



2017-2018 Data Policy

Colorado Student Data Collected for SAT[®] and PSAT[™] 10, PSAT[™] 8/9

The College Board provides a number of structures to support students' and their families' ability to connect to key opportunities available to them. As such, the College Board gives students and families complete discretion regarding the additional information they disclose beyond the minimum needed to register and score our assessments.

College Board Data Collected

The following elements are data elements the College Board receives in connection with assessment registration and administration:

Question (If blank, the question is not asked)	SAT[®]	PSAT[™] 10	PSAT[™] 8/9
First, Middle, Last Name	Required	Required	Required
Address, Country Mailing address is only required if a student also opts in to the Student Search Service. When provided, the College Board may contact the student regarding their test, and their address will be added to their student record.	Optional (Required if participating in Student Search Service)	Optional (Required if participating in Student Search Service)	Optional
Email Address Email address is optional. If provided, it will be used to provide reminders about SAT test dates registration deadlines, test-preparation strategies, and score availability. If a student provides a parent or guardian's email, it will only be used by the College Board to provide updates on test programs.	Optional	Optional	
Cell Phone Numbers If mobile number is provided, the student agrees to receive text messages from the College Board about a test program for which they are registered, to participate in research surveys, and/or to receive free college planning services.	Optional	Optional	Optional
School Code This is the College Board school identifier.	Required	Required	Required
Grade Level	Required	Required	Required
Sex	Required	Required	Required
Date of Birth	Required	Required	Required
Student ID Number This is the Colorado student identifier.	Required	Required	Required

Each student taking the SAT[®] and PSAT[™] 10 is asked to respond to the Student Search Service[®] Opt In question (Yes or No response). This question allows a student to choose whether or not to opt into **Student Search Service[®]**. This is the only question that is required to participate in Student Search Service. A student cannot be included in Student Search Service unless he or she opts into the program. If left blank, the College Board will assume a “no” response unless an opt-in is already on file for the student. In which case, the College Board will not change the student’s current status.

When a student opts in to Student Search Service and provides the optional information shown in the table below, this allows colleges to find students based on these criteria (for example, based on their intended major or GPA). Some colleges, scholarship programs, and nonprofit education organizations may request information from the College Board that students provide in order to inform them of educational opportunities and financial aid. Participating entities will not receive actual student scores from any College Board assessments through Student Search Service.

Students may decline to answer the following questions by leaving blank (for students completing these questions on the answer sheet) or by checking “I do not wish to respond” (online registrants)

Question (If blank, the question is not asked)	SAT[®]	PSAT[™] 10	PSAT[™] 8/9
Highest Level of Education for Parent Will only be collected through the student’s online College Board account as part of registration for national (Saturday) testing. This question is not included as part of Colorado school-day testing.	Optional	Optional	
Military Affiliation Students are asked whether a parent or guardian is in U.S. Military, National Guard or Reserves Will only be collected through the student’s online College Board account as part of registration for national (Saturday) testing. This question is not included as part of Colorado school-day testing.	Optional	Optional	Optional
Household Income Will only be collected through the student’s online College Board account as part of registration for national (Saturday) testing. This question is not included as part of Colorado school-day testing.	Optional		
Language Background. Students are asked which language was their first spoken and what language they know best.	Optional	Optional	Optional
Ethnicity Students are asked if they are of Hispanic, Latino, or Spanish origin and to specify their race. For Colorado school-day testing, this information is provided by the state.	Optional	Optional	Optional

Optional Questionnaire Items: Students may decline to answer the following questions by leaving them blank (for students completing these questions on the answer sheet). These optional questions are used primarily in connection with Student Search Service:

Question (If blank, the question is not asked)	SAT[®]	PSAT[™] 10	PSAT[™] 8/9
Religiously Affiliated Colleges Students are asked whether they are looking for religiously affiliated colleges, campus-based clubs, or activities. Students may select an affiliation, select “prefer not to answer”, select “none, no affiliation preferred”, or select “other” if their affiliation is not listed.	Optional	Optional	
College Major Students are asked to identify their anticipated college major	Optional	Optional	
Expected High School Graduation Date	Optional		
Average Grades Students are asked to estimate their high school grades	Optional		
Class Rank Students are asked to estimate their high school graduating class rank.	Optional		
GPA Students are asked to estimate their high school grade point average.	Optional	Optional	Optional
Self-Rating Students are asked to rate their ability compared to other students in math, science, and writing.	Optional		
Areas of Study Students are asked to indicate their number of years in high school courses and coursework for Math, English, Science, Social Studies, Languages, Arts and Music. Students are asked for the number of years of math classes they have taken/plan to take in high school, and the for their average math grade. Additionally, students are asked if they have taken or plan to take: PreAlgebra, Integrated Math Program, Statistics, Algebra I, Geometry, Algebra II, Trigonometry, Pre-Calculus, Calculus, and/or Other Math in high school. Students are asked for the number of years of English classes they have taken/plan to take in high school, and for their average English grade. Additionally, students are asked if they have taken or plan to take: English/Language Arts, American Literature, Composition/Writing, British Literature, English as a Second Language, Journalism, Creative Writing, Communications, and/or Public Speaking in high school.	Optional		

