

Legislative Analysis



PROHIBIT SALE OF STUDENT PERSONAL INFORMATION FOR ADVERTISING

Phone: (517) 373-8080
<http://www.house.mi.gov/hfa>

House Bill 4894 as introduced
Sponsor: Rep. Jim Tedder
Committee: Education
Complete to 10-21-15

Analysis available at
<http://www.legislature.mi.gov>

SUMMARY:

House Bill 4894 would amend the Revised School Code to prohibit certain website or online service vendors from selling the personal information of elementary and secondary students for the purpose of targeting advertising to students.

Specifically, whenever a local school board, an ISD school board or a charter school board of directors entered into (or renewed) a contract for a person to provide account-based access to a website or to an online service that was marketed and designed for elementary or secondary schools, then the board would be required to ensure that the contract prohibited the person from using the website or online service to sell student personal information, or to process student personal information, to target advertising to students.

However, the bill specifies that the school board's contract may allow the person to process student personal information to provide, improve, develop, or maintain the integrity of its services.

MCL 380.1275

FISCAL IMPACT:

The bill would have no fiscal impact on the state and an indeterminate fiscal impact on local units of government. To the extent that contracted services would have otherwise cost less in exchange for the use of student data, the bill could create additional expenses for school districts, charter schools, and intermediate districts for ensuring that future contracts comply with the proposed provisions.

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