Institution Guide—Apple ID for Students

This guide is designed to help you communicate with parents or guardians about Apple ID, iCloud setup, and iOS device deployment. It includes information you need to start the deployment process within your institution. And you’ll find sample content to help you deliver effective communications about the program.

If you have any questions, please contact your Apple project team.

Program Overview

You have chosen to deploy a learning environment that makes learning relevant for each student and allows for creativity, collaboration, and critical thinking. With an iOS device from Apple, your students always have access to the content they need for school—no matter where they are. This includes their own notes and created materials, textbooks, and courses.

Each student will have a personal account with Apple, called an Apple ID, that provides easy access to school materials, including documents, textbooks, and courses. With an Apple ID, your students can:

• Receive app licenses and redeem codes for education books and textbooks.
• Take notes in iBooks and sync those notes between iOS devices, such as a school-owned iPad and a personal iPod touch.
• Enroll in iTunes U courses.
• Download education content again, if needed for the next school year.
• Add personal content to a school-owned iOS device, if permitted by school policies.

This Apple ID also gives your students iCloud so they can access their content on multiple devices and stay up to date everywhere they go. iCloud allows your students to:

• Automatically keep school documents up to date between multiple iOS devices.
• Keep personal content such as contacts, calendars, documents, and photos up to date between multiple devices.
• Back up an iPhone, iPad, or iPod touch automatically when connected to Wi-Fi and a power source.
• Use Find My iPhone to locate a lost or stolen iPhone, iPad, iPod touch, or Mac.

Apple ID for students under 13

For students under 13, Apple IDs and iCloud are requested by the school or school district and then created upon receipt by Apple of verifiable consent from a parent or guardian. These accounts are created by the parent or guardian on behalf of the student. Apple IDs for students under 13 have limited targeted advertising, and by default, iCloud email is not activated.
Apple IDs for students under 13 include the following features:

- Account settings, such as email address and date of birth, cannot be changed.
- No credit card is attached to the account at setup.
- Targeted advertising will be limited.
- Accounts are unable to opt in to receive marketing materials from Apple.
- Parents or guardians are notified by email of material changes to the service or issues with the account.

Once your students reach the age of 13, their Apple IDs convert to full accounts with all associated rights and privileges. Students can continue to access any classwork, notes, books, or apps associated with their Apple IDs.

Privacy

Student privacy is important to Apple. Our privacy policy explains how we collect, use, disclose, transfer, and store our users' information. Please take a moment to familiarize yourself with our privacy practices. Visit apple.com/privacy to learn more about Apple's privacy policy.

Under the Children's Online Privacy Protection Act (COPPA), Apple must obtain verifiable consent by a parent or guardian to our Privacy Policy and Parent Disclosure before an Apple ID can be created for a student. As part of the communications process with parents or guardians, your institution will assist Apple in ensuring we are obtaining consent from a student's parent or guardian.

Service and support

Once your student accounts are set up, parents or guardians have access to support from Apple. If a student loses access to the account, the password can be reset online via Apple ID Support.

Parent Guide

For more information on Apple ID for Students and how parents or guardians can set restrictions on student devices, please refer to the Parent Guide at apple.com/education/docs/Apple_ID_Parent_Guide.pdf. Reviewing the Parent Guide and setting restrictions are important parts of device setup, so please familiarize yourself with these documents and encourage your students' parents or guardians to do the same.

Generic User Name and Password

To begin the Apple ID assignment process for your school, you need to obtain individual generic names and passwords from Apple and assign them to students. These generic names and passwords then need to be personalized by the student's parent or guardian based on the instructions you send in a communication (see sample email in the "Communications Guidelines" section of this document). Next, you'll assign individual devices to students with their personalized user names and passwords. Please follow the instructions below for this process.

Apple ID: Preparing for initial deployment

You must complete these steps prior to the initial device deployment.

