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IDENTIMETRICS COMMITS TO K-12 SCHOOL SERVICE PROVIDER PLEDGE TO SAFEGUARD STUDENT PRIVACY

JENKINTOWN, PA – (BUSINESS WIRE) – FRIDAY, JANUARY 2, 2015 – identiMetrics, the leader in biometric finger scanning identification solutions for schools has announced a firm commitment to actively support the *K-12 School Service Provider Pledge to Safeguard Student Privacy* which went into effect on January 1, 2015.

This important document was developed by The Future of Privacy Forum (FPF) and The Software & Information Industry Association (SIIA) with guidance from school service providers, educator organizations and other stakeholders, following a convening by U.S. Representatives Jared Polis (CO) and Luke Messer (IN) to safeguard student privacy regarding the collection, maintenance and use of student personal information.

The Pledge affirms that "K-12 school service providers are honored to by educators and families to support their educational needs and school operations. We pledge to carry out responsible stewardship and appropriate use of student personal information gathered in our role as school service providers."

According to Jay Fry, identiMetrics CEO, "This Pledge is a timely and critical affirmation that school service providers are committed to accountability and expanding trust in education technology. The importance of technology in education today cannot be overstated, and this document provides a framework for moving into the future with integrity, confidence, and mutual respect."

identiMetrics, Inc., a privately held company headquartered outside of Philadelphia, PA, is the leader in the development and marketing of biometric finger scanning identification solutions. identiMetrics provides the only biometric ID system designed specifically for the unique needs of schools. The identiMetrics Finger Scanning ID System™ provides a cost-effective and accurate replacement for swipe-card readers, barcode readers, and PIN pads allowing schools and school districts to increase accountability, improve operations and boost security.

For more information, visit www.identimetrics.net

Or contact Eden Fulton, 215-836-4683, ext 100, efulton@identimetrics.net

For more information on the Pledge, visit http://studentprivacypledge.org