

# January 28 is Data Privacy Day

To celebrate, the City of San José's Digital Privacy Office is sharing 5 tips for preserving residents' trust when using data.

## 01

### CHECK IF THE DATA IS PERSONAL

Personally Identifiable Information (PII) is data that can identify a person directly, like full name, or indirectly by combining data like zip code, birth date and gender.

Try collecting less identifiable information, like replacing birth date with age and birth month, or replacing name with initials. Limit collecting SSN and other highly sensitive data.

## 02

### MINIMIZE SENSITIVE DATA USED

## 03

### NOTIFY WHEN COLLECTING

Be clear when collecting PII. Ensure residents know what's being collected, why, and how they can correct inaccuracies. Get written consent when possible.

Only share PII when appropriate, approved, and necessary to meet the goal of the project. Make sure partners have the same level of data security as the City.

## 04

### SHARE RESPONSIBLY

## 05

### REACH OUT TO THE DPO

The Digital Privacy Office (DPO) is here to review and support any new or existing data projects. Reach us at: [digitalprivacy@sanjoseca.gov](mailto:digitalprivacy@sanjoseca.gov)