CLICK THINKING

Quick insights for protecting yourself and your company from online threats

spotlight

PERSONALLY IDENTIFIABLE INFORMATION

Think of all the information that's unique to you. Now think of what a cybercriminal could do with it...

Personally Identifiable Information, or PII, is any data that can be used to identify an individual.

While what qualifies as PII may depend on the situation, one thing is clear. PII should always be protected to keep cyber-thieves from using it to commit identity theft.

WHAT YOU NEED TO KNOW TO PROTECT YOURSELF

• Personally Identifiable Information is referred to as PII for short.

• Everyone has PII and uses it to file taxes, apply for credit, open bank accounts and go about everyday life.

• PII is information that can directly identify you. Examples include your personal address, passport number, bank account number and more.

• Information you may have in common with others—such as birthdate and race—isn't considered PII. But when combined with other information, like a personal email address, it becomes PII.

• As a general rule, information that you could have in common with other people is not PII. That's why most names aren't PII—google yourself and you'll see why.

• Always protect your PII and don't provide it to any suspicious people or entities.

• If you work with PII, protect it. Failure to do so can result in legal action and fines. In addition, your company may have to disclose the breach.

• If you're unsure how your company safeguards PII, talk to your manager or your information security team.