

# myBlueprint Education Planner

<b>Part 1</b>	
<b>Resource Type (Digital or Application)</b>	Digital
<b>Application/Software Title (with links)</b>	myBlueprint Education Planner <a href="https://myblueprint.ca/">https://myblueprint.ca/</a>
<b>Developer/Vendor</b>	myBlueprint Corp.
<b>Privacy Policy, Terms of Use (Links)</b>	<a href="https://myblueprint.ca/Privacy">myBlueprint.ca   Privacy</a>
<b>Description of Application and its Educational Value (Refer to "About Us" page, if applicable)</b> <i>What is the initiative? Describe your initiative in enough detail that a reader who knows nothing about your work will understand the purpose of your initiative and who your partners and other stakeholders are. Describe what you're doing, how it works, who is involved and when or how long your initiative runs.</i>	<b>myBlueprint</b> is a comprehensive education and career/life planning program with the tools students need to make the most informed decisions about their future.
<b>Part 2</b>	
<b>Is this initiative a data-linking program under FOIPPA?</b> <i>If yes, this PPIA must be submitted to the Office of the Information and Privacy Commissioner (OIPC). A <a href="#">data linking program</a> is when multiple distinct data sets are used in conjunction with each other. (E.g. MyED information used in School Messenger)</i>	No
<b>Is this initiative a common or integrated program or activity (CIPA)?</b> <i>If yes, this PPIA must be submitted to the Office of the Information and Privacy Commissioner (OIPC). A <a href="#">CIPA</a> is a program or activity that provides one or more services through a public body either working collaboratively or on behalf of other public bodies or agencies.</i>	No
<b>What <a href="#">Personal Information (PI)</a> is involved?</b> <i>List all the PI elements that will be collected, used, and/or stored through the use of this app by (but not limited to): students, staff, parents, and vendors, even unintentionally. If the answer is 'none', then skip to PART 5 and submit this PPIA to the Privacy Officer for completion.</i>	<ul style="list-style-type: none"> <li>Identifying information (Full name, email address, gender, birthdate, student number, grade level, login credentials, School, district, city, province,)</li> <li>Academic records (Enrolment status, grades, journals, reflections, notes, portfolios, resumes, cover letters, career/life planning entries)</li> <li>User-generated content (Text, images, videos, journals, and other media you create or share)</li> <li>Account and authentication logs (Single sign-on logs, data import logs, and exception logs)</li> <li>Device information (IP address, device/browser type, cookies, referrer websites)</li> </ul>

<p><b>Use</b> <i>What is the PI used for (purpose)? Will the PI be used to make decisions that directly affect individuals? Does the vendor/provider use collected PI for other purposes, e.g., to advertise its services to students, teachers or parents?</i></p>	<ul style="list-style-type: none"> <li>• myBlueprint Education Planner collects PI to enable education and career planning tools such as course selection, pathway planning, portfolios, and communication among students, teachers, and parents.</li> <li>• The platform assists in guiding students through decision-making processes related to their education and career choices.</li> <li>• The vendor does not use K–12 student PI for advertising or targeted marketing. PI may be used for service-related communications (updates, newsletters, webinars) and general promotion of myBlueprint services, but only with consent.</li> </ul>
<p><b>Disclosure</b> <i>Who will/might access the PI? How might the vendor/provider share the collected PI? What disclosure to 3rd parties might occur (which 3rd parties) and the type of PI being disclosed/shared. How might disclosed PI be used (see above)?</i></p>	<ul style="list-style-type: none"> <li>• Students; authorized school staff (teachers, counsellors, administrators); and parents/guardians with linked accounts for education planning and oversight. myBlueprint employees may access PI only when required for system administration and support.</li> <li>• PI may be shared with service providers (hosting, monitoring), analytics partners (Google Analytics, Microsoft Application Insights), advertising partners (Google AdSense/AdWords for general promotion).</li> <li>• Shared data includes identifiers (name, email, student number), educational records (course selections, portfolios), and technical data (IP, browser activity). It is used for service delivery, analytics, fraud/security prevention, and limited advertising of myBlueprint services—not for targeted marketing to K–12 students.</li> </ul>
<p><b>Security</b> <i>Describe the measures put in place, including those implemented internally and by the provider, to secure the PI and to prevent unauthorized access to the PI. Describe the technical and physical measures in place to protect the PI.</i></p>	<ul style="list-style-type: none"> <li>• User data (including PI) is stored on highly secure datacenters in Canada using Microsoft Azure, with access restricted by authenticated username/password logins and visibility limited to approved educators and family accounts only.</li> <li>• myBlueprint maintains a security program with administrative, technical, and physical measures designed to protect confidentiality and prevent unauthorized access, and it does <i>not</i> use student PI for marketing or sell it to third parties.</li> <li>• PI is only shared when explicit permission is given (and, where applicable, approved by the student’s school or district), reinforcing control over who can access the data.</li> </ul>
<p><b>Part 3</b></p>	

<b>Will any PI be stored outside Canada?</b> <i>Yes or No. If No, skip to PART 4</i>	No
<b>Is any of the PI 'sensitive'?</b> <i>Click on link above to determine if PI is considered sensitive</i>	Yes
<b>Where is the PI being stored?</b> <i>Where, what regions are the PI being stored in, including backups. What hosting providers are being used?</i>	All personal information is stored and backed up within Canada. PI involved in the use of Education Planner is stored within a secure hosting facility at 55 York Street in Toronto, Ontario, Canada.
<b>Part 4</b>	
<b>Ownership and Retention of PI</b> <i>Who owns the PI, according to applicable contracts/agreements. Describe the provisions, controls and guarantees in place on the retention of PI: storage before expiry, backups, destruction/deletion of PI</i>	<ul style="list-style-type: none"> <li>• Personal Information remains owned by the student/user; myBlueprint does not claim ownership, and schools/districts hold contractual control over its use.</li> <li>• PI is stored on secure servers in Canada, retained only as long as necessary for service delivery or legal obligations. Inactive accounts (24+ months) have identifying information deleted before each academic year.</li> <li>• Regular backups are maintained for continuity, and PI is securely destroyed or deleted when no longer required. Safeguards ensure unauthorized access is prevented during disposal, with breach notification protocols in place.</li> </ul>
<b>Accuracy of PI</b> <i>Describe the provisions that allow individuals to request corrections to their PI held within the application/service</i>	<ul style="list-style-type: none"> <li>• Students who would like to request correction of their personal information within Education Planner can first contact their teacher.</li> <li>• Requests to view or correct personal information that is stored within the Education Planner platform can be directed to <a href="mailto:info@myBlueprint.ca">info@myBlueprint.ca</a> or 1-416-901-5555.</li> </ul>
<b>Part 5</b>	
<b>Recommendation</b> <i>Recommendation for <b>Approval</b>, <b>Abeyance/Suspension</b> (pending further review) or <b>Rejection</b>, based on a review and assessment of Privacy Risk. For an approval, provide any applicable conditions of use and/or other risk mitigation measures advised to achieve an acceptable level of privacy risk</i>	Approved.
<b>PIA Version</b>	1.0
<b>Date Created</b>	12 December 2025
<b>Other References</b>	<a href="#">myBlueprint Education Planner PIA Template   Focused Education</a>