<p>Students are asked for the number of years of natural science classes they have taken/plan to take in high school, and for their average natural science grade. Additionally, students are asked if they have taken or plan to take: Biology, Chemistry, Environmental Science, Physics, and/or other Science Courses in high school.</p> <p>Students are asked for the number of years of social science/history classes they have taken/plan to take in high school, and for their average social science/history grade. Additionally, students are asked if they have taken or plan to take: US History, US government/civics, European History, World History and cultures, Ancient history, Economics, Journalism, Geography, Psychology, Sociology, and/or Other Social Science/History Course in high school.</p> <p>Students are asked for the number of years of Language classes they have taken/plan to take in high school, and for their average Language grade. Additionally, students are asked if they have taken or plan to take: Chinese, French, German, Greek, Hebrew, Italian, Japanese, Korean, Latin, Russian, Spanish, and/or Other Language in high school.</p>			
<p>College Plans Given a list of choices, students are asked to answer the following: What college setting(s) do you prefer? Where would you like to go to college? What size college(s) are you thinking of attending? What types of institution(s) are you interested in attending? Where do you plan to live during your first year in college? What is the highest level of education you plan to complete? Do you plan to apply for financial aid? Do you plan to look for a part-time job while in college?</p>	Optional		
<p>Activities Students are asked which activities and programs they are interested in participating in in college, including extracurricular activities, arts and music, and sports. Students can make multiple selections.</p>	Optional		
<p>Interest in AP[®] Students are asked whether they are interested in applying AP credit, credit by examination through College Level-Examination Program (CLEP[®]) or exemption through SAT Subject Tests[™].</p>	Optional		

Student Score Sends (SAT Only)

Students may identify institutions to receive their SAT scores.

Each student receives 4 free score sends as part of the Colorado School Day administration.

Student scores are only provided to higher education institutions and scholarship organizations when requested by students and are used by those entities to inform the admission and financial aid processes.

Accommodation Requests via SSD Online

For all accommodations requests, the College Board requires the following demographic data and other information regarding the student's disability and requested accommodation(s):

Required Student Data for Requests:

Demographic information:

- Name
- Date of birth
- Expected high school graduation date
- Gender
- Current school
- Student mailing address

Information on Disability and Requested Accommodation(s):

- Identification of existence of disability
- Time since disability first identified
- Identification of testing accommodation(s) being requested
- Intended College Board tests
- Confirmation that the school has obtained parental consent to submit a request for testing accommodations
- Identification of disability type
- Identification of the time period the disability first occurred – within or longer than four school months
- Identification of the testing accommodation(s) being requested
- Confirmation that the student receives the requested accommodation for school tests
- Confirmation that the student has a current IEP, 504 Plan or other formal plan
- Confirmation that the requested accommodation(s) are included in the student's plan
- Date of first plan (best estimate)

Supplemental Information

- For some students, additional information to substantiate the need for the accommodation being requested (e.g., pertinent pages from the formal plan, date of most recent evaluation, etc.) or copies of other supporting documentation may be requested.

College Board Student Accounts

With an optional College Board account, students can access their SAT and PSAT scores online and submit requests to send their scores to the colleges they identify. Students can select colleges to send their scores for free up to nine (9) calendar days after taking the exam. Students can send their scores to colleges at any time in the future for a fee. The account also allows them to manage their personal college list, save scholarship searches, compare costs at colleges of interest, and more.

When setting up an account, students may opt to receive a monthly email newsletter and/or text message alerts, which will allow them to receive college-planning milestones, test-preparation strategies, score availability, AP[®] resources, advice about creating effective applications, and information on searching for colleges and scholarship opportunities. In addition, parents can choose to participate in our “CC a Parent” email service so that they receive copies of any emails sent to students, such as test day reminders, score release reminders, college planning resources, etc. from the College Board.

How Student Data Is Used

Through a secure online reporting portal, the Colorado Department of Education as well as a student’s school and district will receive the score data and the information provided by the student on their answer sheet including their responses to the optional questionnaire. This data is provided to assist them in understanding their performance and helping them understand his or her results. A student’s school and district will define which users are authorized to have access to aggregate level data (non-personally identifiable) versus detail level (personally-identifiable) data in the reporting tool.

Students’ overall performance data (not personally identifiable) are used in creating district, state, and national trend reports to inform policy, strategy, and operational decisions. By participating in the SAT School Day program offered across the state this spring, students are taking a very important step in accessing a host of educational opportunities.

