

# **Managing Personally Identifiable Information (PII)**

# What is PII?

➤ Personally Identifiable Information (PII) is any information, maintained by a company, which:

- can be used to distinguish or trace an individual's identity
- is linked or linkable to an individual

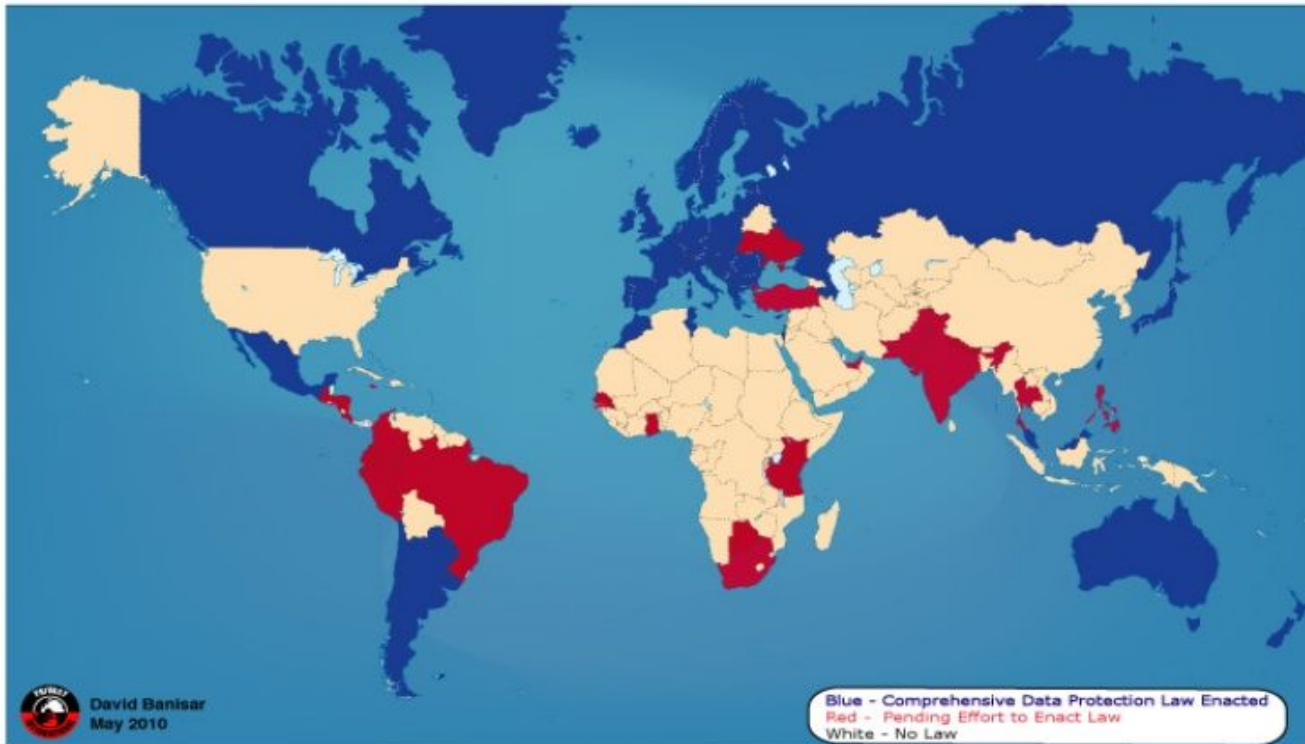
➤ Examples of PII:

- Name, Address, SSN, Date of Birth, Phone Number
- Device specific static identifier (e.g., IP Address, UDID, etc.)
- Logs of user actions
- Financial, Employment or Location data



# PII and the Law

## Data Protection Laws Around the World



# Steps to Managing PII

- Assess Confidentiality Impact Levels for PII collected and used by the organization



- Implement Appropriate Controls
  - Operational Safeguards
  - Privacy Safeguards
  - Security Controls



