



# Privacy Training

City of San José, Information Technology Department

BEGIN



## What is Privacy?

*Defining privacy for our purposes*

Privacy provides individuals rights and controls over the “**personal information**” they provide to the City

Privacy encompasses the rights of individuals to:

- Access their personal information collected;\*
- Correct inaccurate personal information stored;\* and
- Always have their personal information protected.

Privacy is a critical and ongoing concern for citizens.

To this end, the City establishes controls on information collection, maintenance, usage, and access.

\*Rights may not apply or apply differently in events of emergency response, law enforcement or when required by law.

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# What is Personal information?

**Personally Identifiable Information (PII)** – information that may be used to identify an individual, trace their activities, or status.

## Common examples of PII include:



Name, birthdate, account passwords, IP address



Personal Contact info: Phone #, email address, etc.



Government IDs: SSN, DL #, Passport, etc.



Characteristics: fingerprints, photographs, videos, voice recordings, etc.

## Common records with PII include:



Medical, criminal, financial, or credit history



Records on employment or education



Records on Marital status or sexual orientation



Information related to ethnic or racial origins, political or religious affiliations

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# Some information can identify individuals when combined

“**Indirect PII**” is information that can be combined to identify an individual, it includes...

- Birthdate (year/month/day)
- Zip code
- Gender
- Car make, model, and year
- Race/ethnicity
- Religion

Combining birthdate, zip code and gender can identify 87% of Americans<sup>1</sup>

1. “Simple Demographics Often Identify People Uniquely” (Sweeney, 2000)

Employees are responsible for recognizing PII and following department procedures when handling PII.

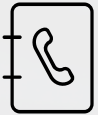
If you are uncertain if you are handling PII, contact your manager and the Digital Privacy Officer ([digitalprivacy@sanjoseca.gov](mailto:digitalprivacy@sanjoseca.gov))



# What is not Personal information?

Information is not considered Personally Identifiable Information (PII) if it is public or cannot be linked to an individual:

## Common examples of Non-PII include:



Information listed in a telephone directory or public website



Contact information available on a business card (e.g., work phone #)



Anonymized data, such as aggregated statistics or datasets with all PII removed (e.g., City median household income)



Click the **Quiz** button to edit this object

☰ Question List Question 1 of 1 | Your Score: 0 of 10

## Learning Activity

Which of these are normally considered Personally Identifiable Information (PII)?  
Drag and drop PII and Not PII into the correct boxes:

Criminal Record:

Telephone Directory Listing:

Resident's Income:

Individual's Financial Statement:

SSN Number:

Public social media post:

Credit card number:

## What is a Breach of Privacy?

Privacy breaches can cause significant embarrassment and undermine public trust in the agency. There are also real monetary costs in terms of recovery, remediation and compensation.



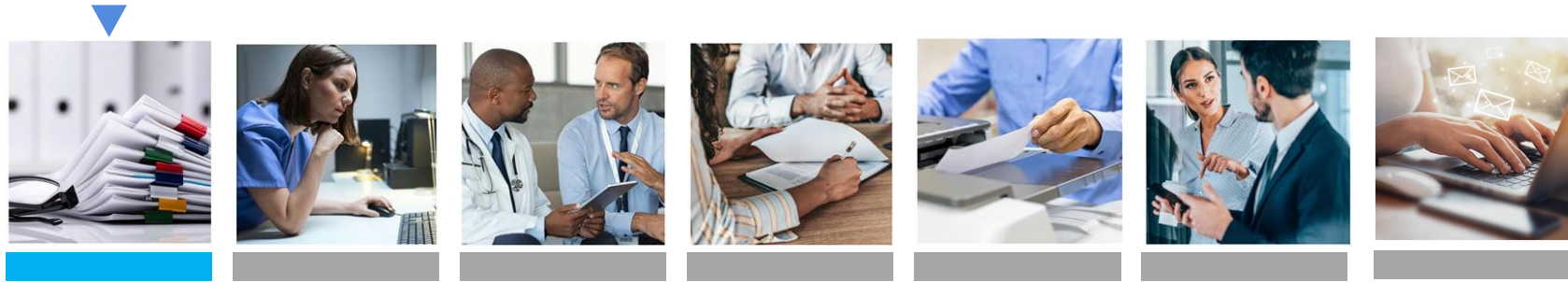
A privacy breach could be:

