Teacher Documents

Overview: Pinterest is a social bookmarking site where users house their favourite events, photos, videos, and interests on a pinboard style format. Pinboards provide links on the internet that users can share with each other. People who create links (or "pins") are called "Pinners". Users also have the ability to "follow" specific Pinners with the same interests. Pinterest's mission is to connect people through the interests they share. Users can create Pinterest pinboards where they organize images they love—from around the web or from their very own work. Pinterest can be used for organizing events, sharing ideas and promoting products. For education, users can follow like-minded Pinners and share information through blogs and articles. Pinterest will provide students a way to collect resources from the internet and other users and keep them organized.

Privacy Points for Teachers

(Adapted from Pinterest's Privacy Policy: https://about.pinterest.com/en/privacy-policy and Terms of Service: https://about.pinterest.com/en/terms-service)

- Pinterest allows their users to post content, including photos, comments, links, and other materials. Anything that users post or otherwise make available on Pinterest is referred to as "User Content." Users retain all rights in, and are solely responsible for, the content they post to Pinterest.

- Pins on Pinterest may contain links to third-party websites, advertisers, services, special offers, or other events or activities that are not owned or controlled by Pinterest. They do not endorse or assume any responsibility for any such third-party sites, information, materials, products, or services. If users access any third party website, service, or content from Pinterest, they do so at their own risk and they agree that Pinterest will have no liability arising from their use of or access to any third-party website, service, or content.

- Users grant Pinterest and its other users a non-exclusive, royalty-free, transferable, sublicensable, worldwide license to use, store, display, reproduce, re-pin, modify, create derivative works, perform, and distribute the content they 'pin' on Pinterest solely for the purposes of operating, developing, providing, and using the Pinterest Products. Pinterest reserves the right to remove or modify user content for any reason, including user content that they believe violates their terms or their policies.

- Following termination or deactivation of a user's account, or if a user removes any content from Pinterest, they may retain user content for a commercially reasonable period of time for backup, archival, or audit purposes. Furthermore, Pinterest and its users may retain and continue to use, store, display, reproduce, re-pin, modify, create derivative works, perform, and distribute any user content that other users have stored or shared through Pinterest.

Adapted from original document created by Jean K. Changes may occur; this document is current as of terms of service on Sept. 8, 2014. Check with your own school to make sure it meets your school's privacy policy. Review completed by Breanne Quist.

- Pinterest has adopted and implemented the Pinterest Copyright Policy in accordance with the Digital Millennium Copyright Act. Pinterest respects the intellectual property rights of others and expects its users to do the same. It is Pinterest's policy, in appropriate circumstances and at its discretion, to disable and/or terminate the accounts of users who repeatedly infringe or are repeatedly charged with infringing the copyrights or other intellectual property rights of others.

- Pinterest cares about the security of their users. While they work to protect the security of their user's content and account, Pinterest cannot guarantee that unauthorized third parties will not be able to defeat their security measures. Users are encouraged to notify Pinterest immediately of any compromise or unauthorized use of their account.

- When users sign up for or use Pinterest, they voluntarily give Pinterest certain information. This can include the user's name, profile photo, pins, comments, likes, email address they used to sign up, and any other information they provide them. If users are using Pinterest on their mobile device, they can also choose to provide Pinterest with location data – as a teacher, you should suggest that your students do not use this feature.

Parent Documents

What is Pinterest?

Pinterest is a social bookmarking site where users house their favourite events, photos, videos, and interests on a pinboard style format. Pinboards provide links on the internet that users can share with each other. Users also have the ability to "follow" specific Pinners with the same interests. Pinterest's mission is to connect people through the interests they share. Users can create Pinterest pinboards where they organize images they love—from around the web or from their very own work. Pinterest can be used for organizing events, sharing ideas and promoting products. For education, users can follow like-minded Pinners and share information through blogs and articles. Pinterest will provide my students a way to collect resources from the internet and other users and keep them organized. Pinterest will become their virtual "sketchbook" for ideas, techniques and their creative process.

Why use Social Media?

The use of technologies using social media is a way of engaging learners. As educators, it is our responsibility to be knowledgeable about the risks and benefits for social media use and incorporate them into our curriculum. Teaching and modelling digital citizenship to our youth are going to prepare them for their futures in our ever changing digital world.

Why am I using Pinterest?

