

iKeepSafe Blog



Blackboard's Web Community Manager Earns iKeepSafe COPPA Safe Harbor Seal

Posted on August 16th, 2018 by [Emily Ensign](#)

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***New certification affirms
Blackboard's commitment to
safeguarding children's personal***

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Washington, D.C. (August 16, 2018) —

Blackboard’s Web Community Manager solution has been awarded the iKeepSafe COPPA badge in recognition of its alignment with iKeepSafe’s guidelines surrounding the Children’s Online Privacy Protection Act (COPPA). As part of this achievement, Blackboard will display the iKeepSafe COPPA Assessment badge and COPPA Safe Harbor seal to identify that the product has been proactively and independently assessed by an experienced privacy protection organization. Blackboard underwent a COPPA assessment with iKeepSafe when it made the decision to move from the vendor it was previously certified under to iKeepSafe.

The iKeepSafe COPPA Assessment badge assists schools to easily identify websites, apps, data management platforms or other technology products that are in compliance with COPPA, a federal law that protects the privacy of student education records. Products that carry the iKeepSafe Safe Harbor program seal provide educators and parents with assurance that the product is compliant with COPPA, a Federal Trade Commission (FTC) Rule designed to ensure that parents remain in control of personal information collected from their children online.

Blackboard’s Web Community Manager is a district branded website and content

its responsive designs and accessible

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framework make it easy for all visitors to find what they're looking for, especially parents who can log in and access grades, balances, attendance, calendars, and school-specific news feeds. The solution allows parents to play an active role in their child's success with a dashboard full of personalized student data. Web Community Manager also gives community members the chance to engage with the district by checking out news and upcoming events on a modern, mobile friendly website.

"We're pleased to achieve COPPA Safe Harbor Certification from iKeepSafe," said Marc Rubner, Vice President, Community Engagement at Blackboard. "This certification affirms Blackboard's commitment to protecting student privacy, as well as providing districts nationwide with impactful technology they can trust."

"iKeepSafe congratulates Blackboard on taking this essential step in protecting youths' personal information," said Holly Hawkins, president and CEO of iKeepSafe. "Each day, more school districts and parents are making privacy and safety a priority. It is important that they have a quick means of determining whether products are safe to use."

Products participating in the iKeepSafe COPPA assessment must undergo annual re-

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independent privacy expert reviewed Blackboard, their privacy policy and practices, as well as their data security practices.

For over a decade, iKeepSafe has been a trusted resource for schools and parents looking for balanced information about safe and healthy use of connected technologies.

For more information about Blackboard's Web Community Manager, visit <http://www.blackboard.com/school-websites/blackboard-web-community-manager.html>.

About Blackboard

Our mission is to partner with the global education community to enable learner and institutional success, leveraging innovative technologies and services. With an unmatched understanding of the world of the learner, the most comprehensive student-success solutions, and the greatest capacity for innovation, Blackboard is education's partner in change.

About iKeepSafe

The Internet Keep Safe Coalition (iKeepSafe) certifies digital products as compliant with state and federal requirements for handling protected personal information. We help

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monthly monitoring, annual training, and assistance with remediation.

Governors, First Spouses, and State Attorneys General from throughout the United States joined with law enforcement agencies, and child safety advocates in the formation of the Internet Keep Safe Coalition (iKeepSafe) a national effort promoting the safe and healthy use of technology. iKeepSafe was founded by Jacalyn S. Leavitt, former First Lady of Utah, in 2005. Over the past decade, iKeepSafe has evolved into a leading organization trusted internationally by families, educators, and industry.

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iKeepSafe

iKeepSafe privacy professionals conduct an assessment of products that are used or intended for use in educational settings, bringing these products into compliance with federal and state privacy and children's safety laws.

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