



## What You Need to Know

### What is Privacy?

Privacy is about protecting personally identifiable information (PII)—information used to identify an individual.

Privacy is a legally protected right to individuals.

The goals of privacy are: unlinkability, untraceability, unobservability, anonymity and pseudonymia.

Privacy supports authentication for proper role-based, need to know access management to information, information systems, facilities, and other organizational assets.



### What is PII?

PII includes: Name, e-mail, home address, and phone #.

Sensitive PII Includes	
If Stand-Alone	If Paired with Identifiers
Social Security Number	Citizenship
Driver's License or State ID#	Immigration Status
Passport Number	Medical Information
Financial Account Numbers	Ethnic or Religious Affiliation
Biometric Identifiers	Sexual Orientation
	Political Affiliation
	Account Passwords
	Last 4 Digits of SSN
	Date of Birth
	Criminal History
	Mother's Maiden Name

## Why Does This Matter?

### Loss of Privacy Happens

In a recent study of 81 public & private organizations, 32,002 security incidents were analyzed. 3,950 were confirmed breaches. Of those ...



2020 Verizon Data Breach Investigations Report (DBIR)



### CAUSES: Threats to Privacy

Theft, Hacking, Social Engineering, Phishing, Tracking, Human Error and Misuse



### IMPACT: To People

Identify theft, Financial Loss; Profiling, Tracking & Misuse of Data, embarrassment, loss of employment opportunity, loss of business opportunity, physical risks to safety



### IMPACT: To Organizations

Financial Loss, Legal ramifications, Operational Disruption, Loss of Reputation/Trust

### Average Size of the Federal Government

Est. **9,000,000**

Employees, Contractors, and "Others" (Affiliates, Fellows, Volunteers, or Interns). *Per Brookings Institute.*

### # of PII & Personal Data Points Per Person

**25-100's**

Typically collected during background screening and employment records.

Will You and Your Agency Maintain Effective Privacy, Access & Authentication



## What We Can Do

### 7 Ways Agencies Can Maintain Privacy

- 1 Designate a Personal Data Protection Delegate (PDPD) / Chief Privacy Officer (CPO)
- 2 At minimum, employ Policies (like ICAM, Identity, Credential, & Access Management), Encryption, and Limited Access
- 3 Provide Privacy Act notice & SORNs (System of Record Notices)
- 4 Follow the NIST Privacy Framework: A Tool for Improving Privacy through Enterprise Risk Management
- 5 Follow ISO/IEC 29100 Information Technology –Security Techniques – Privacy framework
- 6 Properly employ FIPS 201-2 Personal Identity Verification (PIV) of Federal Employees and Contractors
- 7 Get Privacy Program help at IAPP. <https://iapp.org/>



### 9 Ways You Can Maintain Privacy

- 1 Ask why and how information is being collected, used, and protected
- 2 Keep a clean, updated Machine
- 3 Use multi-factor authentication, strong passwords, and never re-use passwords
- 4 Never share user accounts or disclose account information
- 5 Use Confidential Networks: Virtual Private Networks
- 6 When sending PII electronically, use protected files in e-mail, send password separately
- 7 Use Secure Websites and Don't Click Suspicious Links
- 8 Be Smart About Sharing & Connecting on Social
- 9 If you suspect a breach, contact your privacy office.
- 10 Visit <https://www.usa.gov/privacy>