Pinterest is a way to stay organized by being able capture and then find again, all of the relevant information you run across while perusing the Internet. Some uses for Pinterest in the art classroom:

- Share inspirational ideas and images

- Visual sharing across content areas

- Suggest reading materials and tutorials on methods in art

- Provide websites for various purposes, i.e. art resources

- Encourage student participation

- Showcase art projects

- Provide presentations and/or ideas

- Organize resources and ideas

- Highlight artists of interest

- Personalize resources with write-ups and critiques

- Collaborate tool for art students in other classes

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Risks that could arise

Pinterest recently made changes (August 2013) to its privacy policy that will allow it to include the *possibility* of sending users targeted advertising. Currently, Pinterest will only collect data to suggest or recommend other Pinterest boards that might interest you. It may be only a matter of time before targeted advertising becomes part of the Pinterest practise. Teaching students about privacy in social networks will be part of a classroom discussion.

Pinterest has one of the most clearly stated pages for their terms of use and policies called "More Simply Put" that explain the terms in everyday language. Pinterest collects a vast amount of information from its users that include the information you give it when you register for an account, the pins you add to your boards and data from your Facebook, Twitter, or other accounts linked to Pinterest. When accounts are linked to Pinterest it pulls information (contacts and friends) from those accounts.

Pinterest can also record websites you visit that have a "Pin It" button or the apps used with Pinterest features. If you visit a website on designer boots, that company may want to send you an ad. If you would rather not give a company that much information about you, Pinterest claims to have a "Do Not Track" option.

Pinterest offers a way to keep your activity and pinboards private with their secret board option. You are allowed up to three secret boards. **What's a secret board?** A secret board is only visible to you and to anyone you invite to it. When you add a pin to a secret board, it won't show up anywhere else on Pinterest – not in the category sections, anyone's search results, your followers' home feed, your own home feed, or even pins or activity pages on your profile. Your secret boards are at the bottom of your profile. Just scroll down to see them.

 To **add a secret board** click your name at the top of Pinterest then click **Your Boards**.
1.   Scroll to the bottom of your boards.
2.   Click **Create a Secret Board.**
3.   Choose a name and category for your board. The secret setting will already be set to **Yes** – this means your board is secret.
4.   **Note**: Any time you're adding a new board, you can switch the secret setting to **Yes** to make it a secret board. But you can't make an existing public board secret.

What's 'personal information'?

"People have different standards of what they consider 'personal' information. Sharing over social media has done a fair bit to reset our expectation. Regardless of personal definition, if the information, data, or content could be used to identify you, it's 'personal information' – though professional or business contact information may be treated separately." [1](Henglstler, 2013). A student's personal information could include: name, date of birth, address, telephone number, email address, educational information, and anything that identifies an individual, including photographs. If any information, data or content could be used to identify you it is then qualified as "personal information".

Why is BC so sensitive to privacy laws regarding data?

"Shortly after the 9/11 attacks on the US in 2001, the American government enacted the United States Patriot Act that allowed the United States government to search private and public data housed on servers on United States soil. At the time, The BC Medical Services Plan was hosting our provincial medical records in the United States. Unions in BC expressed concern over the ability of the American government to search through British Columbian's personal medical records and histories. Ultimately, the rules is: if you transfer or authorize the transfer of your personal information outside of Canada, that data is subject to the laws and practices of the country where it sits – be it the United States, China, or India. (Remember that minors, under the legal care of an adult, cannot authorize such a transfer.) Not all locations have similar notions about your right to privacy. Since cloud computing is a relatively new technology, the laws and best practices governing it are still changing and there is a need to stay current." [1](Hengstler, 2013)

Why is a consent form necessary?

Various provinces in Canada – and other jurisdictions across the world – have enacted laws to protect personal privacy. In BC, the Personal Information Protection Act (PIPA) covers all independent schools. It is one of the most defined privacy protection frameworks in Canada. PIPA states that 'private bodies' such as independent schools have defined legal requirements for handling your personal information when it is within their 'custody' and 'control'. Generally, private bodies must make sure that your personal information cannot be stored or accessed outside of Canada without your expressed permission – 'consent' (Note: there are certain expectations in the law like data covered by treaties, etc.). PIPA states that your consent must be in writing, state to whom your personal information may be disclosed, and how your information will be used. Also, if you post personal information about others, their permission must also be secured.

What if I don't want to consent?

If you do not wish to sign the consent, alternate options to cover the unit will be made available to the students, but do note, the use of social media in education is on the rise. Exploring social media's role in education and its use by British Columbia teachers covers boundaries of digital professionalism, privacy, social justice and safety. Along with those boundaries, we should not be under estimating the importance of social media expertise. Knowing how the internet works, understanding the government policies and laws, being able to navigate through social networks to decipher important connections, collaborations and resources join together as a social networking literacy that is becoming widely accepted as "social learning". "Social learning" is being recognized as literacy in our educational world and is being seen as a powerful source to enrich the future lives of our students.

