

Stay Sharp on PII

Personally Identifiable Information, or PII, is one of the most important concepts in privacy and data protection, but there's **no universal definition** of what we really mean when we talk about PII. That's because the privacy landscape is always changing, and people who want to cause privacy harm are always looking for new data to exploit, **and new ways to link pieces of anonymous data in order to create new forms of PII**. The graphic below will help you understand some of the basics of PII.

PII Starter List

- ✓ Name
- ✓ Physical address
- ✓ Phone number
- ✓ Email address
- ✓ Government ID number
- ✓ Image / photograph
- ✓ Video of human subjects

Data That Can Be Linked

External - Physical

- ✓ Voice recording
- ✓ Ethnicity
- ✓ Gender
- ✓ Age
- ✓ Physical traits
- ✓ Medical data

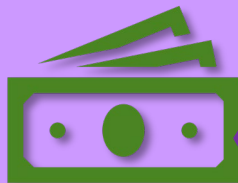


Tracking

- ✓ School name
- ✓ Team name / number
- ✓ Region / country
- ✓ Building name
- ✓ Room number
- ✓ IP address
- ✓ MAC address

Social

- ✓ Employment
- ✓ Education
- ✓ Social media
- ✓ Family relationships
- ✓ Friends / neighbors
- ✓ Memberships
- ✓ Religion



Financial

- ✓ Credit card number
- ✓ Bank account
- ✓ Credit history
- ✓ Income information
- ✓ Vehicle registration
- ✓ Home ownership

Questions?
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