by the operator for K through 12 school purposes or permitting artificial intelligence to train on covered information unless for K through 12 school purposes or in furtherance of improving operability and functionality of the operator's service. Provides, with exceptions, that an operator's artificial intelligence model shall not train on a student's covered information and retain the training data indefinitely. Makes other and conforming changes.

LRB104 19296 LNS 32742 b

1 AN ACT concerning education.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 1. Short title. This Act may be cited as the
5 Student Educational Technologies Rights Act.

6 Section 5. Legislative findings; intent.

7 (a) The General Assembly finds all of the following:

8 (1) Within schools, online services and other
9 technologies to help students learn are now deeply
10 embedded throughout every grade level.

11 (2) At the same time, there are growing concerns about
12 how student technology use is contributing to youth mental
13 health crises, privacy and security risks, cyberbullying,
14 and reduced attention and ability to focus.

15 (3) An overwhelming number of parents have expressed
16 that it is growing increasingly difficult to protect their
17 children from the harms online and exasperated by
18 technology use. Because technologies are so prevalent
19 throughout almost every aspect of a child's life,
20 including school, parents face challenges when trying to
21 opt their children out of technology use.

22 (4) With the introduction of artificial intelligence,
23 students are growing increasingly concerned about the

1 automation of tasks traditionally performed by a teacher,
2 including grading. When artificial intelligence can
3 hallucinate inaccurate results, students want the ability
4 to ensure they can trust that grading through artificial
5 intelligence or by automation meets the same standards of
6 the teaching profession within this State.

7 (b) This Act is intended to provide parents with the
8 ability to exercise their parental rights with relation to
9 their child's technology use and provide students and parents
10 with rights associated with educational technologies.

11 Section 10. Definitions. As used in this Act:

12 "Artificial intelligence" has the meaning given to that
13 term in Section 2-101 of the Illinois Human Rights Act.

14 "Parent" has the meaning given to that term under the
15 Section 2 of the Illinois School Student Records Act.

16 "School" means (i) any preschool, public kindergarten,
17 elementary or secondary educational institution, vocational
18 school, special educational facility, or any other elementary
19 or secondary educational agency or institution or (ii) any
20 person, agency, or institution that maintains school student
21 records from more than one school.

22 "Student" has the meaning given to that term under Section
23 2 of the Illinois School Student Records Act.

24 Section 15. Student educational technology rights.

1 (a) It is the policy of this State that a student and the
2 student's parent have the right to:

3 (1) opt out of school-issued personal electronic
4 devices, electronic textbooks, electronic required
5 reading, or electronic or online assignments;

6 (2) request a human teacher review any automated
7 scored grade or scored grade generated by artificial
8 intelligence; and

9 (3) opt out of predictive analytics systems without
10 academic penalty.

11 (b) If a student or a student's parent exercises the right
12 outlined in subsection (a), the school shall provide the
13 student with a comparable analog version of what the
14 educational technology provides.

15 As used in this subsection, "comparable analog version"
16 includes, but is not limited to, providing the assignment on
17 physical paper, a physical copy of the required reading, or
18 the option of a physical paper textbook.

19 Section 20. The School Code is amended by changing
20 Sections 10-20.40 and 34-18.34 as follows:

21 (105 ILCS 5/10-20.40)

22 Sec. 10-20.40. Student biometric information.

23 (a) For the purposes of this Section:7

24 "Biometric ~~biometric~~ information" means any information

1 that is collected through an identification process for
2 individuals based on their unique behavioral or physiological
3 characteristics, including fingerprint, hand geometry, voice,
4 or facial recognition or iris or retinal scans.

5 "Biometric system" means any combination of hardware,
6 software, firmware, or tools used to obtain, collect, process,
7 store, transmit, display, or otherwise handle biometric
8 information, including, but not limited to, facial or voice
9 recognition software and software to conduct fingerprint, hand
10 geometry, or iris or retinal scans.

11 "Facial recognition" means any tool using an automated or
12 semiautomated process that assists in uniquely identifying or
13 verifying a person by comparing or analyzing patterns based on
14 the person's face.

