

Privacy Policy, Program Reputation, Price Fixing

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Privacy Policy

Privacy/Confidentiality

- Parents expect you to hold confidential all info about their family unless they give specific permission otherwise
- You should keep family info confidential
 - Professional, good business practice
 - Can reduce risk of parent lawsuit

Privacy Situations

- You post child's photos in classroom or child's name on artwork posted on the wall
- School counselor asks about child's behavior
- Parent wants to know who bit her child
- Parent wants addresses of other parents to invite to church bazaar

Privacy Policy

- A privacy policy should tell parents you will:
 - Abide by your state's privacy laws
 - Keep all information about their family confidential
 - Only release information with their written permission
 - Identify common practices you want parent permission

Privacy Issues

- Giving references to other programs
- Sharing information on the Internet
 - No posting of children's photos, names, etc without written parent permission
- Staff confidentiality policy
 - No taking of pictures by staff
 - No posting of negative comments about children or program on Twitter, text messages, or any Internet site

What to do if Your Reputation is Attacked on the Internet

Parent Online Reviews

- “The director brought me to tears, yelling at me in front of everyone about how awful and horrible my child was.”
- Internet parent review sites:
 - <http://www.yellowpages.com/>
 - <http://www.yelp.com>
 - <http://tinyurl.com/4y5k4ft> (About.com)
 - <http://www.insiderpages.com/>

Responding to an Attack

- Talk to your licensor
- Respond online
 - Report reviews that violate website rules
 - Ask current parents to write positive review
- Sue the parents?

Monitor Your Online Reputation

- www.google.com/alerts
- Ask parents to report any negative postings
- Companies that can help restore your reputation
 - www.reputation.com/
 - socialmetrix.com/en/

Price Fixing

Price Fixing

- What's wrong with these activities?
 - You call up another center director/teacher/provider and ask about her program's rates
 - You visit another center and ask if they will be raising their rates next year
 - Your association surveys its members about rates and shares the results at next meeting
- All of the above activities are illegal!

Competitors

- It's illegal for competitors to discuss rates
 - Violation of Sherman Antitrust Act
- It's not illegal unless both parties know they are competitors
- Okay to call another program: "I'm a parent looking for child care, what do you charge?"

How to Get Rate Information

- CCR&R can share any rate information with the public (including child care programs)
 - Post on your website, brochures, Craigslist
- You can collect rates information: from current and past parents, classified ads, public surveys, Internet, other centers (without identifying yourself)

Further Information

- Feel free to contact Tom Copeland with your questions
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