



# WHAT IS PII?

## Personally Identifiable Information

\*PII includes any information that can identify a client, alone or combined with other details. If it relates to a person's identity and their services, health, or care, it should be protected. Protect client privacy by using, sharing, and storing personal information only when necessary, only with ROI consent, and only in secure ways.

### COMMON EXAMPLES

- Full name, date of birth
- Address, phone number, email
- ID or insurance numbers
- Medical or intake records
- Ultrasound images with identifiers



### OFTEN OVERLOOKED



- Initials paired with appointment dates
- Case notes describing unique situations
- Photos, videos, or voice messages
- Shared calendars showing names
- Emergency contact information
- Login credentials or IP addresses

### COMMON RISKS

- Posting client stories or images without written consent
- Assuming "first name only" data is unidentifiable
- Discussing cases outside of work
- Leaving screens or files visible
- Using personal phones to photograph records