15 (b) A school district is prohibited from purchasing or
16 otherwise acquiring biometric systems, including facial
17 recognition software, to use on students. School districts
18 ~~that collect biometric information from students shall adopt~~
19 ~~policies that require, at a minimum, all of the following:~~

20 ~~(1) Written permission from the individual who has~~
21 ~~legal custody of the student, as defined in Section~~
22 ~~10-20.12b of this Code, or from the student if he or she~~
23 ~~has reached the age of 18.~~

24 ~~(2) The discontinuation of use of a student's~~
25 ~~biometric information under either of the following~~
26 ~~conditions:~~

1 ~~(A) upon the student's graduation or withdrawal~~
2 ~~from the school district; or~~

3 ~~(B) upon receipt in writing of a request for~~
4 ~~discontinuation by the individual having legal custody~~
5 ~~of the student or by the student if he or she has~~
6 ~~reached the age of 18.~~

7 ~~(3) The destruction of all of a student's biometric~~
8 ~~information within 30 days after the use of the biometric~~
9 ~~information is discontinued in accordance with item (2) of~~
10 ~~this subsection (b).~~

11 ~~(4) The use of biometric information solely for~~
12 ~~identification or fraud prevention.~~

13 ~~(5) A prohibition on the sale, lease, or other~~
14 ~~disclosure of biometric information to another person or~~
15 ~~entity, unless:~~

16 ~~(A) the individual who has legal custody of the~~
17 ~~student or the student, if he or she has reached the~~
18 ~~age of 18, consents to the disclosure; or~~

19 ~~(B) the disclosure is required by court order.~~

20 ~~(6) The storage, transmittal, and protection of all~~
21 ~~biometric information from disclosure.~~

22 (b-5) A school district may not do any of the following
23 with respect to students:

24 (1) Obtain, retain, possess, access, request, or use
25 biometric systems or biometric information derived from
26 biometric systems.

1 (2) Enter into an agreement with a third party for the
2 purpose of obtaining, retaining, possessing, accessing, or
3 using, by or on behalf of the school district, biometric
4 systems, including facial recognition software or
5 biometric information derived from biometric systems.

6 (b-10) Within 30 days after the effective date of this
7 amendatory Act of the 104th General Assembly, if a school
8 district is in possession of student biometric information,
9 then the school district shall destroy the biometric
10 information and provide certified documentation of destruction
11 to the State Board of Education.

12 (b-15) Within 30 days after the effective date of this
13 amendatory Act of the 104th General Assembly, any school
14 district that has contracted with a third party to obtain,
15 collect, or store student biometric information shall require
16 the third party to destroy the biometric information in its
17 possession and confirm in writing the completion of this
18 destruction to the school district.

19 (b-20) During the 30-day period in which a school district
20 may still have student biometric information in its possession
21 under subsection (b-10), the school district is prohibited
22 from selling, leasing, or otherwise disclosing the biometric
23 information to another person or entity unless:

24 (1) the individual who has legal custody of the
25 student or the student, if he or she has reached the age of
26 18, consents to the disclosure; or

1 (2) the disclosure is required by court order.

2 (c) (Blank). ~~Failure to provide written consent under item~~
3 ~~(1) of subsection (b) of this Section by the individual who has~~
4 ~~legal custody of the student or by the student, if he or she~~
5 ~~has reached the age of 18, must not be the basis for refusal of~~
6 ~~any services otherwise available to the student.~~

7 (d) Student biometric information may be destroyed without
8 notification to or the approval of a local records commission
9 under the Local Records Act if destroyed within 30 days after
10 the effective date of this amendatory Act of the 104th General
11 Assembly ~~use of the biometric information is discontinued in~~
12 ~~accordance with item (2) of subsection (b) of this Section.~~

13 (Source: P.A. 95-232, eff. 8-16-07; 95-793, eff. 1-1-09;
14 95-876, eff. 8-21-08; 96-328, eff. 8-11-09.)

15 (105 ILCS 5/34-18.34)

16 Sec. 34-18.34. Student biometric information.

17 (a) For the purposes of this Section:7

18 "Biometric ~~biometric~~ information" means any information
19 that is collected through an identification process for
20 individuals based on their unique behavioral or physiological
21 characteristics, including fingerprint, hand geometry, voice,
22 or facial recognition or iris or retinal scans.

23 "Biometric system" means any combination of hardware,
24 software, firmware, or tools used to obtain, collect, process,
25 store, transmit, display, or otherwise handle biometric

1 information, including, but not limited to, facial or voice
2 recognition software and software to conduct fingerprint, hand
3 geometry, or iris or retinal scans.

