

Week 03 Privacy Terms: Google Classroom vs. Blackboard

- Google Classroom:
 - What they collect:
 - Save your name and email address (phone number) regardless of privacy settings. You may choose to upload address, profile photo and contacts
 - Performance data
 - Location info
 - How they use it:
 - To improve individual experience performance and reliability
 - Do not use info for advertising
 - Download your own data
- Blackboard:
 - What they collect:
 - Name, contact info, email
 - Demographic information: education level, gender, interests
 - How they use it:
 - Admit that if their business structure changes they may rent or sell your data
 - Do share your data with vendors and third parties in “certain circumstances”
 - Used for marketing purposes
- Compare and Contrast: I think the key difference between these two services is that blackboard makes a half promise on protecting your information. They admit to using it for marketing and relating to third parties but they also sneak in that if their company does reach a point of potential bankruptcy that they may begin to rent or sell your data. To make up for lost revenue. They also take more data to create an account than google. Google also has a relatively easy way for you to see what data they have and allow you the user to edit your privacy settings.