

PII Handling Guidelines

Definitions

PII includes any attribute that can identify an individual or household.

- Identifiers here are salted hashes: `megacorp_indid`, `megacorp_hhid`.

Controls

Mask direct identifiers; restrict joins that re-identify individuals.

Disallow exporting raw row-level data to unapproved systems.

- Sampling for demos must be synthetic or de-identified.