4 "Facial recognition" means any tool using an automated or
5 semiautomated process that assists in uniquely identifying or
6 verifying a person by comparing or analyzing patterns based on
7 the person's face.

8 (b) The school district is prohibited from purchasing or
9 otherwise acquiring biometric systems, including facial
10 recognition software, to use on students. ~~If the school~~
11 ~~district collects biometric information from students, the~~
12 ~~district shall adopt a policy that requires, at a minimum, all~~
13 ~~of the following:~~

14 ~~(1) Written permission from the individual who has~~
15 ~~legal custody of the student, as defined in Section~~
16 ~~10 20.12b of this Code, or from the student if he or she~~
17 ~~has reached the age of 18.~~

18 ~~(2) The discontinuation of use of a student's~~
19 ~~biometric information under either of the following~~
20 ~~conditions:~~

21 ~~(A) upon the student's graduation or withdrawal~~
22 ~~from the school district; or~~

23 ~~(B) upon receipt in writing of a request for~~
24 ~~discontinuation by the individual having legal custody~~
25 ~~of the student or by the student if he or she has~~
26 ~~reached the age of 18.~~

1 ~~(3) The destruction of all of a student's biometric~~
2 ~~information within 30 days after the use of the biometric~~
3 ~~information is discontinued in accordance with item (2) of~~
4 ~~this subsection (b).~~

5 ~~(4) The use of biometric information solely for~~
6 ~~identification or fraud prevention.~~

7 ~~(5) A prohibition on the sale, lease, or other~~
8 ~~disclosure of biometric information to another person or~~
9 ~~entity, unless:~~

10 ~~(A) the individual who has legal custody of the~~
11 ~~student or the student, if he or she has reached the~~
12 ~~age of 18, consents to the disclosure; or~~

13 ~~(B) the disclosure is required by court order.~~

14 ~~(6) The storage, transmittal, and protection of all~~
15 ~~biometric information from disclosure.~~

16 (b-5) The school district may not do any of the following
17 with respect to students:

18 (1) Obtain, retain, possess, access, request, or use
19 biometric systems or biometric information derived from
20 biometric systems.

21 (2) Enter into an agreement with a third party for the
22 purpose of obtaining, retaining, possessing, accessing, or
23 using, by or on behalf of the school district, biometric
24 systems, including facial recognition software or
25 biometric information derived from biometric systems.

26 (b-10) Within 30 days after the effective date of this

1 amendatory Act of the 104th General Assembly, if the school
2 district is in possession of student biometric information,
3 then the school district shall destroy the biometric
4 information and provide certified documentation of destruction
5 to the State Board of Education.

6 (b-15) Within 30 days after the effective date of this
7 amendatory Act of the 104th General Assembly, if the school
8 district has contracted with a third party to obtain, collect,
9 or store student biometric information, then the school
10 district shall require the third party to destroy the
11 biometric information in its possession and confirm in writing
12 the completion of this destruction to the school district.

13 (b-20) During the 30-day period in which the school
14 district may still have student biometric information in its
15 possession under subsection (b-10), the school district is
16 prohibited from selling, leasing, or otherwise disclosing the
17 biometric information to another person or entity unless:

18 (1) the individual who has legal custody of the
19 student or the student, if he or she has reached the age of
20 18, consents to the disclosure; or

21 (2) the disclosure is required by court order.

22 (c) (Blank). ~~Failure to provide written consent under item~~
23 ~~(1) of subsection (b) of this Section by the individual who has~~
24 ~~legal custody of the student or by the student, if he or she~~
25 ~~has reached the age of 18, must not be the basis for refusal of~~
26 ~~any services otherwise available to the student.~~

1 (d) Student biometric information may be destroyed without
2 notification to or the approval of a local records commission
3 under the Local Records Act if destroyed within 30 days after
4 the effective date of this amendatory Act of the 104th General
5 Assembly ~~use of the biometric information is discontinued in~~
6 ~~accordance with item (2) of subsection (b) of this Section.~~

7 (Source: P.A. 95-232, eff. 8-16-07; 95-793, eff. 1-1-09;
8 95-876, eff. 8-21-08.)

9 Section 25. The Student Online Personal Protection Act is
10 amended by changing Sections 5, 10, 15, and 25 as follows:

11 (105 ILCS 85/5)

12 Sec. 5. Definitions. In this Act:

13 "Artificial intelligence" has the meaning given to that
14 term in Section 2-101 of the Illinois Human Rights Act.

