



Amazon Macie

Amazon Web Services

# What is Personally Identifiable Information (PII)

Personally identifiable information (PII) is any data that could potentially identify a specific individual. Any information that can be used to distinguish one person from another can be considered PII.

PII can be sensitive data and non-sensitive

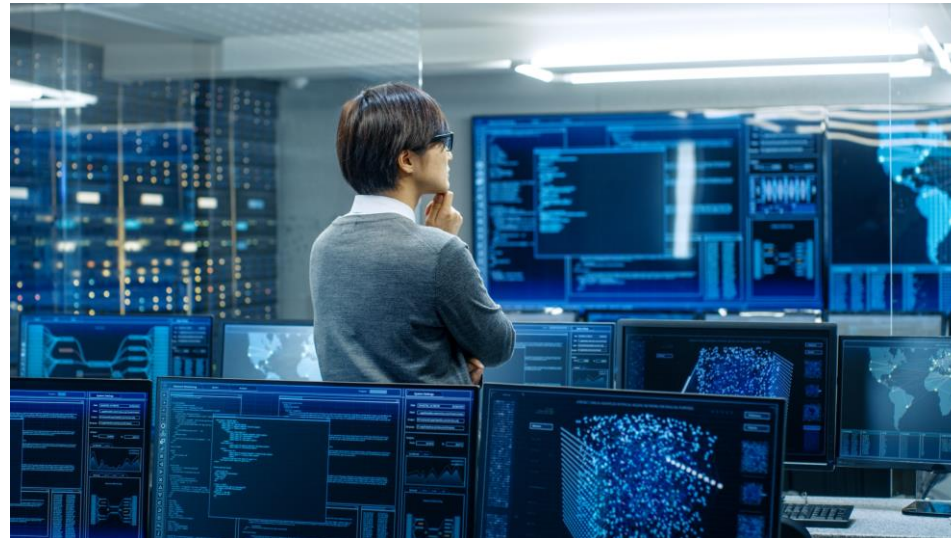
Sensitive PII includes:

- Biometric Information
- Medical Records
- Drivers License
- Passport
- Social Security Numbers (SSN) or National Insurance Numbers (NIs)



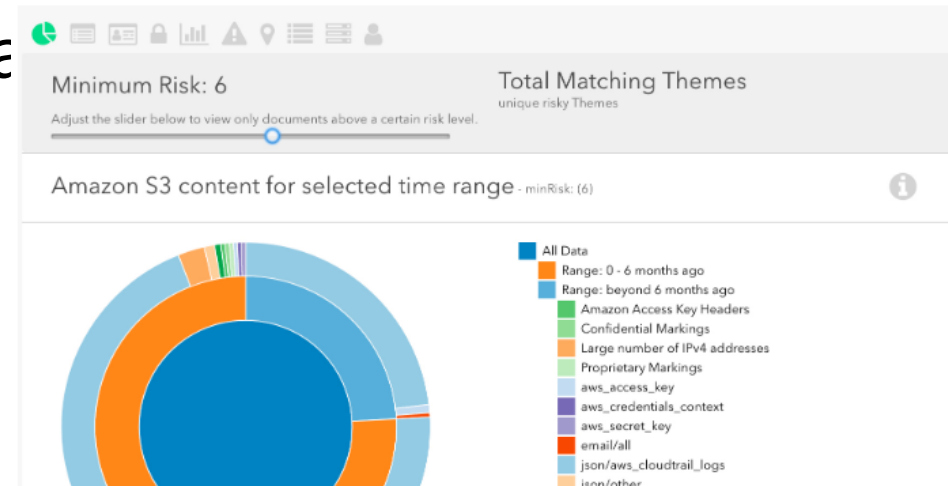
# Introducing Amazon Macie

Amazon Macie is a security service that uses machine learning to automatically discover, classify, and protect sensitive data in AWS. Amazon Macie recognizes sensitive data such as personally identifiable information (PII) or intellectual property, and provides you with dashboards and alerts that give visibility into how this data is being accessed or moved.



# Introducing Amazon Macie

- Currently supports identification of PII information in data stored on Amazon S3. It uses machine learning-based classification of your Amazon S3 objects and artificial intelligence to understand access patterns of historical data.
- Identify and protect various data types, including PII, PHI, regulatory documents, API keys, and secret keys.
- Can be configured to send alerts to CloudWatch Events, enabling to generate security alerts.



# Next Video

Amazon Macie