Apple Deployment Programs
Apple ID for Students: Institution Guide

The Apple ID for Students program is part of the Apple Deployment Programs and helps institutions create Apple IDs for their students under 13. With iPad or Mac and an Apple ID, your students will always have access to the content they need for school—including their own notes and created materials, apps, textbooks, and courses. This guide is an overview of the Apple ID for Students program. It provides information on how to request Apple IDs for your students and includes parental consent requirements for students under 13. It will also help you communicate with parents or guardians about using Apple IDs and iPad and Mac in the classroom. And while students will have a personal Apple ID, your institution can still use tools such as mobile device management (MDM) to manage what students can do with those IDs on institution-provided devices. To learn more about MDM, visit apple.com/education/it/mdm.

Program Features

Apple IDs

You have chosen to deploy technology that makes learning relevant for each student and allows for creativity, collaboration, and critical thinking. As part of that environment, each student will have a personal account with Apple—called an Apple ID—that provides easy access to school materials, including institutionally managed apps, documents, textbooks, and iTunes U courses. With an Apple ID, your students can:

- Receive app licenses and redeem codes for textbooks, purchased on the student's behalf.
- Take notes in iBooks and access them on all of their iOS devices and Mac.
- Enroll in iTunes U courses.
- Add personal content to a school-owned iOS device, if permitted by school policies.

An Apple ID will also let your students use iCloud so they can access their content on multiple devices and stay up to date everywhere they go.[1] iCloud allows your students to:

- Keep iWork documents up to date between home and school devices.[2]
- Keep personal content, such as contacts, calendars, documents, and photos up to date on their iOS devices and Mac.
- Back up iPad automatically.
- Use Find My iPhone to locate a lost or stolen iPad or Mac.

Apple ID for Students Under 13

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 and Consent notice before an Apple ID can be created for a student under 13 years of age (see apple.com/privacy/parentaldisclosureconsent.pdf). As part of the communications process with parents or guardians, your institution will need to assist Apple in ensuring consent is obtained from a student's parent or guardian.

Apple IDs are requested by the school or school district. Apple ID accounts are then created by the parent or guardian on behalf of the student when verifiable consent from a parent or guardian is received by Apple.

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.
- Limit Ad Tracking is turned on for the account to ensure the student does not receive targeted advertising from Apple.
- Students can't opt-in to receive marketing materials.
- A parent or guardian can be notified of any significant changes to the terms of the account.

Note: iCloud Mail is not activated by default.

Once students reach age 13, the Apple ID converts to a full account with full rights and privileges. Students can continue to access any classwork, notes, books, or apps associated with their Apple IDs. Students over 13 years of age can create their own Apple IDs at appleid.apple.com or use one they already have.

Privacy

Student privacy is important to Apple. The Apple Privacy Policy explains how Apple collects, uses, discloses, transfers, and stores user information. Please take a moment to familiarize yourself with these privacy practices by visiting apple.com/privacy to learn more.

Service and Support

If a student loses access to an Apple ID account, the password can be reset online through Apple ID Support at apple.com/support/appleid.

Apple ID for Students 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 Apple ID for Students Parent Guide at apple.com/education/docs/Apple_ID_Parent_Guide.pdf.

Please familiarize yourself with the guide and encourage parents or guardians to do the same.

Requesting an Apple ID for Students under 13

Enroll

Apple ID for Students is available to qualifying K–12 public and private schools in the United States. Apple reserves the right to determine eligibility.

You must verify that you are authorized to enroll on behalf of your institution. You are responsible for agreeing to the terms and conditions for each program you access within the Apple Deployment Programs and for setting up additional administrators for your institution.

To begin the enrollment process, go to deploy.apple.com and provide the following information:

- **Your contact information, including address, phone number, and email address.** The email address you provide should be associated with your institution. This email address will be used to create a new Apple ID that you will use to sign in to Apple Deployment Programs services, such as the Education Volume Purchase Program and Apple ID for Students. Consumer email addresses such as Gmail or Yahoo! Mail will not be accepted.
- **Your Apple Deployment Programs Apple ID.** After submitting your contact information, you will receive additional instructions via email for completing the Apple ID setup.
- **Verification contact.** This information will be used to verify that you have the legal authority to sign for and bind your organization to the Apple ID for Students enrollment.
- **Your institution information.** Enter address information, including zip code, for your school and choose your institution from the list or, if not listed, provide the institution name.
- **Your Apple customer number.** This is the account number assigned to your institution by Apple which is used to purchase Apple hardware or software. It is required to verify your institution's eligibility for enrollment. If you don't know this number, contact your purchasing agent or finance department.

