

Privacy Policy

Effective Date: January 1, 2026



1. Introduction and Scope

EnrollCast Analytics (“the Company,” “we,” “us,” or “our”) provides a Software as a Service (SaaS) platform designed to assist School District leaders (“Districts”) in implementing enrollment policies and planning optimal learning environments.

This Privacy Policy defines our practices, technical safeguards, and the use of Artificial Intelligence (AI) and Machine Learning (ML) to protect the sensitive data of our clients, educators, and students.

1.1 Scope

This policy applies to all Districts, administrators, and educators utilizing the EnrollCast platform. As an analytical tool for authorized administrators, **students do not interact with the platform directly**, and the platform contains no student-generated content.

2. Definitions

- **Student Data:** Information that identifies, relates to, or describes an individual student.
- **Personally Identifiable Information (PII):** Data used to distinguish or trace a student’s identity, directly or indirectly.
- **De-identified Data:** Information stripped of personal details so it cannot be linked to a specific individual.
- **Aggregated Data:** Data combined into large groups to prevent the identification of individuals.
- **Artificial Intelligence (AI):** Software tools that perform tasks typically requiring human intelligence, such as pattern recognition.
- **Large Language Models (LLMs):** AI trained on text to convert natural language into command prompts or to summarize and analyze data.
- **Machine Learning (ML):** A subset of AI that uses statistical patterns to "learn" from data (e.g., past enrollment) to predict future results.
- **Customer Content:** Enrollment projection scenarios, reports, maps, and boundaries generated by Districts.

3. Information We Collect

To generate accurate enrollment forecasts, we collect the following categories of data:

3.1 Student Data

- **Required:** Student ID, Address, Grade Enrolled, Year of First Enrollment, School of Attendance.
- **Optional:** Student Names, Student Attributes (e.g., programmatic enrollment, services provided), Race, and Ethnicity.

3.2 School Data

- **Required:** School Address, Grades Served, School Capacities, Attendance Boundaries, Phone Numbers.
- **Optional:** School Website, Principal/Site Contact Name.

3.3 Staff Information

- Names, Phone Numbers, Email Addresses, and Passwords (Note: Passwords are not collected if the District utilizes Single Sign-On).

3.4 Automatically Collected Data

- IP Address and Device/Browser information.

4. How We Use Information

We utilize data to synthesize unique enrollment patterns and generate moderate, conservative, and baseline forecasts.

- **Geospatial Analysis:** Student addresses are analyzed against attendance boundaries to model open enrollment and inter/intra-district transfers.
- **Programmatic Modeling:** Specific attributes (e.g., STEAM, Dual Immersion) are used to model matriculation paths.
- **Operational Support:** Data is used for customer support, responding to requests for work products, and staff training.

4.1 Prohibited Uses

- **No Advertising:** We will never use collected data for advertising or marketing purposes.
- **No Third-Party Disclosure:** We do not disclose student data to third parties. We will only provide aggregated data to District-authorized consultants upon written direction from the Superintendent or Chief Business Officer.

5. AI and Machine Learning Disclosures

EnrollCast utilizes a multi-tiered AI approach to balance predictive power with privacy.

- **Methodology:** Our proprietary ML model was developed using **synthetic student data** to ensure a robust framework without compromising real-world privacy.
- **Localized Adaptation:** The model ingests a District's historical data to refine projections. This resulting model is **unique to each District**.
- **No Global Training:** District-specific data is never used to improve our overarching "global" model.
- **Infrastructure:** We utilize Google Vertex AI. Under our commercial license, no District data is shared with Google for their own use or model training.

6. Data Ownership and Control

The Company acts as a **Data Processor** / SaaS provider. The District remains the sole owner of all student and school data. Data is used exclusively in accordance with the Customer Agreement.

7. Data Retention and Deletion

- **Retention:** Data is kept for the duration of the software license agreement.
- **FERPA Compliance:** As a "school official" under FERPA, we retain data only to fulfill educational purposes.
- **Deletion:** Upon termination of the agreement or written request, Student Data will be deleted from active systems within **60 days**.
- **Backups:** Data in encrypted backups will be deleted within **90 days** in accordance with standard cycles.

8. Security and Breach Notification

8.1 Safeguards

The Company maintains industry-standard technical and physical safeguards to protect data integrity and confidentiality. All data is housed on servers physically located within the **United States**.

8.2 Breach Notification

In the event of a student data breach, the Company will notify the Superintendent or Chief Business Officer in writing within **48 hours** without unreasonable delay. We will cooperate fully with the District's legal notification obligations.

9. Compliance and Updates

- **Regulatory Compliance:** We comply with all federal and state laws, including **FERPA** and **SOPIPA**.
- **Policy Updates:** We reserve the right to update this policy. Districts will be notified via their designated point of contact prior to any material changes taking effect.

10. Contact Information

For inquiries regarding this policy or data privacy, please contact:

Email: privacy@enrollcast.com

Address: 112 Harvard Avenue #351

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