- The loss of a hard drive containing employee files
- The theft of a laptop containing PII
- The faxing of personal information to the wrong recipient
- The disclosure of personal information

Whether it is deliberate or accidental, a privacy breach tends to receive considerable media attention and can undermine the public's confidence.

# Best Practices:

By adopting the best practices, you can help reduce the risks of a privacy breach.



## **Never leave PII unattended on a desk, printer, fax or copier.**

Ensure that personal information is physically secured (e.g., in a locked cabinet) when not in use.

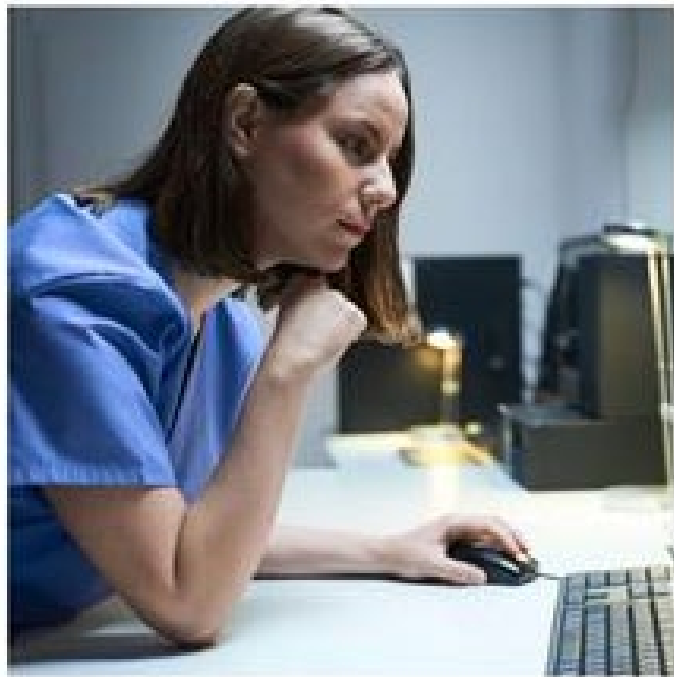
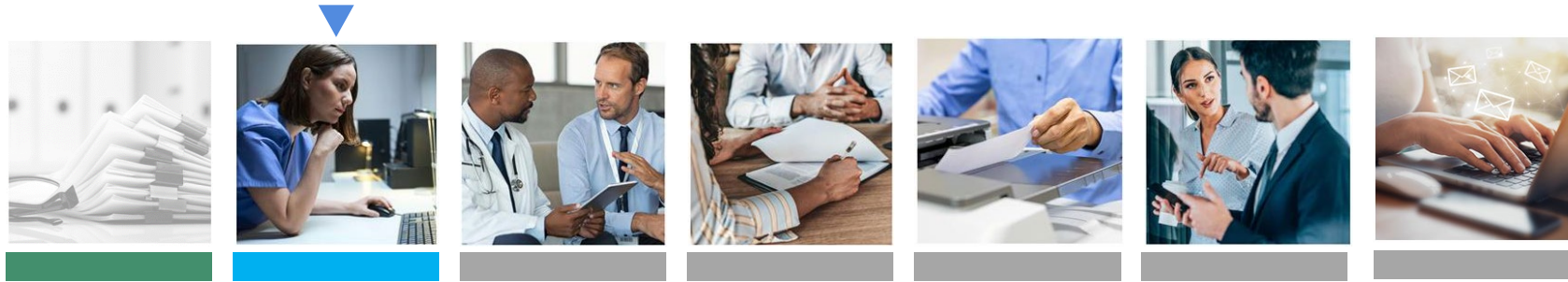
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# Best Practices:

By adopting the best practices, you can help reduce the risks of a privacy breach.



