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| Munson’s Pickles and Preserves Farm Data Labels & Examples |  |
| The purpose of these documents is to educate on when and how to label sensitive data that can be applied to emails, documents, SharePoint sites, OneDrive, etc.**..** The same labels apply across Office on Mac, iOS, Android, Windows, and web. Munson's Pickles and Preserves Farm want to prevent our sensitive data being used in the wrong manner. We understand that all data is not the same and have many options for each use case internally.  **Data labels & apps supported in Munson's Pickles and Preserves Farm**    Sensitivity button and dropdown menu in Office on the webSensitivity button with sensitivity options displayed  Figure 1: Screen shot of label choices for Office 365, O365\_Mac, Office for Android, Office for IOS, Web  Labels color coded for examples in supporting documentation to illustrate applying to files and emails to comply with Munson’s information protection policies.  **Munson's Pickles and Preserves Farm Labels:**   Non-Business   Public   General   Confidential   Confidential – All Employees   Confidential - All Employees Extended   Highly Confidential   Highly Confidential - All Employees   Highly Confidential - All Employees Extended | | |
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**Non-business**

Personal data which does not belong to Munson's Pickles and Preserves Farm. Data is not encrypted and cannot be tracked or revoked. Do not use **Personal** to classify any personal data which is collected by or which belongs to Munson's Pickles and Preserves Farm. Such content should be marked as either Confidential or Highly Confidential.

**Use Case for label**

1. You are writing an email (using your work provided device) to a friend and want to share photos from your last vacation.

2. You are planning a weekend getaway with your spouse and sharing the brochure over email.

3. You are writing a mail requesting updated car insurance rates.

Examples of data commonly classified as **Non-business** include but is not limited to:

* **Manufacturing Industry**: Personal, not related to work
* **Retail Industry**: Personal, not related to work
* **Government Agency**: Personal, not related to work
* **Financial Industry**: Personal, not related to work
* **Healthcare Industry**: Personal, not related to work
* **Commerical Industry**: Personal, not related to work

**Public**

Business data specially prepared and approved for public consumption. Data is not encrypted and cannot be tracked or revoked.

**Use Case for label**

1. Responding to a customer regarding an in-market product query

2. Links to publicly available blog articles, marketing videos, forum links

3. Sharing links to externally posted jobs

Examples of data commonly classified as **Public** include but is not limited to:

* **Manufacturing Industry**: Job description
* **Retail Industry**: Recordings
* **Government Agency**: Court cases
* **Financial Industry**: Letters and books
* **Healthcare Industry**: Photographs
* **Commerical Industry**: Maps

**General**

Business data which is NOT meant for public consumption. However, this can be shared with internal employees, business guests and external partners as needed. Data is not encrypted and cannot be tracked or revoked.

**Use Case for label**

1. Newsletter for the organization

2. New Employee Orientation training content or email

3. Sharing any non-sensitive business content

Examples of data commonly classified as **General** include but is not limited to:

* **Manufacturing Industry**: Name
* **Retail Industry**: Height
* **Government Agency**: Address
* **Financial Industry**: Age
* **Healthcare Industry**: Signature
* **Commerical Industry**: General information forms

**Confidential- All Employees**

Data is classified and protected. Munson’s Pickles and Preserves Farm employees can edit, reply, forward, and print. Recipient can unprotect content with proper justification.

**Use Case for label**

1. A functional specification which needs to be viewed only by Munson's Pickles and Preserves Farm employees

2. Marketing campaign development for a new product through an external ad firm

3. A mail from Munson's Pickles and Preserves Farm Senior Leadership Team on new compliance guidance

Examples of data commonly classified as **Confidential-All Employees** include but is not limited to:

* **Manufacturing** Industry: Vendor bid information
* **Retail Industry**: Non-disclosure agreements
* **Government Agency**: Joint venture agreements
* **Financial Industry**: Bank account
* **Healthcare Industry**: Patient confidentiality agreements
* **Commerical Industry**: Proprietary computer software

**Confidential- All Employees Extended**

Data is classified and protected. Munson’s Pickles and Preserves Farm employees and non-employees can edit, reply, forward, and print. Recipient can unprotect content with proper justification.

**Use Case for label**

1. A Teams site to share and collaborate on release of new pickle line with social influencers

2. New process for submitting expenses including sub-contractor travel

3. A email from Munson's Pickles and Preserves Farm project team to vendor to discuss start dates

Examples of data commonly classified as **Confidential-All Employees Extended** include but is not limited to:

* **Manufacturing Industry**: Product design
* **Retail Industry**: Marketing strategy
* **Government Agency**: Student records
* **Financial Industry**: Financial records
* **Healthcare Industry**: Health records
* **Commerical Industry**: Credit Card numbers

**Highly Confidential- All Employees**

Data is classified and protected. Munson’s Pickles and Preserves Farm employees and non-employees can edit, reply, forward, and print. Recipient can unprotect content with proper justification. Information not available to the public and limited to only Munson’s Pickles and Preserves Farm employees.

**Use Case for label**

1. Contacting your Human Resources with a sensitive concern

2. A email from leadership on the upcoming quarterly performance and guidance

3. List of potential candidates for an open position for the board of directors

Examples of data commonly classified as **Highly Confidential-All Employees** include but is not limited to:

* **Manufacturing Industry**: Business operations or inventory figures
* **Retail Industry**: Competitive research
* **Government Agency**: Security clearance
* **Financial Industry**: Banking information
* **Healthcare Industry**: Medical research data
* **Commerical Industry**: Product specifications

**Highly Confidential- All Employees Extended**

Data is classified and protected. Munson’s Pickles and Preserves Farm employees and non-employees can edit, reply, forward, and print. Recipient can unprotect content with proper justification. Information not available to the public and limited to only Munson’s Pickles and Preserves Farm employees and non-employees involved in specific projects or initiatives.

**Use Case for label**

1. Sharing next-gen feature prep work which includes customer profile details

2. Procedures using patient date at a doctors' offices for medical supply representatives

3. Upcoming a merger with mortgage company detailing reduction in force

Examples of data commonly classified as **Highly Confidential-All Employees Extended** include but is not limited to:

* **Manufacturing Industry**: Blueprints or designs
* **Retail Industry**: GDPR
* **Government Agency**: Passport information
* **Financial Industry**: FDIC
* **Healthcare Industry**: HIPPA
* **Commerical Industry**: Chemical formulas