

Case Study

Parental Consent Management for K-13 Grade School Children under GDPR

Inspired Education is a leading global premium education group, offering excellence in Kindergarten to Year 13 education to over 50,000 students. Its international network of 70 schools, across 20 countries on 5 continents, delivers proven best practice from every corner of the globe - to ensure learning is world class.

Inspired students benefit from this unique global connectivity in schools that are anchored in their local community. With a curriculum focus on the three pillars of academic excellence, sport, and performing arts, the individuality of every student is unlocked, giving Inspired students transformative opportunities to achieve their full potential and to flourish.

Inspired's Child Privacy Challenges

GDPR Parental Consent Management

As a modern educational institution, Inspired's schools routinely interact with both parents and students using electronic mail. As GDPR was entering into force in 2018, Inspired recognized its need to comply with GDPR by properly explaining its uses and gathering parental consent for email activity.

At the time, Inspired had 33 schools across several continents, with many, but not all of the schools in the European Union. Management settled on a regional approach to privacy compliance, with 5 similar but distinct areas with discretion over the verbiage, language and precise user flow for compliance in its purview.

"Cookie Consent" services were not applicable

Because Inspired's concern was about email consent, not website cookie consent or tracking, they realized their need for a true enterprise consent management system that operationally handled any mode of private data ingestion.



“

Our search for enterprise GDPR management services that went beyond basic cookie consent led us to PrivacyCheq. Their API-based technology was very well suited to our need for a flexible system that could grow as Inspired has.

We have been happy with PrivacyCheq's training and responsiveness to feature requests. As the service is built on the Amazon AWS platform, we have never encountered any downtime or latency issues in the 3 years we've been using ConsentCheq.

”

Zsigmond Sipos,
Group CIO

About PrivacyCheq

Since its founding in 2013, PrivacyCheq has been a leader in the regulatory compliance tech industry with innovative cloud-based transparency and consent/opt-out management for global enterprises. The company offers a variety of cloud services facilitating operational compliance with GDPR, CCPA, COPPA, PIPEDA, and LGPD.

Solution

ConsentCheq Facilitates GDPR's Operational Transparency and Parental Consent Management Requirements

In 2018, Inspired Education chose ConsentCheq for its GDPR email consent solution because of its ability to flexibly handle Inspired's complex global footprint and regional governance goals.

A second factor for Inspired was the fact that PrivacyCheq was a leader in the complex aspects of parent-child privacy management.

PrivacyCheq was originally founded in 2013 to specifically create a compliance solution for the U.S. COPPA regulation and the core technology platform had been deployed and in daily use by Quirky, DreamWorks, EduWeb, and other

companies with parent/child audiences for over 4 years.

The implementation extended to 5 separate regional dashboards, each separately managed, but all able to access corporate notices and other verbiage that has been developed by corporate legal and privacy counsel.

Each region was able to customize the language of its user flow to best suit its cultural and local regulations.

Results

Using the ConsentCheq administrative tool, the 5 regions created and used a total of 70 localized variations of the privacy disclosure and request for consent.

After viewing the privacy notices, over 75% of parents gave their consent for their children's private information to be used by the school.

At Inspired's request, PrivacyCheq created a custom report (seen at right) to assist them in their internal management of privacy issues.

