

Amira and Your Child's Privacy

What Families Should Know

We know families care deeply about how their child's information is used, especially when it comes to something as personal as your child's voice. This guide answers the questions we hear most often, in plain language.

1 Your District is in Charge and the Law Protects Your Child

Amira works because your school or district has chosen to use it, under a federal student privacy law called FERPA. This law lets schools work with trusted partners, like Amira, to help with teaching and learning, but only under strict conditions:

- Amira can only use student information for educational purposes.
- Amira operates under the school's oversight and control, not on its own.
- Amira is legally barred from turning around and sharing that data with anyone else. It's the same redisclosure limit FERPA places on the school itself.

In short: your school remains in charge, and the law holds Amira accountable for how your child's information is used.

2 How we protect your child's voice recordings

Stored securely:

Recordings live only in Amira's own secure facilities, in Ohio for U.S. students and Montreal for Canadian students. Nowhere else.

Bank-level encryption:

Recordings are encrypted the same way major banks protect financial data, so they can't be accessed without the right keys.

Not linked to your child's name:

Recordings are de-identified and never stored with your child's identity attached.

Data is never sold, never shared:

Amira never provides voice recordings to any commercial third party, and has never shared them with the federal government.

Deleted on request:

Your school can ask Amira to delete your child's data at any time.

No biometric profiles:

Amira does not create voiceprints or any other biometric identifiers for your child.

3 What Amira is, and isn't

Amira is a reading practice tool, not a chatbot and not a replacement for your child's teacher. Amira only listens to your child read aloud and gives feedback on their reading. That's the extent of it.

- Amira cannot hold open-ended conversations with students the way apps like ChatGPT or Gemini can.
- Every response Amira gives has been reviewed and approved by an expert ahead of time.
- Your child's teacher stays fully in charge of instruction, relationships, and classroom decisions. Amira simply gives the teacher better information, similar to how an ultrasound gives a doctor a clearer picture.

4 Amira is proven to help kids grow as readers

Amira is the only reading intervention recognized for high-quality evidence of impact by both Evidence for ESSA and the What Works Clearinghouse, two respected independent reviewers of education research. Multiple studies show students using Amira grow 25% or more faster than peers who don't.

Amira has also been reviewed for fairness across student groups. A California review found Amira free of statistical bias, a Georgia College review found Amira scored highest for equity, and research certified by the Texas Education Agency found Amira helped Black students, English learners, and students from disadvantaged households more than any other groups.

5 Independent checks keep us accountable

We don't just ask families to take our word for it. Amira is independently audited by three separate outside firms, covering finances, security, and whether we're living up to our contractual commitments. Amira also carries substantial cyber-liability insurance.

Have more questions?

Please reach out to your child's teacher or school. They're always happy to help. You're also welcome to visit [Amira's Trust Center](#) for more detail on privacy, security, and the research behind Amira.