

DPI Personally Identifiable Information Examples (Not all Inclusive)

To help understand Personally Identifiable Information (PII), we have listed some examples of PII for you to reference below. This is not an all inclusive list of PII as you will identify more examples throughout your day to day activities, but are representative examples of PII that can lead to identifying an individual.

Definition

Personally Identifiable Information (PII) - Is any information that permits the identity of an individual to be directly or indirectly inferred, including any information that is linked or linkable to that individual.

Sensitive PII (SPII) - Is Personally Identifiable Information, which if lost, compromised, or disclosed without authorization, could result in substantial harm, embarrassment, inconvenience, or unfairness to an individual. Sensitive PII requires stricter handling guidelines because of the increased risk to an individual if the data are compromised.

Sensitive Personally Identifiable Information (SPII)

General Data	Student Data
<ul style="list-style-type: none"> • Social Security Number • Driver's License or State ID Card • Passport Number • DNA Profile • Biometric Identifiers (x-ray, retinal scan, fingerprints, etc.) • Medical Information • Authentication Information (passwords and information to re-enable passwords) • Financial Information (bank account, credit / debit card, etc.) • Sensitive context where PII data is viewed (queried or reported) 	<ul style="list-style-type: none"> • Wisconsin Student Number (WSN) • Attendance • Habitual Truancy • Suspension • Expulsion • Dropout • Course-Taking • Retention • Test Results (WKCE, AP, ACT, AA-SwD, ACCESS, etc.) • Primary Disability Category • Migrant Status • Homeless Status • English Language Proficiency Level • Educational Environment • Free and Reduced Lunch Eligibility Status

DPI Personally Identifiable Information Examples (Not all Inclusive)

Examples of Personally Identifiable Information (PII) – Not all Inclusive

Name
<ul style="list-style-type: none"> • Full Name (First, Middle, Last Name) • Maiden Name • Mother’s Maiden Name • Alias
Personal Identification Number
<ul style="list-style-type: none"> • Social Security Number (SSN) • Passport Number • Driver’s License Number • State Identification Number • Taxpayer Identification Number • Patient Identification Number • Financial Account Number • Credit/Debit Card Number
Address Information
<ul style="list-style-type: none"> • Street Address • Email Address
Asset Information
<ul style="list-style-type: none"> • Internet Protocol (IP) • Media Access Control (MAC) address • Other host-specific persistent static identifier that consistently links to a particular person or small, well-defined group of people.
Telephone Numbers
<ul style="list-style-type: none"> • Mobile number • Business number • Personal number • Internet number
Personal Characteristics
<ul style="list-style-type: none"> • Photographic Image (especially the face or other distinguishing characteristics) • X-rays • Fingerprints • Retina Scan • Voice Signature • Facial Geometry
Information Identifying Personally Owned Property
<ul style="list-style-type: none"> • Vehicle Registration Number (i.e. car, boat, motorcycle, ATV, snowmobile) • Vehicle Title Number

DPI Personally Identifiable Information Examples (Not all Inclusive)

Information about an Individual that is Linked or Linkable to one of the above

- Date of Birth
- Place of Birth
- Race
- Religion
- Weight
- Activities
- Geographical Indicators
- Employment Information
- Medical Information
- Education Information
- Financial Information
- Family Members