



Magic School AI

<https://www.magicschool.ai/privacy-security/privacy-policy>

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OVERALL PRIVACY SCORE

Composite rating across data sharing, usage, retention, security and confidentiality.

CATEGORIES

6

AVG CONFIDENCE

95%

Summaries

Tool Summary

MagicSchool AI is a leading educational technology platform designed to provide teachers, school staff, and students with safe, district-aligned generative artificial intelligence tools. The platform offers over 80 specialized tools—such as lesson plan generators, rubric generators, and writing feedback assistants—to help educators save time and personalize learning, while enabling students to build essential AI literacy in a secure environment.

Executive Summary

MagicSchool AI demonstrates an exceptionally strong commitment to privacy, security, and data protection, particularly concerning student data. The platform is SOC 2-certified, FERPA/COPPA-compliant, and maintains a strict policy against using any personal information or student data to train artificial intelligence or machine learning models. Data sharing is highly restricted, and third-party AI subprocessors are contractually prohibited from utilizing transmitted data for model improvement. While retention policies for general educator accounts are described in standard, non-specific terms ('as long as necessary'), robust deletion mechanisms are universally available to all users. Overall, MagicSchool AI represents an excellent standard of data privacy and safety for educational environments.

Category Breakdown

Data Usage

Good



Data usage is strictly limited to providing, personalizing, and improving the services. MagicSchool AI does not engage in automated decision-making or profiling that produces legal or significant effects. Crucially, personal information is never used to train AI or machine learning models, and student data is strictly protected from any commercial or advertising-related secondary usage.

Data Sharing

Good



MagicSchool AI does not sell student personal data or share it for commercial purposes. Sharing of educator and adult user data is limited to necessary service providers (e.g., hosting, payment processing via Stripe, and IT support) and professional advisors. The policy explicitly prohibits third parties from using personal information for targeted advertising or behavioral profiling. Marketing communications are restricted to adult users, and an opt-out mechanism is readily available.

Security Commitments

Excellent



MagicSchool AI maintains robust technical, organizational, and physical safeguards. These include encryption of customer data both at rest and in transit, role-based access controls, intrusion detection systems, regular vulnerability scans, and penetration testing. The platform is SOC 2-certified, and the policy outlines a comprehensive incident response plan with commitments to notify affected individuals and regulatory authorities of any breaches without undue delay.

Confidentiality Protections

Good



The policy explicitly integrates confidentiality as a core data protection principle under its GDPR compliance framework. Internal access to personal data is strictly controlled and restricted to authorized personnel who require it to perform their roles. Additionally, MagicSchool commits to protecting personal information and refusing to sell it to third parties even in the event of bankruptcy or business dissolution.

Data Retention & Deletion

Good



The platform retains personal information only as long as necessary to fulfill the purposes for which it was collected or to comply with legal obligations. While general retention timelines are described qualitatively rather than with exact durations, data transmitted through third-party AI APIs is strictly deleted within thirty (30) days. Furthermore, all users have clear, actionable rights to delete their content or request account closure.

AI Training & Model Rights

Excellent



MagicSchool AI establishes an exemplary standard for AI safety by completely prohibiting the use of any user personal information, prompts, or student data to train, fine-tune, or improve artificial intelligence or machine learning models. This strict restriction is contractually enforced upon all engaged third-party AI service providers. The policy clearly distinguishes and protects both user-generated content (inputs/prompts) and associated metadata from model training.