At your school's request, Apple has provided you with a list of temporary Apple IDs (for example, student001@yourschool.edu) for each device. Each temporary Apple ID also has a corresponding Unique ID number (for example, SCH_1_001). These temporary Apple IDs are batched in groups, and each batch has a Batch ID.

Apple has also provided your deployment vendor with the list of temporary Apple IDs. The vendor has assigned a temporary Apple ID and password to each iPad and also placed a tag with this information on the iPad screen's plastic covering before shipping the devices to your school.
Your school will have matched each student in your records with one of the temporary Apple IDs provided.

You are required to communicate this information to parents or guardians of students under 13 (see sample email in the “Communications Guidelines” section of this document). This communication provides the student’s temporary Apple ID and temporary password and gives parents or guardians instructions for converting the temporary Apple ID to a personalized Apple ID and password for their student. It also indicates how parents or guardians provide consent in compliance with COPPA. It is important that your school provides the temporary Apple ID and temporary password only to a student’s parent or guardian. This ensures that a student’s parent or guardian logs in to the website below and takes steps to convert the Apple ID.

They then complete the following online form to create a personalized Apple ID for their student.

If the student is under 13, the parents or guardians then provide consent to the collection and use of the student’s personal information by Apple.
Conversion of the temporary Apple ID to the personalized Apple ID can take place at parents’ or guardians’ home or work, or at a school-sponsored event, such as a back-to-school-night orientation.

After parents or guardians convert the temporary Apple ID and provide consent, students should bring the personalized Apple ID and password to school, as well as the temporary Apple ID and password for reference.

It’s critical that you provide the parents or guardians—not students under 13—with the temporary Apple ID for conversion to the personalized Apple ID.

**Apple ID: Initial deployment**

Using the temporary Apple ID on each iPad, your school matches the appropriate iPad with each student. Students then unbox the iPad and complete the device setup using their personalized Apple ID and password.

Before physically handing an iPad to under-13 students, your authorized school administrators must verify that the parents or guardians have provided consent.

Apple has created an online lookup tool to facilitate this verification.
After logging in using the administrative Apple ID provided by your project team, and accepting the terms and conditions, the administrator can search by student name, Unique ID, Apple ID, and Batch ID, as shown.

![Apple ID for Students](image1)

In the following example, a successful name search provides other identifying information. A green check mark verifies that the parent or guardian has provided consent and the student can receive the iPad.

![Apple ID for Students](image2)

You can also search using the temporary Apple ID assigned to the student. Note that this search works only for temporary Apple IDs not yet converted to personalized Apple IDs. Also note that an under-13 student can't receive the iPad until consent is given by a parent or guardian.

![Apple ID for Students](image3)

If the temporary Apple ID has been converted to a personalized Apple ID, you can search using the student's personalized Apple ID, as shown in this example.

![Apple ID for Students](image4)
Searching by Unique ID returns the same information.

Finally, searching by Batch ID and first or last name shows the Apple ID and consent information for all students in that batch. You can limit search results by using other identifying information in the search. This final example shows all records with a Batch ID of "1" and the last name "Brown."

Communications Guidelines

To communicate the Apple ID assignment process for your school, please send the email on the following page to your complete parent or guardian list.

All parents or guardians must receive and follow this communication so their students can access the content you have selected for their classrooms. Merge the individual generic ID and password into each letter. Be sure to enter your school name in the first paragraph.
To: [Email Address]
Subject: Apple ID for Students—Parent/Guardian Information

Student’s temporary ID:
Student’s temporary password:

Dear Parent or Guardian,

We are pleased to announce an exciting program that will allow [school name] to put an iPad and educational content into the hands of every student.

A new way to learn
As a parent or guardian, we know you want the best learning environment for your student—one that makes learning relevant for each student and allows for creativity, collaboration, and critical thinking. With an Apple iPad, your student can access all the education content he or she needs at any time, inside and outside of school.