While no internet-based experience can ever be 100% risk-free, know that I will take every reasonable measure to manage expected risks.

[1] Julia Hengstler is the Educational Technologist with the Faculty of Education at Vancouver Island University & an Instructor in Educational Technology. Please visit this site for more background information about her: http://www.viu.ca/education/faculty/profiles/hengstler_j.asp

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Informed Consent

We will be using the social media tool Pinterest (http://www.pinterest.com/) as part of our course work this year. Students will create their own accounts on Pinterest and "follow" a teacher Pinterest page. The social media tool Pinterest will be used for researching the internet to access many resources, save important information, and possibly to display student work. *Students who do not have permission to use the Pinterest tool will acquire resources from the classroom resources.

Before using Pinterest in the classroom, students will have had an introduction to Digital Citizenship and the rights and responsibilities for using social media.
As an educator, my goal is to:
- To empower students in their use of digital resources.
- To educate students in the lawful use of digital resources.
- To protect students in my care and custody.

Evaluating the Privacy Risks:

- Students will use first names and last initials for their log in names of their personal Pinterest accounts or choose to use a pseudonym (as long as it is recorded with the teacher).
- No personal photos or information identifying personal information* about the student will be posted in Pinterest.
- Students have the option to create a "secret board" on their account that can be seen by invitation only.
- Note that even when you believe you are anonymous on social media, the technology exists to de-anonymize your data and identify you. You are accountable and responsible what you post.
- When contributing to or through social media, you have a responsibility to respect and protect others' privacy as you would your own.

*A student's personal information includes name, birthdate, address, telephone number, e-mail address, educational information, and anything that identifies an individual, including photographs. Under the *B.C. Information and Privacy Act*, schools are not allowed to disclose a student's personal information without the consent of the student's parent.

Guidelines for using Pinterest:

1.   Do not give out your real name, address, or email / phone number. Basically, anything that can identify you and where to find you should be kept private as those who need to know the information (the teacher and peers in your class) will already know it.
2.   Everything that is posted online has a 'digital footprint' this means, once something is posted online, it is online for good so put thought into what you are pinning and make sure it is acceptable.
3.   Understand that Pinterest is a public forum and you may come in contact with people from all over the world, if you are contacted by someone who makes you feel uncomfortable or unsafe, you will let your parents and teacher know as soon as you can (show your parent the communication if possible) and you will also keep track of the Pinterest id that the person used to report it to the teacher.
4.   Do not post any videos or pictures that you have taken which contain other people or yourself without consent of your parent or guardian and the other person (who is shown in the picture or video).

5.   Allow your parents or guardians to have access to your user name so they can view what you are posting on Pinterest should they decide that they would like to.

6.   Do not give your password to anyone. If you give out your password, things may be pinned on your behalf that you do not approve of.

7.   If you believe your account has been compromised or hacked, you will report it to your parent and the teacher immediately.

Please keep page 1 and 2 for your records and complete page 3 to be sent back to me for my records. Thank you.

Teacher's Name

Contact Information

If your child has your permission to participate in this project, please return this letter with your signature below.   If you feel that you do not have enough information to make an informed decision, please contact me to discuss further.

My child, _____ and I, _____ agree to the responsibility that is aligned with using Pinterest. We also understand the privacy risks and management strategies as they have been shared with us.

_____   _____

Parent Signature   Date

_____   _____

Student Signature   Date

Received by teacher on: _____

Metadata

Tool / Resource Name: Pinterest

URL: www.pinterest.com

LMS or Web 2.0 Tool: Tool

Location of Reviewer:

British Columbia, Canada

Reviewer affiliation:

Public School	
Independent School	X
Public Organization	
Private Organization	
Other	

Enrollment Requirements:

First name	X
Last name	X
User name	
Email address	X
Country	
Street address	
Postal code	
Phone number	
School / Organization	

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Pinterest

Age	X
Birth date	
Password	X
Gender	X

Required user information that is displayed

User name	
Email	
Name	X
Avatar	X
Location	

Tool Category:

Instructional	X
Informational	X
Presentation	X
Storage	X
Game	
Other	

Grade level:

Primary (K-3)	
Intermediate (4-6)	

Middle School (7-9)	X
High School (10-12)	X

Subjects / Courses:

Math	
English	
Science	X
Social Studies	X
PE	
Health and Careers	X
Fine Arts	X
Applied Skills	X

General information

Open / Closed	Open
Server location	US.
Tool privacy policy URL	http://about.pinterest.com/en/privacy-policy Last updated 2014
Tool terms of service URL	http://about.pinterest.com/en/terms-service Last updated 2014
Minimum age requirement	13
iOS app	X
Android app	X

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