- The College Board uses student information consistent with its mission and in connection with the services associated with administering its tests. These uses include: sharing information with Educational Testing Service (ETS) and Pearson for the purposes of administering testing services, producing and generating student score reports, sharing scores with high schools, colleges, and

governmental departments of education for reporting purposes, and sharing information with research partners conducting research on behalf of the College Board to validate and enhance its assessment programs. Data released to third parties for research purposes shall be released only for furthering an education purpose beneficial to the interests of students, states, schools, and districts.

- To invite students to participate in surveys and focus groups.
- To verify user identity during customer service calls.
- To customize and/or personalize a student's website experience, including: pre-filling an exam registration with stored personally identifiable information; fulfilling online purchase requests or other transactions performed on the site(s), including sharing relevant personally identifying information with a College Board vendor so the vendor can complete purchases or transactions.
- The College Board uses outside companies to process credit cards and to ship free or purchased goods. These companies do not retain, share, store, or use personally identifiable information for any other purpose.
- In addition, the College Board uses an outside company to send email communications to our users. This company does retain and store personally identifiable information for the sole purpose of processing the email communications. They do not share, sell, or rent this information for any other purpose. Information shared with our email service provider includes: first and last name, address, date of birth, landline and/or mobile phone number, and email address.
- In support of operating, hosting, and enhancing the College Board website(s), personally identifiable information may be accessed by contractors who assist with programming and technical aspects of website operation, such as maintenance to educator and student accounts. All contractors adhere to the College Board's confidentiality and privacy conditions which meet the contractual requirements with the Colorado Department of Education.
- The College Board may also include de-identified and/or aggregate information that users provide to conduct research and to use to identify, develop, and offer products and services that help in the transition from high school to college. Researchers do not get access to student names.

Subcontractors Used By College Board

Alorica Inc.

- Alorica provides customer service personnel to assist the College Board by responding to inbound calls from parents and students. They have access to a student's information in his/her College Board online account, which may include first, middle and last name, address, date of birth, sex, grade, school, email address, student ID number, telephone number (if provided), ethnicity and assessment scores.
- Alorica has access to SSD Online including the required and supplemental student data listed in the [Accommodation Requests via SSD Online](#) section of this document.

Conduent Inc., formerly known as Xerox

- Conduent does not have access to SSD Online or student information submitted via that system, however, Conduent receives and processes paper SSD submissions (for submissions outside of SSD Online) and have access to student's first, middle and last name, address, date of birth, school, and email address.
- Conduent has access to documentation that a parent or school sends in connection with a student's submission for testing accommodations, **only if sent by mail in lieu of uploading this information online**. This may include first, middle and last name, date of birth, expected high school graduation, gender, current school, mailing address, type of disability, accommodation requested, whether student receives that accommodation for school tests, existence of current IEP, 504 Plan or other formal plan, whether the requested accommodation(s) are included in the student's plan, date of first plan, and any additional information regarding documentation of the student's disability or accommodations request provided by the school or parent.

Educational Testing Service (ETS)

- ETS provides operational activities for assessment test administration including test security; call support for school staff regarding testing day issues and accommodation requests; and generating paper score reports.
- ETS has access to a student's first, middle and last name, address, date of birth, sex, grade, school, mailing address (if provided), email address (if provided), telephone number (if provided), ethnicity, student ID number, score reports, responses to the optional student questionnaire (if provided), and SSD Online including the required and supplemental student data listed in the [Accommodation Requests via SSD Online](#) section of this document.

Pearson

- Pearson provides operational activities for assessment test administration, including answer sheet scanning, essay scoring, and print/fulfillment.
- Pearson has access to student's first, middle and last name, address, date of birth, sex, grade, school, email address, telephone number (if provided), ethnicity, and student ID number, and responses to the optional student questionnaire (if provided).

Requesting Changes

Students have access to a variety of ways to change their information and communication preferences. Through their optional College Board account, students can edit their personal information and manage their opt-in status to emails and other communications in their account profile.

Students can also cancel subscriptions to email communications using any of the following methods:

- Click the "unsubscribe" link at the bottom of any College Board email.
- Call Customer Service at 866-756-7346.
- Write to: The College Board, 250 Vesey Street, New York, NY 10281
Attention: User Account Manager.

Students who have opted in to Student Search may cancel their participation in that service by opting out online at: <https://student.collegeboard.org/student-search-service/opt-out> or by contacting the College Board by phone at (866) 825-8051.

For additional questions or issues, students or parents may contact the College Board's customer service support:

- SAT – Call: 866-756-7346 or email: sat@info.collegeboard.org
- PSAT-related Assessments – Call: 212-237-1335 (609-882-4118 TTY)

Other References

- College Board Site Terms and Conditions:
<https://www.collegeboard.org/site-terms>
- College Board Privacy Policy:
<https://www.collegeboard.org/privacy-policy>
- Student Search Services:
<https://student.collegeboard.org/student-search-service>
- SAT Student Registration Guide:
email coloradoadministratorsupport@collegeboard.org for a copy

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