Action Mapping Project \ Privacy Policy

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1. Introduction

The Action Mapping Project ("AMP," "we," "us," or "our") works with our partners to transform stories of lived experience into meaningful insight. We take privacy seriously (especially when our work involves young people) and we are committed to handling all information with care, transparency, and respect.

This Privacy Policy explains what information we collect, how we use it, how we protect it, and how responsibility is shared when partners use AMP's tools for their own engagement or survey work.

By using our websites, workshops, surveys, mapping tools, teacher resources, or digital platforms ("Services"), you agree to the practices described here.

AMP operates in partnership with the University of Washington Tacoma and through fiscal sponsorship arrangements that support our mission. These institutional structures provide continuity for AMP's work but do not alter the commitments described in this Policy.

2. The Information We Collect

AMP works with different kinds of participants (youth, adults, teachers, agency staff, and community members) through workshops, surveys, and digital tools. The information collected varies across those contexts.

2.1 Information that Youth Provide (AMP-Facilitated Workshops Only)

In AMP's own youth workshops and sketch-map activities, participants may provide:

▸ Drawings and markings on a paper or digital map

▸ Short comments or written reflections

▸ Non-identifying demographic categories (e.g., grade, race/ethnicity category, age band)

AMP intentionally collects *no* personal or identifying information from youth.

We do not collect:

▸ Names

▸ Home addresses

▸ School ID numbers

- Phone numbers

- Email addresses

- Device identifiers

- IP addresses linked to a student

- Any other information that could identify an individual child

This is central to AMP's ethic: youth share stories of place, not identity.

2.2 Information that Participants Provide (bespoke Engagement work)

Participants in activities AMP conducts either on behalf of or in collaboration with partner agencies may, depending on the context, choose to provide:

- Name

- Email address

- Other demographic information

This information helps AMP deliver services, coordinate communication, and support engagements.

2.3 Teacher and Partner Accounts

When educators or partner staff create an account to use AMP tools, we may collect:

- Name

- Email address

- Other demographic information

This information is used solely to facilitate access and support.

2.4 Information Collected Automatically

To ensure secure and functional websites and platforms, AMP may collect limited technical information:

- Browser type

- Device type

- Approximate geolocation (general IP region)

- Pages visited

- Date and time of access

AMP does not use advertising cookies, cross-site tracking, or behavioral profiling.

3. How We Use Information

AMP uses information to:

▸ Facilitate workshops, surveys, and mapping activities

▸ Generate aggregated indicators and insight

▸ Provide Services to partners

▸ Improve our tools, curriculum, and Services

▸ Support consulting engagements

▸ Communicate with teachers and partners

▸ Ensure the safety and integrity of AMP systems

We do not use youth or participant information for:

▸ Advertising

▸ Behavioral targeting

▸ Selling individual-level data

▸ Creating personal profiles

AMP's purpose is community benefit, not data extraction.

4. Aggregated Insight, Not Personal Data

AMP transforms workshop submissions into aggregated, de-identified insight in the form of indicators, maps, and summary patterns. These products never reveal the identity of any individual participant.

Partners may license access to:

▸ Derived indicator datasets

▸ Summary statistics

▸ Aggregated text patterns

▸ Group-based insights

5. *AMP as Data Controller and Data Processor*

AMP operates in two different roles depending on the context.

5.1 When AMP Facilitates the Activity (AMP as Controller)

For AMP-led youth workshops, mapping activities, or AMP-generated surveys:

▸ AMP determines what information is collected

▸ AMP governs the data

▸ AMP stores and processes the information

▸ AMP transforms submissions into aggregated insight

Because AMP collects no PII from youth, these datasets cannot be linked back to individuals.

5.2 When Partners Use AMP Tools for Their Own Engagement (AMP as Processor)

Public agencies, nonprofits, schools, or other partners may use AMP's digital tools to run their own surveys or mapping activities.

In these cases:

▸ Partners act as the data controller

▸ AMP acts only as the data processor

Partners:

▸ Choose what questions to ask

▸ Determine what information they collect (including any PII)

▸ Are responsible for providing appropriate privacy notices

▸ Must comply with applicable laws (FERPA, COPPA, state privacy laws, etc.)

AMP:

▸ Stores and processes data solely on the partner's behalf

▸ Does not use partner-collected data for AMP's own purposes

▸ Maintains appropriate security measures

This allocation of responsibility is standard and ensures clarity for all parties.

6. How We Share Information

AMP may share:

▸ Aggregated indicators

- Maps

- Summary statistics

- Reports

- De-identified thematic findings

with partners.

AMP does NOT share:

- individual submissions

- identifying information

- raw text or sketches unless explicitly authorized by a partner

- any information that could be used to re-identify a participant

7. Data Retention

Because AMP collects no personal identifiers from youth, we cannot isolate or delete individual youth submissions.

AMP retains:

- aggregated indicator data indefinitely for longitudinal analysis

- de-identified workshop submissions used to generate indicators

- partner-collected datasets according to partner agreements

Schools may request deletion of entire workshop batches if they can provide sufficient detail for AMP to identify those workshop responses in the aggregate dataset.

Adult contact information (e.g., emails) may be deleted upon request.

8. Data Security

AMP uses reasonable administrative, technical, and physical safeguards to protect data:

- Secure cloud storage

- Access controls for authorized staff

- Encryption in transit

- Regular updates and monitoring

No system can guarantee absolute security, but we take precautions appropriate for the communities we serve.

9. Youth Data

Youth submissions are treated with exceptional care.
AMP collects no personal information from youth and does not create profiles, track behavior, or monitor devices.

A companion **Youth Data Policy** explains AMP's ethical commitments to young people in more detail.

10. Your Rights

Adults may:

▸ request correction or deletion of contact information

▸ inquire about how AMP processes partner-collected data

Youth workshop data cannot be linked back to individual participants and therefore cannot be deleted individually.

Partners who use AMP tools are responsible for managing rights requests related to the data they collect.

11. Changes to This Policy

We may update this Policy as our tools evolve or as laws change. The "Last Updated" date reflects the most recent version. Continued use of our Services indicates acceptance of any updates.

12. Contact Us

For questions or privacy-related requests, contact: matt@actionmapping.org