



Empowering Educators, Protecting Young Readers with ESRB Privacy Certified

“Introduced in 2012, Reading Rainbow Skybrary® School has thrived with educators across the United States, inspiring thousands of children to read while viewing more than a million hours of our educational video field trips. ESRB Privacy Certified continues to be a valuable partner helping to ensure a safe digital learning experience and protecting the reputation of our organization. Our primary goal is to educate children, and Privacy Certified has helped us build a platform that gives teachers the tools they need to inspire children to read in and out of the classroom with complete confidence that student information is safe and secure.”

***- Sangita Patel
CEO, RRTKidz***

Bringing a Passion for Reading to Children Everywhere

From 1983 to 2009, *Reading Rainbow*®, a registered trademark of WNED-Buffalo, was a beloved PBS children’s television series that inspired generations of children to love to read. Hosted by actor and producer LeVar Burton, the series garnered 200 broadcast awards including a Peabody Award and 26 Emmys. Today, Reading Rainbow’s educational values have taken on a new dimension with Reading Rainbow Skybrary® School, a registered trademark of RRTKidz, Inc. that provides a digital library and online supplemental reading service featuring more than 700 books, 250 Video Field Trips, various student lessons and helpful teacher management tools.

Protecting Children — and the Reading Rainbow Legacy

RRTKidz faced the complex challenge of developing the Skybrary School Program in a way that complies with various data protection laws that apply to children and students. More specifically, RRTKidz had to ensure that student information generated through use of the Skybrary program remained confidential under the Children’s Online Privacy Protection Act (COPPA).

Typically, connected services like Skybrary require verifiable parental consent for children under the age of 13. Because Skybrary is used in schools, RRTKidz had to develop an infrastructure that would allow Skybrary to engage with students under the age of 13 while maintaining the privacy of the students and their data under COPPA. In addition, they had to comply with the Family Educational Rights and Privacy Act (FERPA), which protects personally identifiable information (including the student’s education records) from unauthorized disclosure.

With a strong commitment to security already in place and online privacy legislation becoming ever more complex, RRTKidz called on ESRB Privacy Certified to help develop a strategy that allowed RRTKidz to be used in the classroom in an efficient and streamlined way that benefits the Skybrary program as well as the children and schools it serves. Privacy Certified’s process gave RRTKidz the direction it needed to develop a solution that satisfies the requirements of both COPPA and FERPA. Through the process, Privacy Certified:

- Conducted an initial audit of RRTKidz privacy and data collection practices and the RRTKidz Privacy Policy
- Made recommendations to strengthen student data and privacy protection across all applications
- Provided guided and pointed expertise in the navigation of COPPA Safe Harbor and FERPA compliance
- Ensured recommendations for COPPA and FERPA compliance were implemented
- Assisted in creating parental notifications regarding children enrollment in Skybrary School



The result was a system that allows teachers and administrators to provide consent for the students, while maintaining the option for parental notification and involvement. Should a school decide to take part in the Skybrary program, students are enrolled by their teacher, which in turn, protects students' personal information.

The Future Looks Bright

Privacy Certified has become an essential component of Skybrary's success and continues to monitor RRRKidz websites and mobile apps ensuring compliance with all applicable privacy laws and regulations. As Skybrary continues to present children with fun and interesting ways to learn, RRRKidz and Privacy Certified will implement privacy and data collection practices using a "privacy by design" approach. This ensures that RRRKidz has a solid foundation protecting its brand reputation and consumer trust; all while inspiring thousands of children to learn.