Submit Your Enrollment

After you submit your enrollment, Apple will review the information you provided. You'll be notified when verification is complete. Apple will contact you if additional information is needed.

Set Up

Once your enrollment is complete, you'll be given access to the Apple Deployment Programs Admin manager within the Apple Deployment Programs website deploy.apple.com, where you can create locations and Administrator accounts for your institution. Administrators are individuals within your institution who are authorized by you to request Apple IDs for students under 13 on behalf of your institution for a specific location. In many cases, you will need to request Apple IDs for students under 13 at multiple locations, for example, at various schools within your district. Locations allow you to associate specific administrators for each individual school.

Add or Edit Locations

To add or edit locations, sign in to the Apple Deployment Programs website and choose Locations from the menu on the left. To add a location, choose Add Location. You will be asked to provide the name and address information for each new location. To edit a location, click the location name to display the Location editor.

Add or Edit Administrators

To add or edit administrators, sign in to the Apple Deployment Programs website and choose Admins from the menu on the left. To add an administrator, choose Add Admin Account. You will then be asked to provide a name, email address, and location for your new administrator. You can create as many administrator accounts as you'd like. A large K–12 district, for example, may wish to have one or more administrators per location.

Note: If you have also enrolled your institution in the Volume Purchase Program for Education or the Device Enrollment Program, you can assign new administrators to manage these services as well. You can also allow an administrator to create other administrators.

Important Information About Administrators

- You must provide an email address for each administrator you create. The email address you provide will be used to create a new Apple ID.
- If the email address provided is already in use for an existing Apple ID, you'll be asked to provide a new email address.
- Do not use an existing personal Apple ID to administer an account. An administrator Apple ID cannot be used to sign in to the iTunes Store or any other Apple service.

Managing Requests for Apple IDs at Your Institution

The Apple ID for Students administrative website provides a streamlined process for requesting Apple IDs. Sign in to the Apple ID for Student administrative website at edu-appleid.apple.com/admin. Use an administrator Apple ID that was created through the Apple Deployment Programs Admin manager. Once signed in, you will have three options: search for a student or students to determine if parental consent has been completed; request a new Apple ID by importing a list of students; and review previous requests, organized by batches.

Follow these steps to request Apple IDs for your students:

Step 1. Prepare Apple ID request. To create new Apple ID accounts, you will need to upload a correctly formatted, comma-separated value (CSV) file containing a list of students who need Apple IDs. To download a template, go to Import Accounts and click Download Account Template. To edit the template, use an application such as Numbers, Microsoft Excel, or another application that can save CSV files. To complete the template, you will need to provide the batch number or batch name, student name, student Apple ID, student date of birth, and the parent or guardian email address for each student request.

Step 2. Upload list of students. Once you have prepared a list of students, upload the CSV file. Apple will immediately begin processing your request. Depending on the size of the request, uploading and processing the file can take several hours. Once the file is uploaded, you can view the status of your request at any time. After the file has been processed, any errors will be displayed. You can download a CSV error file to troubleshoot the error. If necessary, upload a new request with the corrected information to complete the Apple ID request. Unless a new batch number or name is provided, the new request will be appended to an existing batch.

Step 3. Parent or guardian reviews request. After the request has been processed, Apple will send an email to the parent or guardian of each student for whom you are requesting an Apple ID. (See the appendix in this guide for a sample of the email.) The email contains detailed instructions for reviewing the request, a temporary password the parent or guardian can use to access their student's information, and a unique web address that will take the parent or guardian to an online consent form.