**Only access or use PII when you have a need to know that information, i.e., if you need to do so in order to perform your duties.**

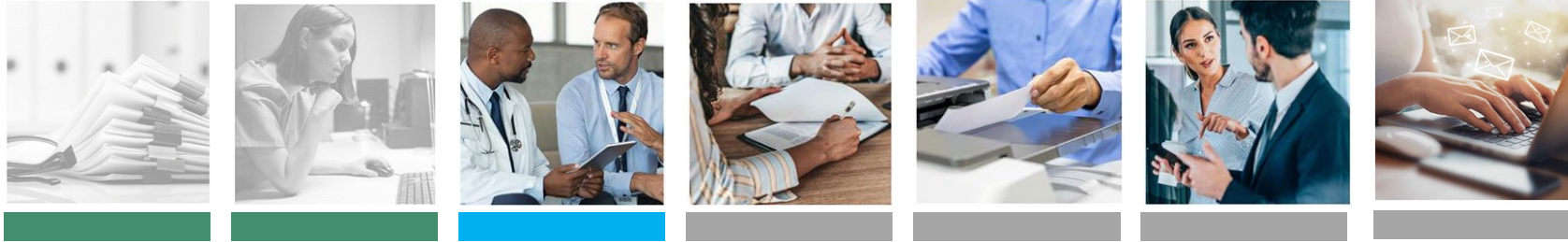
Never access files or documents containing PII for personal reasons or out of curiosity.

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# Best Practices:

By adopting the best practices, you can help reduce the risks of a privacy breach.



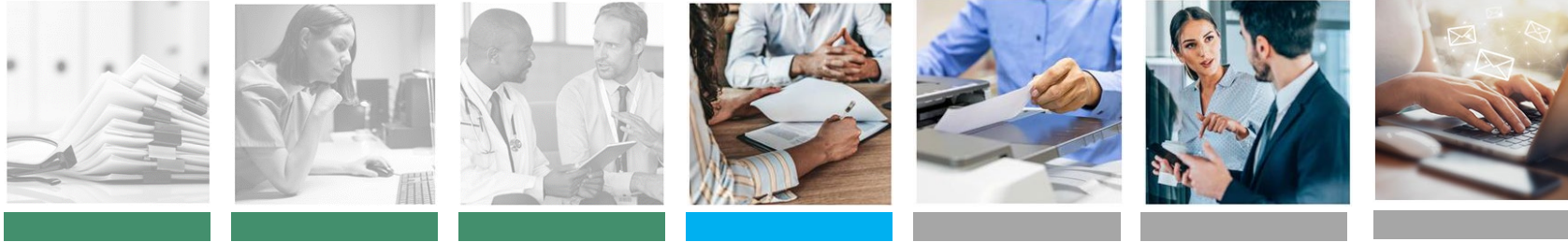
**Avoid discussing PII when you are within earshot of anyone who may be eavesdropping.**

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# Best Practices:

By adopting the best practices, you can help reduce the risks of a privacy breach.



**Ensure that authorized third parties have signed a confidentiality agreement before disclosing or sharing personal information with them.**

The City has a standard “Privacy and Disclosure” policy for vendors which will be attached to a procurement if applicable

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# Best Practices:

By adopting the best practices, you can help reduce the risks of a privacy breach.



**Limit the duplication and dissemination of files and documents containing PII.**

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# Best Practices:

By adopting the best practices, you can help reduce the risks of a privacy breach.



