

Set-Up/Roles:

Groups of participants:

- Facilitator
- Assistants
- General student body

What each group of participants represents: ***(Important Note: Do not share that the assistants represent EdTech companies, and the facilitator represents AdTech companies until the simulation is revealed.)***

- The facilitator represents advertising companies (AdTech) that sell information to governments, private companies, or law enforcement agencies.
- The assistants represent Education Technology (EdTech) companies like GoGuardian, Gimkit, Google Classroom, or Kahoot.
- The rest of the students represent the school's student body.
- The stickers represent data points.

Get Started:

- Choose 2-5 students to play the role of assistants. These students will stand at the front of the room and the facilitator will hand them the stickers they need for each statement. All other students will remain in their seat until further instruction.
- Explain to the assistants that they are the only students that will have access to the stickers. When the facilitator reads each statement, the assistants will place specific-colored stickers on the hands of other students standing up.

Icebreaker

For each statement, you are going to:

- **Stand up** if it is TRUE
- **Stay seated** if it is NOT TRUE

This is the start of the instructions on the facilitator guide.

Script:

Today we are going to start with an icebreaker. I am going to read statements to the class so we can get to know each other better.

Example

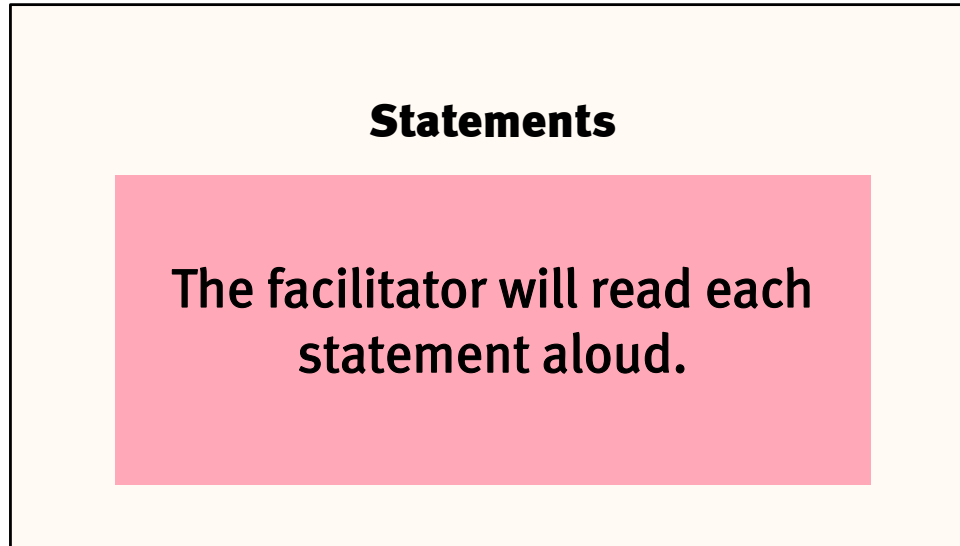
My family owns a pet dog.

Script:

You may notice that a few of your classmates are walking around with stickers. We are going to call them our assistants. Based on each statement, each assistant will place a sticker on the hands of the people that are standing up.

Facilitator Notes:

- The sticker will be placed on top of the hands of students that are standing up. The assistants will continue doing this until the end of the series of statements.
- Once the assistants are ready, read each statement aloud. Give the assistants enough time to walk around the room and place a sticker on the hands of the people that are standing up (see sample statements on facilitator guide).



Read the five sample statements you chose from the facilitator guide.

Each statement the facilitator chooses will have an assigned sticker color:

- Statement 1 = red sticker
- Statement 2 = orange sticker
- Statement 3 = yellow sticker
- Statement 4 = green sticker
- Statement 5 = blue sticker



Discussion

- With your hand, show me how many stickers you ended up with?
- What do you think was the purpose of the stickers?
- Based on the information you gave:
 - Name people in your life that you think know this information about you.
 - Do you think people that you did not name know this information about you?
- Turn and talk (with a partner): What does privacy mean to you?
- How many of you know that privacy is a human right?

See discussion section on facilitator guide.

What if I told you...

that each sticker represented a data point about you?

What if I told you...

the assistants represent educational technology (EdTech) companies like Google Classroom, Zoom, and GoGuardian, and were collecting information about you as they put a sticker on you?

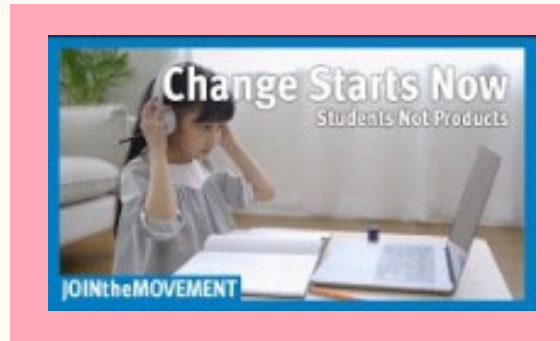
What if I told you...

I represent advertising companies (AdTech)
and the assistants sold your data to me?

What if I told you...

I can sell your data to law enforcement, the government, or back to your school?

#StudentsNotProducts



Script: This year is the 75th anniversary of the Universal Declaration of Human Rights (UDHR). To celebrate its anniversary members of the Student Task Force (STF) are advocating for our rights. These rights are represented in the Universal Declaration of Human Rights (UDHR). You have a human right to privacy including digital privacy. Human Rights Watch investigated serious EdTech privacy violations and that is when #StudentsNotProducts was created.

Digital Privacy is a Human Right.



Article 12

Freedom from interference with privacy, family, home, and correspondence.



Article 26

Right to an education.



Article 30

Freedom from state or personal interference with these rights.

Key Terms

Educational Technology (EdTech)

Software used in an educational setting or that processes student's data.

This includes software used by administrators, systems used to deliver teacher's lessons and materials, such as Google Classroom or Zoom, and systems that provide lessons themselves, such as Khan Academy. ([Privacy International](#))

Advertising Technology (AdTech)

Companies that collect massive amounts of data about people to target them with ads tailored to their presumed interests and desires. ([HRW](#))

Data

Information in digital form that can be transmitted or processed. ([Merriam-Webster](#))

EdTech companies researched by HRW collected students' data including location, age, family structure, school performance or even fingerprints.





Reflections

- How does it make you feel that companies are collecting data without your consent?
- What if the statements I had you respond to were about your identity? Topics including your gender identity, sexual activity, immigration status, or anything else you may consider private information. How would you feel about that information being sold to advertising companies or the government?
- Does this change how you feel?

See discussion section on facilitator guide.

Questions?



Taking Action – Advocacy Ask:

- Join your STF chapter. They meet on _____ in _____.
- The STF chapter is going to speak with our school administration, the PTA, and/or Board of Education to investigate the steps the school district is taking to protect your digital privacy.
- We can call, write, email, and demand our lawmakers to pass national modern child data protection laws using the following script: [Click Here for Script](#)



For More Information...

- [HRW #StudentsNotProducts Toolkit](#)
- [Celebrating 75 Years of Human Rights Action Plan](#)