Step 4. Check status of parental consent. After a parent or guardian has reviewed the information for their student and has provided verifiable consent, the Apple ID for that student will be created. To check the status of the request, go to Search on the Apple ID for Students administrative website at edu-appleid.apple.com/admin. You can search by Name, Unique ID, Apple ID, or Batch, as follows:

- **Search by Name.** For name searches, you can use partial names, with a minimum of four characters for the first and last names. For example, a search on partial name "jimm appl" will return both Jimmy Appleseed and Jimmy Appleblossom.

- **Search by Unique ID.** When you request an Apple ID for a student, Apple creates a unique ID that can always be used to find the student's account. For example, if a student, parent, or guardian prefers the first name Johnny instead of Jimmy and were to change the student's name to Johnny during the consent process, searching for Jimmy would return no results for that student. In this case the Unique ID could be used to find the student, regardless of any changes that may have been made to the student's information.

- **Search by Apple ID.** This allows you to search by the Apple ID you provided during your initial request. The search will return only exact results.

- **Search by Batch.** Searching by batch is similar to searching by name, but limits the search to a particular batch request. For example, you may want to limit a search for a specific Jimmy Appleseed who was part of batch two.

You can also get a complete status list for a specific batch by going to Batches on the administrative website at edu-appleid.apple.com/admin and downloading the CSV file for that batch.

Note: Parents or guardians can provide consent through the online consent form throughout the day. You may need to download batches frequently to ensure you have the most up-to-date information.

Support

The Apple Support website can help you learn more about Apple products and services. There you can view online manuals, download the latest software, and more. Visit apple.com/support where you can also get service, support, and professional advice from Apple.

Resources

- IT Resources website: www.apple.com/education/it
- Apple ID for Students website: apple.com/education/it/appleid
- Apple Privacy Policy website: apple.com/privacy
- Parent Privacy Disclosure and Consent notice: apple.com/privacy/parentaldisclosureconsent.pdf
- Apple ID Support website: apple.com/support/appleid

Appendix: Sample Parent or Guardian Email from Apple

Student's temporary password: De3dEjb4$z

Dear Parent or Guardian,
We are excited that your student will be using an iPad as a part of your school's program. We know that as a parent or guardian, you want the best learning environment for your student—one that makes learning personal for each student and allows for creativity, collaboration, and critical thinking.

Please read this letter carefully as it contains important information and instructions.

Apple ID for Students
As part of this program, your student will have an Apple ID—an account with Apple that provides easy access to school materials, like documents and textbooks. An Apple ID also gives students access to iCloud, so they can access content on multiple devices and stay up to date from anywhere.

For students under the age of 13, we must obtain your verifiable parental consent before we can create an Apple ID for your student. This is in compliance with the Children's Online Privacy Protection Act (COPPA). You will provide your parental consent by agreeing to the Parent Privacy Disclosure and Consent online.

For students under 13, the following features will apply:

• No credit card is required to set up the account.
• Limit Ad Tracking is turned on for the account to ensure the student does not receive targeted advertising from Apple.
• The accounts are unable to opt-in to receive marketing materials from Apple.
• Parents and guardians are notified of material changes to the service or issues with the account.

For more information on Apple IDs for Students, please review the Apple ID for Students website.

Creating an Apple ID
To create an Apple ID for your student, go to our online consent form and enter the temporary password included at the top of this email. Once you provide the information requested, you will be asked to review and agree to the iOS, iCloud, Game Center, and iTunes Store terms and conditions, as well as the Apple Privacy Policy and the Parent Privacy Disclosure and Consent notice. We will use the parent or guardian email address you provide during this process 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.

Parental Restrictions
An iPad can give your student access to a wealth of information. However, there may be times when you want to limit your student's access to certain types of content or resources. On your student's iPad, you can set restrictions, such as preventing in-app purchases and designating allowable content. For more information on Apple ID for Students and to learn more about setting device restrictions please refer to the Apple ID for Students Parent Guide at apple.com/education/docs/Apple_ID_Parent_Guide.pdf. We strongly encourage you to set device restrictions promptly after creating your student's Apple ID.

Getting Started
Once your student has an Apple ID, he or she can begin using the 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.

For more information about Apple's education programs, please see www.apple.com/education.

Sincerely,
Apple Inc.