



CONFIDENTIALITY



# Why is confidentiality important?

- The disclosure of sensitive customer information can lead to a loss of trust, confidence, and loyalty.







# Sensitivity of Information



It is important to recognize the sensitive information. Information about an individual's disability or benefits received due to disability, financial information, etc. is private, and must be maintained accordingly.

*Safeguarding sensitive information is a critical responsibility that must be always taken seriously.* Anyone who has access to sensitive information must respect the confidentiality of the information and refrain from any actions that would indicate a careless or negligent attitude toward such information, avoid office gossip pertaining to secure information, and not permit any unauthorized viewing of information.

# personal information that can't be shared

					
SSN	Home Address	Phone Number	Email	Medical/Disability Information	Unemployment Information

# Personally Identifiable Information (PII)

Personally Identifiable Information (PII) is information used to distinguish or trace an individual's identity, such as their name, Social Security Number, biometric records, alone or when combined with other personal or identifying information linked or linkable to a specific individual.

- ➔ An item such as date and place of birth, mother's maiden name, or father's surname is PII, regardless of whether combined with other data.
- ➔ Sensitive Information must be stored in a manner that, at all times, remains physically and electronically secure from access by unauthorized persons, including unauthorized staff and the general public.
- ➔ It is the responsibility of the individual user to protect data to which they have access in accordance with the Policy and Procedures set by the Agency, Department, Cabinet and State.

## Confidentiality: Privacy Act



*“Broadly stated, the purpose of the Privacy Act is to balance the government’s need to maintain information about individuals with the rights of individuals to be protected against unwarranted invasions of their privacy stemming from federal agencies’ collection, maintenance, use, and disclosure of personal information about them.”*

*For additional information, visit [Justice.gov](https://www.justice.gov)*

## ● Confidentiality: (continued) Privacy Act

○ The Act focuses on four basic policy objectives:

- To restrict disclosure of personally identifiable records maintained by agencies.
- To grant individuals increased rights of access to agency records maintained on themselves.
- To grant individuals the right to seek amendment of agency records maintained on themselves upon a showing that the records are not accurate, relevant, timely, or complete.
- To establish a code of “fair information practices” that requires agencies to comply with statutory norms for collection, maintenance, and dissemination of records.

## • **Employer Information**

- We need to keep information confidential that we learn from job seekers and employers. If you are unsure of whether you can share information an employer has given you, ask them. It is better to double check than to make a mistake and lose their trust.
- Confidential information should never be shared in emails unless the emails are encrypted and even then you need to ask yourself “Do I really need to email this information?”

## ● Release of Information

Confidential information should never be shared or disclosed. Any records request must be taken to the WDB Director and be approved.

WHAT YOU SHOULD DO IF.....

- Security Breach
- A request is made for someone's information
- Customer Information

**CONFIDENTIAL  
INFORMATION**

Personal information should not be left unattended, if you leave your desk make sure computer is locked and papers are filed and locked.



## ● somethings you shouldn't do



Talk about someone who came into the office to file a UI claim while you're at the grocery store.



Talk loudly when you are meeting with a customer that someone doesn't have to strain to hear your conversation.



Leave your computer unlocked when you go to the restroom and especially when a customer is left alone at your desk.