



# LOUISIANA DEPARTMENT OF EDUCATION

CERTIFIED MAIL

June 28, 2013

Mr. Iwan Streichenberger  
inBloom, Inc.  
3525 Piedmont Rd.  
7 Piedmont Center  
Suite 300  
Atlanta, GA 30305

Dear Mr. Streichenberger:

As you are aware, we requested that our student data be withdrawn from the inBloom database April 19, 2013, in order that we might take more time to engage our students, parents, school systems, and state leadership, in a dialogue regarding best practices in student data security and storage practice. All data was removed at that time, and, for all practical purposes, all agreements were concluded.

We appreciate greatly your efforts to personalize education for the children of our country, and I wish you the best of luck in that endeavor.

Sincerely,

A handwritten signature in black ink, appearing to read "John White".

John White  
State Superintendent of Education

JW/kb

c: Ken Bradford  
Joan Hunt  
Willa LeBlanc  
Anna Gatlin

*Louisiana Believes*