Same with security misconfiguration, OWASP is still in process of documenting sensitive data exposure. This documentation process is far from complete at this moment (Sept. 2017) and will probably never be complete. Nevertheless, believe their online documentation gives you some pointers. Herewith the link to their documentation:

<https://owasp.org/www-project-top-ten/OWASP_Top_Ten_2017/Top_10-2017_A3-Sensitive_Data_Exposure.html>