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 pseudonymity.
- 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 number.

<table>
<thead>
<tr>
<th>Sensitive PII Includes</th>
<th>If Stand-Alone</th>
<th>If Paired with Identifiers</th>
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</thead>
<tbody>
<tr>
<td>Social Security Number</td>
<td>Citizenship</td>
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<tr>
<td>Driver’s License or State ID</td>
<td>Immigration Status</td>
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<tr>
<td>Passport Number</td>
<td>Medical Information</td>
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<tr>
<td>Financial Account Numbers</td>
<td>Ethnic or Religious Affiliation</td>
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<tr>
<td>Biometric Identifiers</td>
<td>Sexual Orientation</td>
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<td></td>
<td>Political Affiliation</td>
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<td></td>
<td>Account Passwords</td>
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<td></td>
<td>Last 4 Digits of SSN</td>
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<tr>
<td></td>
<td>Date of Birth</td>
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<td></td>
<td>Criminal History</td>
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<tr>
<td></td>
<td>Mother’s Maiden Name</td>
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</tbody>
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Why Does This Matter?

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

58% of victims had personal data compromised.

2020 Verizon Data Breach Investigations Report (DBIR)

Average Size of the Federal Government

Est. 9,000,000 Employees, Contractors, and Others

 Nº of PII & Personal Data Points Per Person
25-100’s

Typically collected during background screening and employment records.

Losses
- CAUSES: Threats to Privacy
  - Identity theft, Financial Loss, Profiling, Tracking & Misuse of Data, embarrassment, loss of employment opportunity, loss of business opportunity, physical risks to safety
- IMPACT: To People
  - Identity 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

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

7 Ways Agencies Can Maintain Privacy
1. Designate a Personal Data Protection Officer (PDPO) / Chief Privacy Officer (CPO)
2. At minimum, employ Policies (like ICAM, Identity, Credential, & Access Management), Encryption, and Limited Access
3. Provide Privacy Act notice & SOPs (System of Record Notices) & Policies
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 IPS 201-2 Personal Identity Verification (PIV) and Smart Cards

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