# PII Protection and Awareness

Personal Identifiable Information or PII is any data that can be used to trace an individual's identity, including names, phone numbers, email addresses, and even IP addresses. PII may also include personal characteristics such as biometric data (e.g., fingerprints), photographs or other images of individuals in recognizable contexts, or even the tone of voice when speaking on the phone.

PHI (Protected Health Information) also known as HIPAA in the medical industry and PCI (Payment Card Industry) for credit card are also under the umbrella of PII. Protecting and securing PII is crucial because it helps protect everyone from scams and criminals who use PII to try and access accounts or personal information without authorization.

FULL NAME
IDENTITY DOCUMENT
TELEPHONE NUMBER
AGE
OCCUPATION
ADDRESS
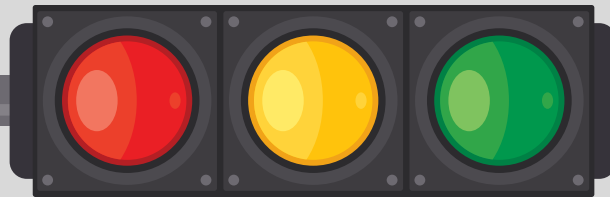
Delivery / Storage / Access – Secured
NEVER EMAIL without encryption

- Social Security Numbers
- Bank or Financial Account Numbers
- Credit Card Numbers
- Insurance Policy Numbers
- Account Logins
- Passwords
- Birthdate
- Passport Number
- Driver's License Number
- Gender and Race
- Job Position & Workplace
- Medical Information

Delivery / Storage – Open Access
TRANSITION AND STORAGE WITH CAUTION

- Name
- Address
- Phone Number
- Cell Number
- Email Address
- Photos

NOTE: Never send attachments with Secured information through regular email.

At Intrada, we are committed to keeping our customers' data safe and secure. We take extra measures regarding PII, PHI, and credit card data protection. We will continue to stay up-to-date on the latest security protocols and trends so that our clients can know their valuable information is secure. If you have any questions or concerns about the security of your data, please do not hesitate to contact us. We are here to help. **Contact us for a complimentary risk assessment at (570) 321-7370.**

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Exceeding Expectations.