

# **TYPES OF SENSITIVE INFORMATION**



**FOLLOW MINISTRY OF SECURITY ON** 



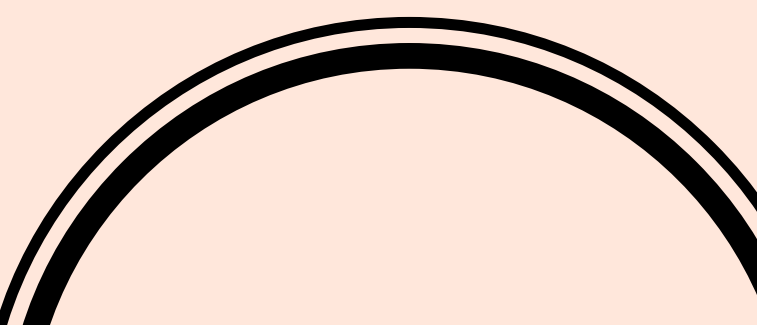

01



# PII: PERSONALLY IDENTIFIABLE INFORMATION

PII is that, when used alone or with other relevant data, can identify an individual.

*E.g. Name, DOB, SSN, Passport information  
biometric information, etc.*



# PI: PERSONAL INFORMATION

Personal Information, or PI, may include personally identifiable information (PII), but is a broader category.

*E.g. IP address, Photographs, ethnic origin, political views etc.*

# SPI: SENSITIVE PERSONAL INFORMATION

SPI covers data that is related to but does not directly identify an individual —and may cause harm if it's made public.

*E.g. SSN, License number, State Identification number, precise geolocation, genetic data, consumer's email, text messages etc.*

# NPI: NONPUBLIC PERSONAL INFORMATION

NPI is “personally identifiable financial information” that is provided by a consumer to a financial institution, resulting from a transaction or service performed for the consumer.

*E.g. Names, addresses, phone numbers, SSN, bank/credit card account numbers, court records from a consumer report, or any other consumer financial information etc*



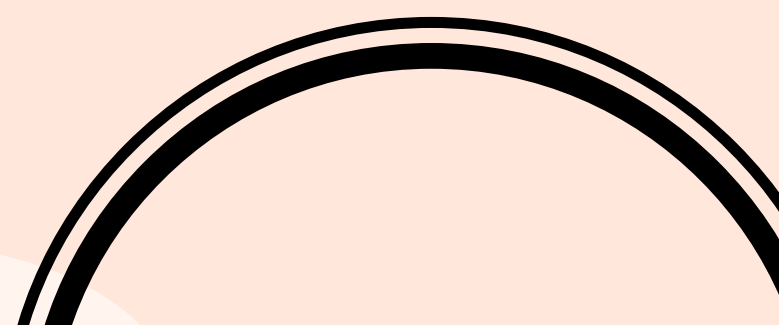

05



# MNPI: MATERIAL NONPUBLIC INFORMATION

MNPI, is data relating to a company, its holdings, and its subsidiaries, that has not been publicly disseminated or made available to investors in general.

*E.g. Corporate information, earnings report, financial records, outcomes of legal proceedings etc.*





06



# PRIVATE INFORMATION

Private Information is the set of sensitive data of resident of New York regulated by the New York's Stop Hacks and Improve Electronic Data Security (NY SHIELD) Act.

*E.g. SSN, License number, biometric information  
account number, credit/debit card number etc.*

# PHI/EPHI: PROTECTED HEALTH INFORMATION

PHI is for healthcare providers, health plans and insurers & businesses associated with health care organizations.

*E.g. Health records/histories, lab or test results, prescriptions, patient forms, medical bills, and provider or patient communication records etc*





# 08

# **REGULATED, BUSINESS, CONFIDENTIAL, AND HIGH-RISK DATA**

Applies to organization to consider how they treat regulated data, business data, confidential data, and high-risk data .

*E.g. Intellectual property (IP) – including trade secrets, patents, copyrights, and trademarks, financial/health data, personal information and shadow servers, or data streams*



**MINISTRY  
OF  
SECURITY**

**IF YOU FIND THIS  
USEFUL, SHARE  
WITH YOUR  
NETWORK**

**FOLLOW MINISTRY OF SECURITY ON**

