

## Data Classification Policy Real-World Examples

### Confidential Data

PII, financial records, health data, or trade secrets.

#### Real-World Example:

At an e-commerce company, credit card info and customer addresses are labeled Confidential. Theyre encrypted using AES-256 and stored only in PCI-DSS compliant systems. Employees accessing this data are required to use a VPN with MFA.

### Internal Use Only

Operational data and internal documentation.

#### Real-World Example:

A DevOps team documents CI/CD pipeline configurations and deployment steps in an internal Confluence wiki. This information is marked "Internal Use Only" and access is restricted by team membership via SSO.

### Public Data

Marketing content, press releases, approved blog posts.

#### Real-World Example:

A cybersecurity firm releases a whitepaper about threat trends. The PDF is reviewed by the PR and compliance team before being uploaded to the companys website and distributed via social media. Its clearly marked as public and free for sharing.