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](http://www.google.com/alerts)

• Ask parents to report any negative postings

• Companies that can help restore your reputation
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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