- Prepare Incident Responses for Data Breaches



# Confidentiality Impact Levels - I

- The confidentiality of PII should be protected based on its impact level. Items of PII which do not need protection include:
  - Publicly available information (phone book)
  - Information voluntarily shared/disclosed
  - Information that organization has permission or authority to release publicly
- Assess the **harm** caused by a breach of confidentiality
  - **Individual Harm:** Relates to adverse affects experienced by an individual when a breach of confidentiality occurs with their PII
  - **Organizational Harm:** This may take the form of financial losses, loss of public reputation and public confidence, legal liability and additional administrative work

# Confidentiality Impact Levels - II

Impact Level →	LOW	MODERATE	HIGH
Impact Type ↓			
Mission capability	Limited Degradation	Significant Degradation	Severe Degradation
Organizational Assets	Minor Damage	Significant Damage	Major Damage
Financial Loss	Minor	Significant	Major
Harm to Individuals	Minor	Significant; does not involve loss of life or serious injuries	Catastrophic; involves loss of life or serious injuries



# Confidentiality Impact Levels – III

The following factors must be considered while determining impact levels:

- **Identifiability:** Evaluate how easily PII can be used to identify specific individuals
  - SSNs can uniquely and directly identify individuals (High)
  - Zip Code or Date of Birth can significantly narrow a list (Moderate)
- **Quantity of PII:** Consider how many individuals are identified in the information
  - 25 records (Low) versus 2 million records (High)
- **Data Field Sensitivity:** Evaluate the sensitivity of each individual PII data field as well as sensitivity of the fields together
  - An individual's SSN is more sensitive than his phone number
  - A combination of name and address is more sensitive than either one by itself
  - Some data fields have higher potential for harm when used in contexts other than their intended use. E.g., mother's maiden name, place of birth are often used to recover account passwords

# Confidentiality Impact Levels - IV

- **Context of Use:** This is the purpose for which PII is collected and used
  - E.g., providing services, behavioral analysis, evaluation of preferences, serving up ads, statistical analysis or law enforcement
  - Important for understanding how disclosure can harm individuals and the organization
  - Relevant to evaluating impact to different categories of people – list of newsletter subscribers compared to list of law enforcement officers
- **Obligation to Protect Confidentiality:**
  - There may be legal or contractual obligations to protect PII. The collected PII may be assigned higher impact levels as a result
- **Access to and Location of PII:** Factors to consider:
  - Number of people who have access to PII
  - Frequency of access
  - Remote, offsite or offshore access or backups
  - Accessed or carried around by mobile workers





# Cyber Stalking

# What is Cyber Stalking ?

**Cyberstalking** is the use of the [Internet](#) or other electronic means to [stalk](#) or [harass](#) an individual. It may include [false accusations](#), monitoring, [identity theft](#), threats, solicitation for sex, or [gathering information](#) that may be used to threaten or harass.



## ***Who are the most likely victims and offenders of cyberstalking?***

- Anyone can be a victim of cyberstalking.
- However, females are more likely to become victimized than males.
- Educational institution are also a very likely target for cyberstalking.

# What do they do ?

## Stalker Stats

*Stalking is constantly following, watching or communicating with someone that doesn't want you to*

Desktops - Laptop  
are the main tools  
Used by stalkers  
rather than mobiles



### Social Stalking Fact 1

22% of teens in the US have been  
Cyber Humiliated or Pranked

### Social Stalking Fact 2

Social Media Networks  
Stalkers use the most:

Twitter	3 %
Facebook	16%
YouTube	1.5%
Craigslist	0.5%
Others	5%

### Social Stalking Fact 3

63% of the Facebook Profiles  
are visible to public

### Social Stalking Fact 4

A survey done on U.S. college  
students shows that:

1.83% regularly check their  
exs Facebook profile.  
2.74% check the profile  
of their exs new romance.  
3.70% use a friends profile  
to check out the profile of  
their ex after being unfriended.



