

Personally Identifiable Information (PII)

For purposes of data governance, personally identifiable information (PII) is defined as follows:

Any instance of an individual's first name (or first initial) plus the last name and any one or more of the following:

- Social Security number;
- Driver license or state-issued ID number;
- Military ID number;
- Passport number;
- Credit card (or debit card) number, CVV2, and expiration date;
- Financial account numbers (with or without access codes or passwords);
- Customer account numbers;
- Unlisted telephone numbers;
- Date or place of birth;
- Mother's maiden name;
- PINs or passwords;
- Password challenge question responses;
- Account balances or histories;
- Wage & salary information;
- Tax filing status;
- Biometric data that can be used to identify an individual, including finger or voice prints;
- Digital or physical copies of handwritten signature;
- E-mail addresses;
- Medical record numbers;
- Vehicle identifiers and serial numbers, including license plate numbers;
- Medical histories;
- National or ethnic origin;
- Religious affiliation(s);
- Physical characteristics (height, weight, hair color, eye color, etc.);
- Insurance policy numbers;
- Credit or payment history data;
- Full face photographic images and any comparable images;
- Certificate/license numbers; and/or
- Internet Protocol (IP) address numbers.

In general, personally identifiable information does not include information that is lawfully obtained from publicly available records, or from federal, state or local government records lawfully made available to the general public.

Sourced from: Gramm-Leach-Bliley Act (GLBA or Financial Services Modernization Act of 1999)
The Fair and Accurate Credit Transactions Act of 2003 (FACTA)
Payment Card Industry – Data Security Standards v2.0 (PCI-DSS)
The Health Insurance Portability & Accountability Act (HIPAA)
The Personal Information Protection & Electronic Documents Act (Canada)
Massachusetts 201 CMR 17
California SB1386
National Institute of Standards & Technology (NIST) Computer Security Standards
Federal Law on the Protection of Personal Data Held by Private Parties (Mexico)
RAC Information Security Policy
