

# Personally Identifiable Information and HIPAA

## What is Personally Identifiable Information (PII)?

Personally identifiable information (PII) is information that, when used alone or with other relevant data, can identify an individual.

PII may contain direct identifiers (e.g., passport information) that can identify a person uniquely, or quasi-identifiers (e.g., race) that can be combined with other quasi-identifiers (e.g., date of birth) to successfully recognize an individual.

- Personally identifiable information (PII) uses data to confirm an individual's identity.
- Sensitive personally identifiable information can include your full name, Social Security Number, driver's license, financial information, and medical records.
- Non-sensitive personally identifiable information is easily accessible from public sources and can include your zip code, race, gender, and date of birth.
- Passports contain personally identifiable information.
- Social media sites may be considered non-sensitive personally identifiable information.

## The Problem with PII

The emergence of large volumes of PII has also increased the number of data breaches and cyberattacks by entities who realize the value of this information. As a result, concerns have been raised over how companies handle the sensitive information of their consumers. Regulatory bodies are seeking new laws to protect the data of consumers, while users are looking for more anonymous ways to stay digital.

## How Eclipses MTE protects PII and improves Compliance

Data is your organization's best asset. On the other hand, a breach or exposure scenario will also have a material and monetary impact on your organization's financial health, before factoring in sales and marketing costs to regain client and customer trust. Eclipses MTE allows an organization to secure its data and reduce risk, probability, and likelihood of a breach in their critical data operations across Web, Mobile, and API (Application Programming Interfaces) access points.

Eclipses MTE uniquely encrypts all application data in transit as it flows between end points, our preventative data security and encryption technology allow organizations to directly protect PII and other confidential data as it moves with just a few clicks and no change to the user experience.

Eclipses MTE allows organizations to improve compliance, security posture, and data security by utilizing a single product, with no external or third-party dependencies to compliance with SOX, PCI, HIPAA, PID, PHI, GDPR etc. Reduce risk, secure your data, and take control of your data security today to better business outcomes with Eclipses MTE.