### Social Stalking Fact 5

Cyberstalking is a criminal offense  
that comes into play under state  
anti-stalking laws, slander laws,  
and harassment laws.



Seomworld.com  
@tarekriman

# Gender of Victims

Male- 13%

Female- 87%

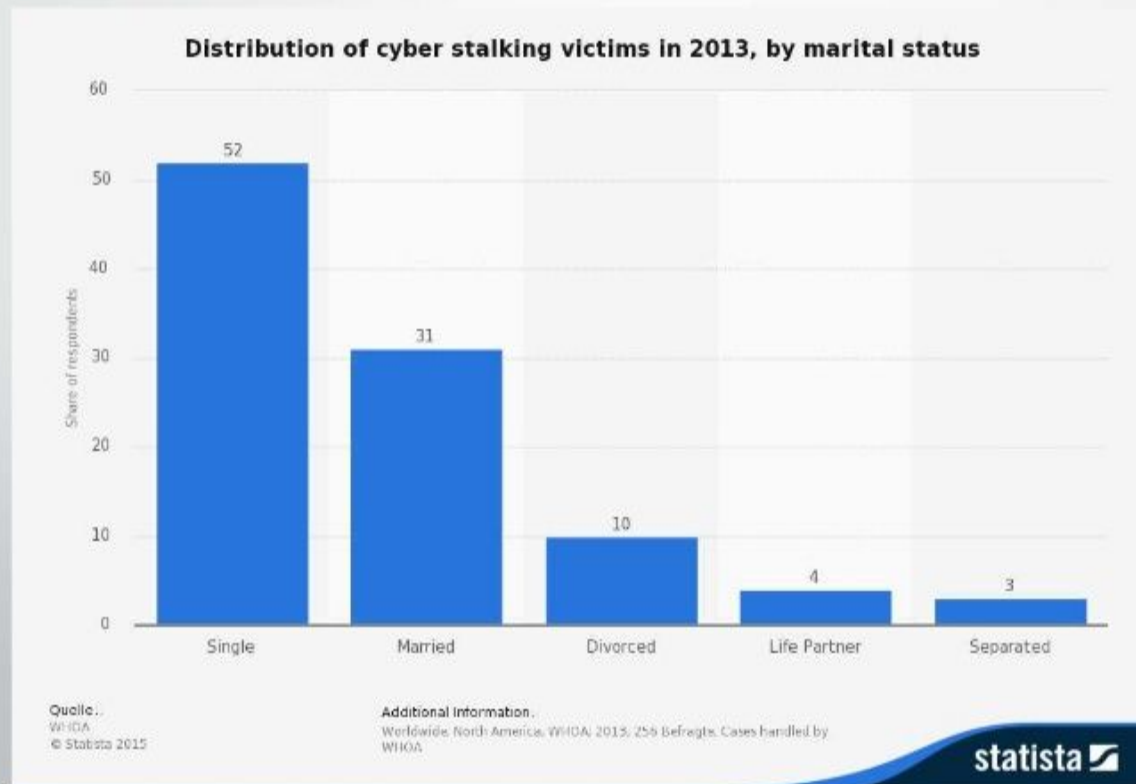
## Age of Victims

41 and Over – 19%

18 – 30 – 54%

31 – 40 – 27%

# Cyber Stalking Victims





# Where does cyberstalking occurs?

- Email
- News Groups/ Message Boards
- Internet Sites
- Chat Rooms
- Third Party Instant Messages
- Service User Profiles

# Email

- In this form of cyberstalking, the cyberstalker sends email to the victim that may be threatening, alarming, or anything of a harassing nature. This is the most commonly used form of cyberstalking.

# Message boards

- This type of cyberstalking usually occurs when the offender post threatening statements that are directed toward a specific group of people or an individual.