## **Follow all agency policies and procedures.**

Promptly report any loss, theft or unauthorized disclosure of PII to your manager and the digital privacy officer – [digitalprivacy@sanjoseca.gov](mailto:digitalprivacy@sanjoseca.gov)

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# Best Practices:

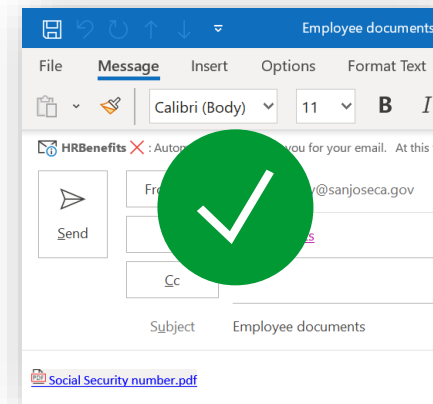
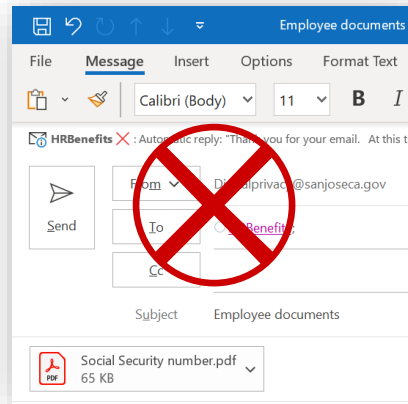
By adopting the best practices, you can help reduce the risks of a privacy breach.



## Send links to files with PII rather than attachments

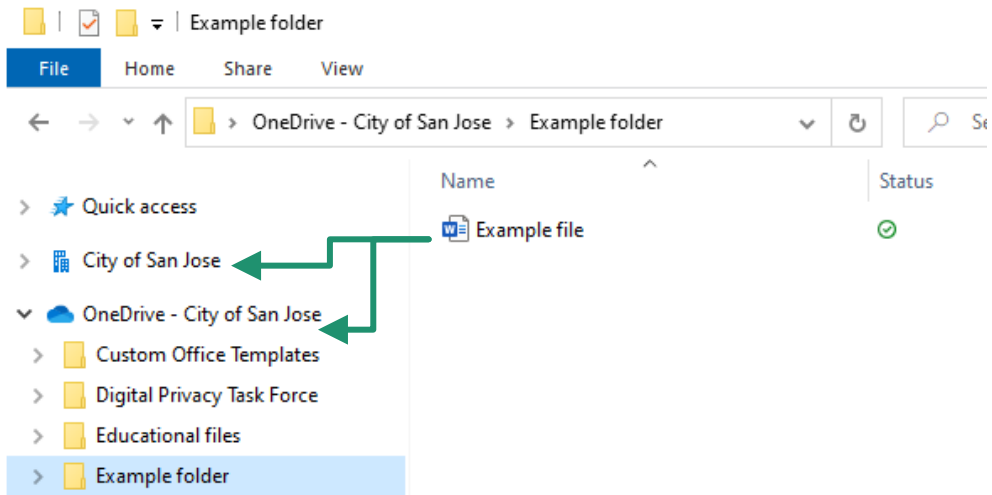
Links can be deleted when no longer needed and the links keep track of who has accessed the information.

To learn more about creating links to files, [see here](#).