15 "Breach" means the unauthorized acquisition of
16 computerized data that compromises the security,
17 confidentiality, or integrity of covered information
18 maintained by an operator or school. "Breach" does not include
19 the good faith acquisition of personal information by an
20 employee or agent of an operator or school for a legitimate
21 purpose of the operator or school if the covered information
22 is not used for a purpose prohibited by this Act or subject to
23 further unauthorized disclosure.

24 "Covered information" means personally identifiable

1 information or material or information or data that is
2 gathered from personally identifiable information or material
3 through artificial intelligence or information that is linked
4 to personally identifiable information or material in any
5 media or format that is not publicly available and is any of
6 the following:

7 (1) Created by or provided to an operator by a student
8 or the student's parent in the course of the student's or
9 parent's use of the operator's site, service, or
10 application for K through 12 school purposes.

11 (2) Created by or provided to an operator by an
12 employee or agent of a school or school district for K
13 through 12 school purposes.

14 (3) Gathered by an operator through the operation of
15 its site, service, or application for K through 12 school
16 purposes and personally identifies a student, including,
17 but not limited to, information in the student's
18 educational record or electronic mail, first and last
19 name, home address, telephone number, electronic mail
20 address, or other information that allows physical or
21 online contact, discipline records, test results, special
22 education data, juvenile dependency records, grades,
23 evaluations, criminal records, medical records, health
24 records, a social security number, biometric information,
25 disabilities, socioeconomic information, food purchases,
26 political affiliations, religious information, text

1 messages, documents, student identifiers, search activity,
2 photos, voice recordings, ~~or~~ geolocation information,
3 digital replicas, or data collected through the use of
4 artificial intelligence.

5 "Digital replica" has the meaning given to that term
6 in Section 5 of the Right of Publicity Act.

7 "Interactive computer service" has the meaning ascribed to
8 that term in Section 230 of the federal Communications Decency
9 Act of 1996 (47 U.S.C. 230).

10 "K through 12 school purposes" means purposes that are
11 directed by or that customarily take place at the direction of
12 a school, teacher, or school district; aid in the
13 administration of school activities, including, but not
14 limited to, instruction in the classroom or at home,
15 administrative activities, and collaboration between students,
16 school personnel, or parents; or are otherwise for the use and
17 benefit of the school.

18 "Longitudinal data system" has the meaning given to that
19 term under the P-20 Longitudinal Education Data System Act.

20 "Operator" means, to the extent that an entity is
21 operating in this capacity, the operator of an Internet
22 website, online service, online application, ~~or~~ mobile
23 application, or artificial intelligence model with actual
24 knowledge that the site, service, ~~or~~ application, or model is
25 used primarily for K through 12 school purposes and was
26 designed and marketed for K through 12 school purposes.

1 "Parent" has the meaning given to that term under the
2 Illinois School Student Records Act.

3 "School" means (1) any preschool, public kindergarten,
4 elementary or secondary educational institution, vocational
5 school, special educational facility, or any other elementary
6 or secondary educational agency or institution or (2) any
7 person, agency, or institution that maintains school student
8 records from more than one school. Except as otherwise
9 provided in this Act, "school" includes a private or nonpublic
10 school.

11 "State Board" means the State Board of Education.

12 "Student" has the meaning given to that term under the
13 Illinois School Student Records Act.

14 "Targeted advertising" means presenting advertisements to
15 a student where the advertisement is selected based on
16 information obtained or inferred from that student's online
17 behavior, usage of applications, or covered information. The
18 term does not include advertising to a student at an online
19 location based upon that student's current visit to that
20 location or in response to that student's request for
21 information or feedback, without the retention of that
22 student's online activities or requests over time for the
23 purpose of targeting subsequent ads.

24 (Source: P.A. 100-315, eff. 8-24-17; 101-516, eff. 7-1-21.)

25 (105 ILCS 85/10)

1 Sec. 10. Operator prohibitions. An operator shall not
2 knowingly do any of the following:

3 (1) Engage in targeted advertising on the operator's
4 site, service, ~~or~~ application, or model or target
5 advertising on any other site, service, ~~or~~ application, or
6 model if the targeting of the advertising is based on any
7 information, including covered information and persistent
8 unique identifiers, that the operator has acquired because
9 of the use of that operator's site, service, ~~or~~
10 application, or model for K through 12 school purposes.

