

## **Privacy issues with quizizz.com**

The privacy policy for Quizizz.com is, in general, consistent with other such applications, and it states it adheres to government statutes on privacy and general regulatory standards. It also limits the data collected from minors without parental consent, and does not accumulate personal information per se. It also blocks egregious activity, such as behaviorally targeted advertising and student direct messaging, as well implementing proactive content filters on the quizzes and "reactive" reporting tools.

However, the privacy policy admits that it does collect personal information. In fact, it devotes an entire paragraph to the subject. It expressly admits that data collected, when paired with other information, could produce identifiable data. It also notifies the user that if the user refuses to supply personally identifying information, it may prevent the user from engaging in "certain" activities. In other words, not creating an account and not providing some personal information will limit the effectiveness of the application.

The agreement does not talk about the location of data storage other than stating that data is stored "on servers located in the United States". The agreement states that by using Quizizz you consent to the transfer and processing of your personal information in the United States.

The data is stored without a time limit so long as the user is active. The accounts of inactive users are deleted after twelve months "in most cases." They retain the right to use information for an unlimited time to comply with our legal obligations, resolve disputes, and enforce our agreements."

The document is relatively easy to read, and does not contain much legalese. But it still is long, and important information is interspersed throughout the document.

As a parent, I would not be totally comfortable with this agreement, because it admits that identifiable data could be gleaned from the app when combined with outside data. Nevertheless, the type of information that the program gathers is related to quizzes, and it does not appear to collect much personal data. Sadly, this type of data is probably available to other applications if one is willing to mine the data from other sources. Given the benefit of a fun assessment tool that provides students with a positive experience as well as immediate feedback, as a parent I would be accepting if my child used this application. These benefits for students also seem to outweigh the potential for privacy breaches even if teachers force their students to use it in a course.

In conclusion, I think that the quizizz app is relatively benign in terms of its potential for privacy problems. Because the potential benefits outweigh the privacy problems, I would recommend its use.