

OFFICE OF TECHNOLOGY TRANSFER

AUBURN UNIVERSITY

Smart Alias[®] Software: A solution for University FERPA Compliance

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Overview and Purpose of Software

The trend for use of Web-based educational products for classroom education is growing at a rapid rate in American colleges and universities. These products typically use third-party servers to store information about student performance. Federal FERPA (Family Educational Rights and Privacy Act) regulations, however, prohibit the storage of students' academic and personal information on third-party-servers. Smart Alias[®] software offers a simple solution to this problem by assigning each student an alias for use on the server. These aliases are then converted back to the student's actual name and information. This software is currently in use by Auburn University.

Advantages

- Protects the student from third party sale of information
- Virtually impossible to link alias to real information
- Can link same alias to multiple systems but identity remains protected
- Alias database access is on an "as needed" basis; third parties do not have access



Software Methodology

- Students typically register with Smart Alias[®] by visiting the AU webpage and clicking appropriate icons
- Student registers with third party service; they supply first and last name and an alias is assigned
- Instructors use Smart Alias[®] to reveal student's identities and issue grades

Status & Business Opportunities

- Working demos are available for evaluation
- Software code registered with the US Copyright Office
- "Smart Alias[®]" Trademark issued
- This technology is available for exclusive licensing and/or distributorship on a country by country basis.
- Software and training could be made available on a subscription basis
- This software may be applicable to protection of medical records (HIPPA compliance)

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