Apple ID for Students
As part of this program, your student will have an Apple ID—a personal account that provides easy access to school materials, documents, textbooks, and courses. This Apple ID also gives students iCloud, so they can access content on multiple devices and stay up to date from anywhere. For more information on Apple IDs and iCloud, please see the Parent Guide at apple.com/education/docs/Apple_ID_Parent_Guide.pdf.

For students under the age of 13, we must obtain your verifiable parental consent to our Parent Privacy Disclosure and Consent Notice at apple.com/privacy/parentaldisclosureconsent.pdf before we can create an Apple ID for your student. This is in compliance with the Children’s Online Privacy Protection Act (COPPA). Visit apple.com/privacy to learn more about Apple’s privacy policy. Complete the following steps to create an Apple ID for your student:

1. Go to edu-appleid.apple.com/parent and enter your student’s temporary ID and password included at the top of this email or provided to you as part of student orientation.

2. Proceed to the online Apple ID creation page and provide your student’s full name, birthdate, and your mailing address. Please also include your preferred email address. We will use your preferred email address to contact you about important changes to our policies or services, to notify you of issues with your student’s account, or to verify a reset to your student’s password.

3. If your student is under 13 as of August 12, 2013, you will be asked to review the Apple Privacy Policy (apple.com/privacy) and the Parent Privacy Disclosure and Consent Notice (apple.com/privacy/parentaldisclosureconsent.pdf). If you agree with the data collection, use, and disclosure practices described in those documents, provide your consent to Apple’s collection and use of your student’s personal information. To do that, click the box below the Parent Notice that states “I accept and agree to the Parent Privacy Disclosure and Consent notice.”

Students over the age of 13 can personalize their Apple IDs themselves at edu-appleid.apple.com/student.

Parental restrictions
Using an iPad, iPhone, or iPod touch can provide your student with access to a wealth of information. However, there may be times when you want to limit access to certain types of content or resources. On iPad, iPhone, and iPod touch, you can set restrictions, such as allowing changes to accounts, preventing in-app purchases, and designating allowable content and privacy settings. Please refer to the Parent Guide at apple.com/education/docs/Apple_ID_Parent_Guide.pdf to learn how to set device restrictions. We strongly encourage you to take this step promptly after creating your student’s Apple ID.

Getting started
Once your student has an Apple ID, he or she can begin using iPad with all the apps, books, and educational content that your district has chosen. It is important that all students have an Apple ID so they are prepared with all the right materials for the classroom.

If you have any questions about our use of your email address or the creation of your student’s Apple ID, contact Apple Support at apple.com/support/appleid/contact. For more information about Apple’s education programs, please see apple.com/education.

Sincerely,
Apple Inc.
Ongoing communications
We encourage you to send parents or guardians communications throughout the school year. Providing examples of how the technology is being used in the classroom is a great way to help parents or guardians understand and appreciate the positive impact that your iOS device program is having. It also helps keep your parental community interested in their investment and student work. Here’s an example of the type of communication you can send:

Mrs. Avery’s class used their iPad devices this past quarter to film their trip to Sina Farms. They documented the life cycle of pumpkins and interviewed the farmers about the benefits of organic farming. They then edited these films and interviews into short movies. To see what they learned, go to Mrs. Avery’s website at [link to site].

Important: Apple approval required
Extending communications beyond your parent community requires approval from Apple. For press release approvals, please contact Apple PR at (408) 974-2042 or media.help@apple.com. Additionally, all marketing or advertising materials that reference Apple products—whether in print or video format—or materials with high visibility in any format must be submitted to and approved by Apple before publication or broadcast. Submit your initial concept, storyboard, or rough cut via email to permissions@apple.com. Allow a minimum of five to seven business days for a response. Note that not receiving a response from Apple within this timeframe doesn't mean your materials are approved. Apple can review work-in-progress materials; however, all final materials must also be approved by Apple before broadcast or publication.