

PRIVACY, ACCESS & AUTHENTICATION



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 pseudonimia.



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 #.

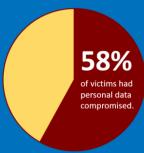
Sensitive PII Includes	
If Stand-Alone	If Paired with Identifiers
Social Security Number	Citizenship
Driver's License or State ID#	Immigration Status
Passport Number	Medical Information
Financial Account Numbers	Ethnic or Religious Affiliation
Biometric Identifiers	Sexual Orientation
	Political Affiliation
	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

Designate a Personal Data Protection Delegate (PDPD) / Chief Privacy Officer (CPO)

At minimum, employ Policies (like ICAM, Identity, Credential, & Access Management), Encryption, and Limited Access

Provide Privacy Act notice & SORNs (System of Record Notices)

Follow the NIST Privacy Framework: A Tool for Improving Privacy through Enterprise Risk Management

Follow ISO/IEC 29100 Information Technology –Security Techniques Privacy framework

Properly employ FIPS 201-2 Personal Identity Verification (PIV) of Federal Employees and Contractors

Get Privacy Program help at IAPP. https://iapp.org/ 2



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9 Ways You Can **Maintain Privacy**

Ask why and how information is being collected, used, and 1

2 Keep a clean, updated Machine

Use multi-factor authentication, strong passwords, and never re-use passwords

Never share user accounts or 4 disclose account information

Use Confidential Networks: Virtual Private Networks

When sending PII electronically, use protected files in e-mail, send 6 password separately

Use Secure Websites and Don't Click Suspicious Links

Be Smart About Sharing & 8 **Connecting on Social**

If you suspect a breach, contact your privacy office. 9

Visit https://www.usa.gov/privacy 10