

This is a review of the privacy policy for the increasingly-popular educational video platform Edpuzzle, whose primary selling-point is providing teachers the ability to assign videos with customizable timestamped questions that students have to answer before moving on in the video. Their privacy policy can be found here: <https://edpuzzle.com/privacy>. They use Amazon Web Services for hosting their servers, which is also where student data is stored. While I don't know enough about AWS' security protocols or have enough technical expertise to critique it even if I did, it is the world's leading cloud provider, used to store sensitive data from government agencies. The data collected, per the privacy policy, is not sold or rented to any third party for advertising or marketing purposes. However, some third parties will have access to data for integration with third-party apps. Teachers and students have access to student data, and parents can also request that all personal information be deleted, which would likely also involve terminating the account. The data, again per the policy, is only kept as long as the account is active, with 18 months of inactivity being the cutoff for automatic deletion. While their privacy policy is not the shortest, most of the language is written in a way a lay person can easily digest it. Taken as a whole, assuming Edpuzzle follows its posted privacy policy, I would be comfortable allowing my child to use the platform. Likewise, as a student, I would be comfortable, from a privacy perspective, using the platform. It seems its business-model is primarily in the selling of its platform to schools and school systems, not in collecting and selling student data. Therefore, it is invested in using student data to improve their platform and make it more appealing to schools, rather than selling it to third parties for marketing purposes.