11 (2) Use information, including persistent unique
12 identifiers, created or gathered by the operator's site,
13 service, ~~or~~ application, or model to amass a profile about
14 a student, except in furtherance of K through 12 school
15 purposes. "Amass a profile" does not include the
16 collection and retention of account information that
17 remains under the control of the student, the student's
18 parent, or the school.

19 (3) Sell or rent a student's information or data,
20 including covered information or any other person's
21 information collected by the operator for K through 12
22 school purposes. This subdivision (3) does not apply to
23 the purchase, merger, or other type of acquisition of an
24 operator by another entity if the operator or successor
25 entity complies with this Act regarding previously
26 acquired student information.

1 (3.5) Permit artificial intelligence to train on
2 covered information unless for K through 12 school
3 purposes or in furtherance of improving operability and
4 functionality of the operator's service.

5 (4) Except as otherwise provided in Section 20 of this
6 Act, disclose covered information, unless the disclosure
7 is made for the following purposes:

8 (A) In furtherance of the K through 12 school
9 purposes of the site, service, ~~or~~ application, or
10 model if the recipient of the covered information
11 disclosed under this clause (A) does not further
12 disclose the information, unless done to allow or
13 improve operability and functionality of the
14 operator's site, service, or application. Improving
15 operability does not include disclosing covered
16 information to any third party to train artificial
17 intelligence that is not for K through 12 school
18 purposes.

19 (B) To ensure legal and regulatory compliance or
20 take precautions against liability.

21 (C) To respond to the judicial process.

22 (D) To protect the safety or integrity of users of
23 the site or others or the security of the site,
24 service, ~~or~~ application, or model.

25 (E) For a school, educational, or employment
26 purpose requested by the student or the student's

1 parent, provided that the information is not used or
2 further disclosed for any other purpose.

3 (F) To a third party if the operator contractually
4 prohibits the third party from using any covered
5 information for any purpose other than providing the
6 contracted service to or on behalf of the operator,
7 prohibits the third party from disclosing any covered
8 information provided by the operator with subsequent
9 third parties, and requires the third party to
10 implement and maintain security procedures and
11 practices as required under Section 15.

12 Nothing in this Section prohibits the operator's use of
13 information for maintaining, developing, supporting,
14 improving, or diagnosing the operator's site, service, or
15 application.

16 (Source: P.A. 100-315, eff. 8-24-17; 101-516, eff. 7-1-21.)

17 (105 ILCS 85/15)

18 Sec. 15. Operator duties. An operator shall do the
19 following:

20 (1) Implement and maintain reasonable security
21 procedures and practices that otherwise meet or exceed
22 industry standards designed to protect covered information
23 from unauthorized access, destruction, use, modification,
24 or disclosure.

25 (2) Delete, within a reasonable time period, a

1 student's covered information if the school or school
2 district requests deletion of covered information under
3 the control of the school or school district, unless a
4 student or his or her parent consents to the maintenance
5 of the covered information.

6 An operator's artificial intelligence model shall not
7 train on a student's covered information and retain the
8 training data indefinitely, unless it first:

9 (A) informs the student or his or her parent in
10 writing that the operator's artificial intelligence
11 model will retain training data indefinitely; and

12 (B) receives a written consent from the student or
13 his or her parent.

14 (3) Publicly disclose material information about its
15 collection, use, and disclosure of covered information,
16 including, but not limited to, publishing a terms of
17 service agreement, privacy policy, or similar document.

18 (4) Except for a nonpublic school, for any operator
19 who seeks to receive from a school, school district, or
20 the State Board in any manner any covered information,
21 enter into a written agreement with the school, school
22 district, or State Board before the covered information
23 may be transferred. The written agreement may be created
24 in electronic form and signed with an electronic or
25 digital signature or may be a click wrap agreement that is
26 used with software licenses, downloaded or online

1 applications and transactions for educational
2 technologies, or other technologies in which a user must
3 agree to terms and conditions before using the product or
4 service. Any written agreement entered into, amended, or
5 renewed must contain all of the following:

6 (A) A listing of the categories or types of
7 covered information to be provided to the operator.

8 (B) A statement of the product or service being
9 provided to the school by the operator.

