Abstract. Libraries and higher education can track and use a significant amount of student data to improve student performance, and at SUNY Potsdam we have started down this path with the Student Success Collaborative advising software with good early results. However, we lack an understanding of the ethical implications of using data about students without obtaining their consent. The fact that we can does not mean we should, and students are adults with opinions about their privacy. To begin to fill this information gap, SUNY Potsdam librarians Jenica Rogers, Lauren Jackson-Beck, Jessica Ramey, and Esta Tovstiadi have surveyed our students about their understanding and acceptance of student data use. The survey seeks to answer the following questions:

• What understanding do students have concerning their privacy rights in general?

• What understanding do students have concerning their privacy rights in the college library?

• Are students comfortable with universities and libraries using data about them, and if so, in what situations?

Jenica will share what the team has begun to learn in analyzing the big data for publication and pose questions to consider in support of students' futures.