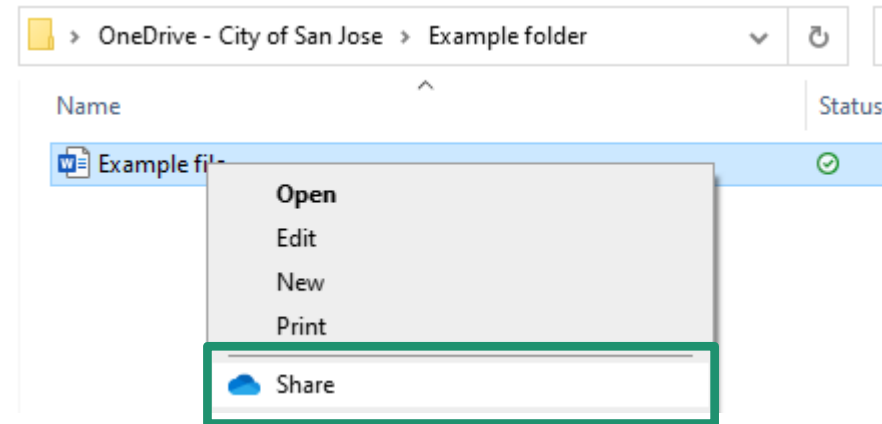


# Sharing a file securely via link (1/3)

0 Check file is within OneDrive or SharePoint

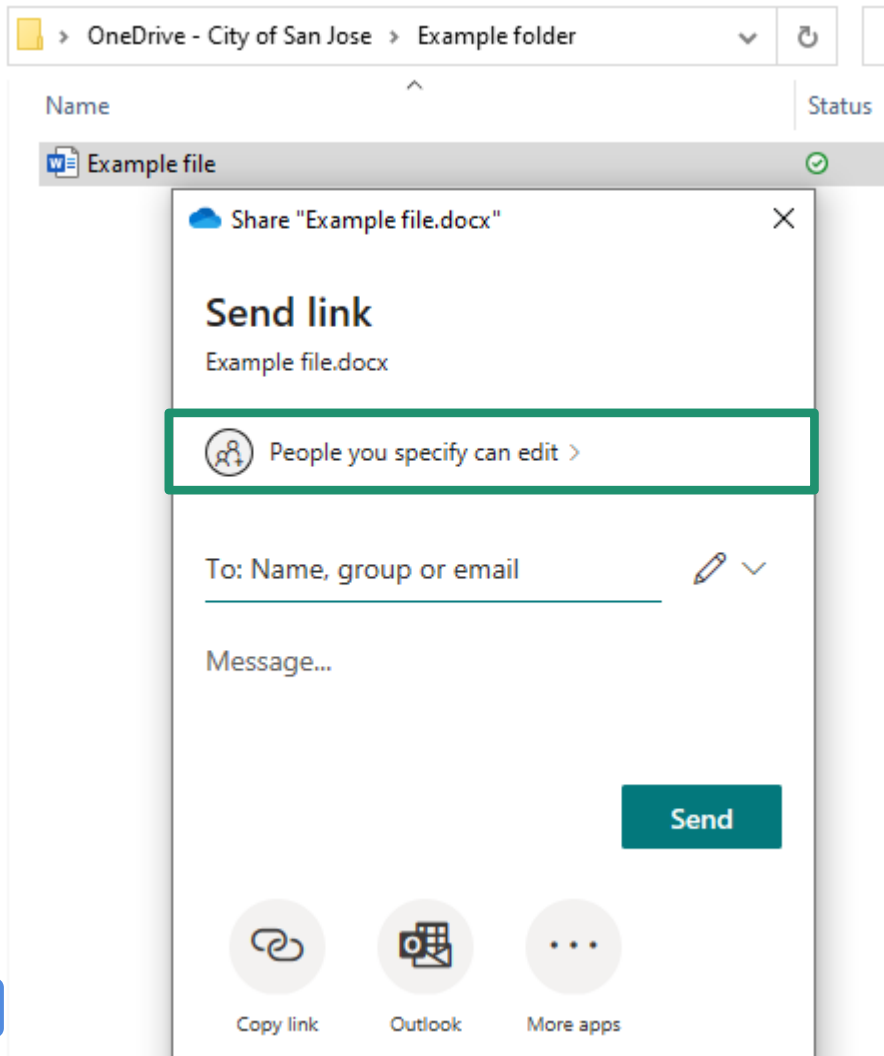


1 Right-click on the file, then left-click "share"

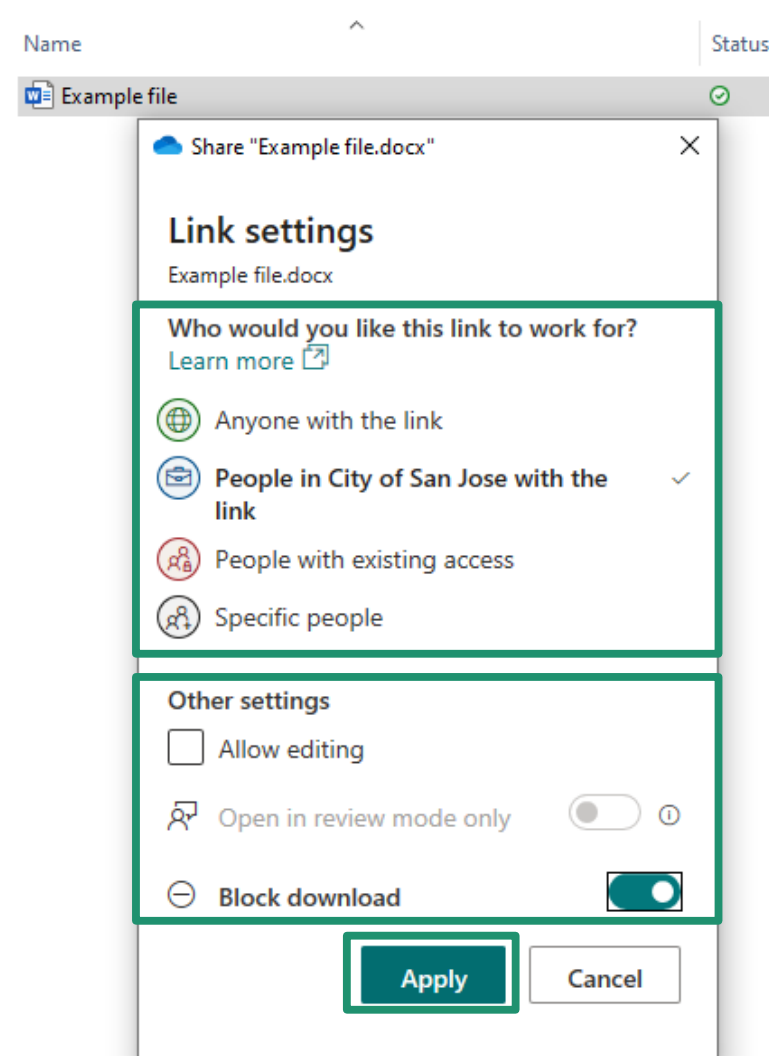


# Sharing a file securely via link (2/3)

2 Tab below pops up, select "People you..."



3 Select link settings (see below)



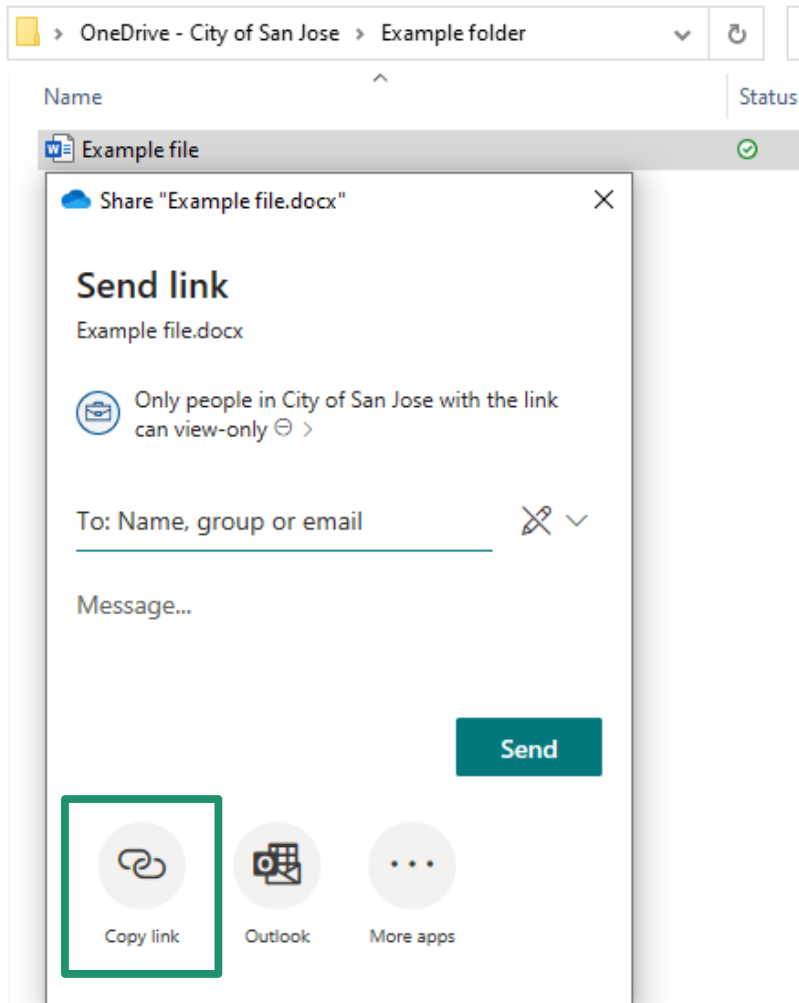
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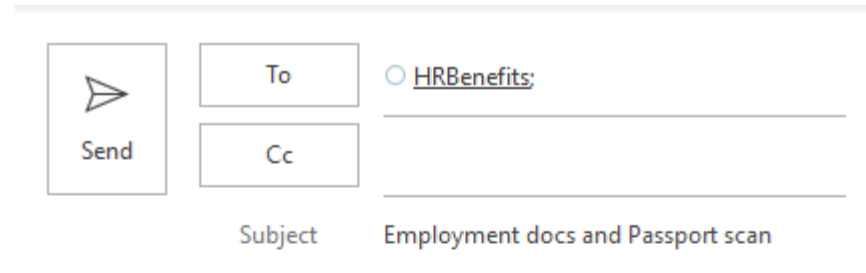
# Sharing a file securely via link (3/3)

4 Click on "Copy link"



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5 Paste link in email, do not attach as file



Hi HR,

You can find my employment docs and passport scan linked here - [Example file.docx](#)

Link may format to something like this after you paste it

All the best,

