



Spring 2017 Data Policy

Colorado Student Data Collected for SAT[®] and PSAT 10[™]

The College Board wants to ensure that students and their families are connected to key opportunities available to them. As such, we give students and families complete discretion regarding the additional information they disclose beyond the minimum needed to register and score our assessments.

The College Board requires students to provide the following minimum information in order to score the test for SAT that includes: student name, student mailing address, date of birth, SAT registration number, SAT testing location, and the identifying codes that represent the test booklet they used. For PSAT 10, the data includes: student name, date of birth, sex, grade level, state-assigned student ID, and school.

In addition, there are three areas for which a student may choose to share their information

1. **Creating a student account on www.collegeboard.org**

With a College Board account, students can access their SAT scores online and send them to colleges. 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 newsletter and 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 they receive copies of important emails from the College Board.

2. **Completing Student Data Questionnaire and Choosing Student Search Service[®]**

The Student Data Questionnaire allows students to share information about their grades, interests, intended major, and college plans. The questionnaire is optional, and students do not need to answer all questions. College Board provides instruction guidelines to students for both SAT and PSAT 10. If students complete the questionnaire, they can voluntarily opt in to Student Search Service — an important step on their road to college and career success. Students may opt out of this service at any time. Students can expect to receive emails and postal mail from colleges across the state and country or from around the world. Colleges and scholarship organizations will receive a student's name related to score range information, but exact scores will not be reported. The colleges may send the students:

- Information on financial aid, scholarships, or other ways to make college more affordable.
- Details on campus life and student programs.
- Overviews of majors, courses, and degree options.

The College Board will only share data with eligible colleges, universities, and scholarship and educational opportunity programs that have signed a license agreement and consistently monitors their use of student information for compliance. Student scores are not shared through Student Search Service. Students may cancel their participation in Student Search by opting out online at <https://student.collegeboard.org/student-search-service/opt-out> or by contacting us by phone at (866) 825-8051.

3. Sending Scores to Colleges and Universities (SAT Only)

Student scores are only provided to higher education institutions and scholarship organizations when requested by students to inform the admission and financial aid processes. Student Search Service does not share student scores.

Based on the information collected through the administration of the SAT, the College Board helps students navigate the college planning, application, and financial aid processes. The College Board's Access to Opportunity™ program uses the student data to identify high-achieving, low-income students and provides them with the following resources that are designed to propel them forward into the opportunities they have earned:

- State and national scholarships, awards, and recognition opportunities.
- Qualified students and their respective educators receive information packets, including guidance on the college application process and fee waivers.

In addition, the College Board collects student data from Colorado Department of Education (CDE) to facilitate the registration of students for testing. This data includes student name, date of birth, gender, grade, attending school, and state student ID. College Board will use this data to support student testing and share this data with Educational Testing Service (ETS), Pearson, and Webb Mason, who support the processing and shipping of materials for test day.

Schools and/or Districts will also provide student data to the College Board for students who require accommodations. Schools are reminded to have parental consent prior to sharing any information with the College Board. The data collected is to allow College Board to review and approve accommodations requests as well as prepare materials for shipment to the student's school. The required data collected includes student name, mailing address, date of birth, school, expected graduation date, student disability, and the requested type of accommodations. In some instances, additional documentation may be requested to support the review process. This documentation may include the student IEP or 504, a doctor's diagnosis, medical testing reports, or other school-provided information about how the student is functionally impacted by their disability.

How Student Data Is Used

Your child's school and district will receive the score data, the information provided by your child on their answer sheet as well as on the optional student data questionnaire, through a secure online reporting portal. This data is provided to schools and districts to assist them in understanding student performance and helping your child understand their results. Your school will define which users are authorized to have access to aggregate level data (non-personally identifiable) versus detail level 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, your child is 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 sole purpose of administering testing services, and 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 invite students to participate in surveys and focus group.
- To verify user identity during customer service calls.
- To customize and/or personalize your 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.
- We use 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, we use 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 our 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.
- We 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.

Requesting Changes

If a student created a College Board account, information and opt-in status to emails and other communications can be managed in their account profile after logging in to their account. Or, for emails they may

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

Students may cancel their participation in Student Search by opting out online at: <https://student.collegeboard.org/student-search-service/opt-out> or by contacting us by phone at (866) 825-8051.

Additionally, students or parents may contact our customer service support with any additional requests:

- **SAT:** Call: 866-756-7346 or email: sat@info.collegeboard.org
- **PSAT 10:** 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 coloroadministratorsupport@collegeboard.org for a copy.
- PSAT 10 Student Questionnaire Consent:
<https://collegereadiness.collegeboard.org/pdf/spring-2017-psat10-student-consent-letter-co.pdf>
- PSAT 10 Student Questionnaire Instructions:
<https://collegereadiness.collegeboard.org/pdf/spring-2017-psat10-sdq-instructions-co.pdf>
- SAT Student Questionnaire Consent:
<https://collegereadiness.collegeboard.org/pdf/spring-2017-sat-consent-letter-co.pdf>
- SAT Student Questionnaire Instructions:
<https://collegereadiness.collegeboard.org/pdf/spring-2017-sat-sdq-instructions-co.pdf>