# Internet

- In this form of cyberstalking, the offender can post very alarming or threatening comments to a web site. The cyberstalker could also create a website that contains defamatory, personal, and degrading things about a person.

# Chat Room

- In this form of cyberstalking, the offender has the capability to send threatening material directly to the victim and real time, and anyone else in the chat room is allowed to view it.

## Third Party instant Messages

- This form of cyberstalking occurs when the offenders has software that tracks when the victim logs onto a messenger service, and then proceeds to harass the victim in real time.



# How Does harassment begin

- Auction, Offline – 1%
- Virus, Personal ad – 3%
- Web site- 8%
- Newsgroup, Message Board – 9%
- Instant Message – 12%
- Chat – 15%
- Email – 39%

# Stalking: psychological reasons

- Jealousy
- Obsession
- attraction
- Revenge



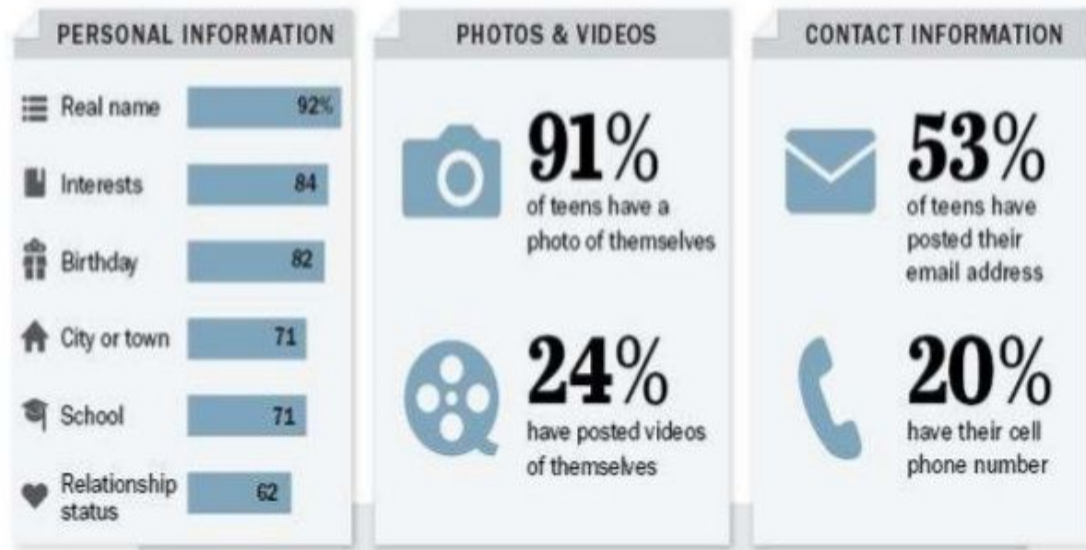
## •Effects of Harassment

- Changes in Sleeping and eating patterns
- Nightmares
- Anxiety
- Helplessness
- Fear for safety
- Shock and disbelief

# So is social media SAFE ?

## What do teens share on social media?

Percent who share information on the profile they use most often



# Tips to prevent Cyber Stalking

- Never reveal your home address.
- Password protect all accounts.
- Conduct an internet search using your name and phone number.
- Be suspicious of any incoming emails, telephone calls or texts that ask you for your identifying information.

## Tips to prevent Cyber Stalking

- **Never give out your Social Security Number**
- **If you are leaving a partner, spouse or boyfriend or girlfriend- reset every single password on all of your accounts to something they cannot guess.**
- **If you think you're a target, have your PC checked by a professional.**



# References

- [https://www.slideshare.net/kpnaidu56/managing-personally-identifiable-information-pii?qid=41343986-f77a-4c1c-a55a-ca9ebf3fb20a&v=&b=&from\\_search=2](https://www.slideshare.net/kpnaidu56/managing-personally-identifiable-information-pii?qid=41343986-f77a-4c1c-a55a-ca9ebf3fb20a&v=&b=&from_search=2)