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**Thank you for taking the training on data privacy and personal information. You will now begin the quiz to check your understanding of the material.**

Click on the NEXT button when you are ready to take the quiz.

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# Quiz

Click the **Quiz** button to edit this object

☰ Question List Question 1 of 1 | Your Score: 0 of 10

Which of the following information is not considered PII?

- Information about an individual's health
- Information about an individual's political views
- Information on an individual's business card
- Information about an individual's income

**SUBMIT**



## Summary:

**Privacy covers the protection, access, accuracy, and responsible usage of personal information**, such as a person's name, address, current location, or biometrics

Best practices for protecting personal information include:

- Ensure that personal information is secured when not in use
- Only access or use PII when you have a need to know that information
- Limit the duplication and dissemination of files and documents containing PII
  - Share PII as a link to an existing file rather than as an attachment
- Promptly report any loss, theft or unauthorized disclosure of PII to your manager and the digital privacy officer – [digitalprivacy@sanjoseca.gov](mailto:digitalprivacy@sanjoseca.gov)

If your team is seeking guidance for using personal information responsibly, contact the digital privacy officer – [digitalprivacy@sanjoseca.gov](mailto:digitalprivacy@sanjoseca.gov)

***It is everyone's responsibility to protect privacy***

Thank you for taking the privacy training.

For questions and support on privacy:

Information Technology - Digital Privacy Officer  
[Digitalprivacy@sanjoseca.gov](mailto:Digitalprivacy@sanjoseca.gov)

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Finish Training