10 (C) A statement that, pursuant to the federal
11 Family Educational Rights and Privacy Act of 1974, the
12 operator is acting as a school official with a
13 legitimate educational interest, is performing an
14 institutional service or function for which the school
15 would otherwise use employees, under the direct
16 control of the school, with respect to the use and
17 maintenance of covered information, and is using the
18 covered information only for an authorized purpose and
19 may not re-disclose it to third parties or affiliates,
20 unless otherwise permitted under this Act, without
21 permission from the school or pursuant to court order.

22 (D) A description of how, if a breach is
23 attributed to the operator, any costs and expenses
24 incurred by the school in investigating and
25 remediating the breach will be allocated between the
26 operator and the school. The costs and expenses may

1 include, but are not limited to:

2 (i) providing notification to the parents of
3 those students whose covered information was
4 compromised and to regulatory agencies or other
5 entities as required by law or contract;

6 (ii) providing credit monitoring to those
7 students whose covered information was exposed in
8 a manner during the breach that a reasonable
9 person would believe that it could impact his or
10 her credit or financial security;

11 (iii) legal fees, audit costs, fines, and any
12 other fees or damages imposed against the school
13 as a result of the security breach; and

14 (iv) providing any other notifications or
15 fulfilling any other requirements adopted by the
16 State Board or of any other State or federal laws.

17 (E) A statement that the operator must delete or
18 transfer to the school all covered information if the
19 information is no longer needed for the purposes of
20 the written agreement and to specify the time period
21 in which the information must be deleted or
22 transferred once the operator is made aware that the
23 information is no longer needed for the purposes of
24 the written agreement.

25 (F) If the school maintains a website, a statement
26 that the school must publish the written agreement on

1 the school's website. If the school does not maintain
2 a website, a statement that the school must make the
3 written agreement available for inspection by the
4 general public at its administrative office. If
5 mutually agreed upon by the school and the operator,
6 provisions of the written agreement, other than those
7 under subparagraphs (A), (B), and (C), may be redacted
8 in the copy of the written agreement published on the
9 school's website or made available at its
10 administrative office.

11 (5) In case of any breach, within the most expedient
12 time possible and without unreasonable delay, but no later
13 than 30 calendar days after the determination that a
14 breach has occurred, notify the school of any breach of
15 the students' covered information.

16 (6) Except for a nonpublic school, provide to the
17 school a list of any third parties or affiliates to whom
18 the operator is currently disclosing covered information
19 or has disclosed covered information. This list must, at a
20 minimum, be updated and provided to the school by the
21 beginning of each State fiscal year and at the beginning
22 of each calendar year.

23 (Source: P.A. 100-315, eff. 8-24-17; 101-516, eff. 7-1-21.)

24 (105 ILCS 85/25)

25 Sec. 25. Operator actions that are not prohibited. This

1 Act does not prohibit an operator from doing any of the
2 following:

3 (1) Using covered information to improve educational
4 products if that information is not associated with an
5 identified student within the operator's site, service, or
6 application or other sites, services, or applications
7 owned by the operator. This paragraph does not include an
8 operator's artificial intelligence model training on a
9 student's covered information and retaining the training
10 data indefinitely unless the operator satisfies the
11 requirement of paragraph (2) of Section 15.

12 (2) Using covered information that is not associated
13 with an identified student to demonstrate the
14 effectiveness of the operator's products or services,
15 including in their marketing.

16 (3) Sharing covered information that is not associated
17 with an identified student for the development and
18 improvement of educational sites, services, or
19 applications. This paragraph does not include an
20 operator's artificial intelligence model training on a
21 student's covered information and retaining the training
22 data indefinitely unless the operator satisfies the
23 requirement of paragraph (2) of Section 15.

24 (4) Using recommendation engines to recommend to a
25 student either of the following:

26 (A) Additional content relating to an educational,

1 other learning, or employment opportunity purpose
2 within an online site, service, or application if the
3 recommendation is not determined in whole or in part
4 by payment or other consideration from a third party.

5 (B) Additional services relating to an
6 educational, other learning, or employment opportunity
7 purpose within an online site, service, or application
8 if the recommendation is not determined in whole or in
9 part by payment or other consideration from a third
10 party.

11 (5) Responding to a student's request for information
12 or for feedback without the information or response being
13 determined in whole or in part by payment or other
14 consideration from a third party.

15 (Source: P.A. 100-315, eff. 8-24-17.)