What you need to know about DATA SENSITIVITY

Data protection is everyone's job. It begins with understanding the data you work with every day. The chart below is an initial step in identifying the sensitivity of our institutional data. For more comprehensive information, please visit https://security.virginia.edu/university-data-protection-standards.

Highly Sensitive

Data including personal information that can lead to identity theft. HSD, highly sensitive data, also includes health information that reveals an individual's health condition and/or medical history.

Examples: Social Security numbers, passport numbers, driver's license numbers, military identification numbers, credit card or debit card numbers, account passwords, financial account numbers, medical records numbers, medical information revealing health conditions or medical history

Sensitive

Data that is not highly sensitive data and may be withheld from release under the Virginia Freedom of Information Act (FOIA).

Examples: University records, University ID numbers, student data, security system descriptions, research data (that doesn't include HSD)
*Data for multiple users should be treated as HSD.

Internal Use

Data that is a public record available to anyone in accordance with the Virginia Freedom of Information Act (FOIA) but is not intentionally made public.

Examples: salary information, contracts, email correspondence, financial reports, human resources information, development data

Public Data

Data intentionally made public and therefore classified as not sensitive.

Examples: common data set, public website, healthdata.gov data sets, published research

*This data classification should be as large as possible. Widespread availability of such information will enable others to make creative contributions in pursuit of the University's mission.

How to store and transmit UVA data

Data sensitivity is a complex topic. This information is a starting point. If you have further questions about how to safely store or transmit your data, contact it-policy@virginia.edu.

SOME COMMONLY USED TOOLS AT UVA	HIGHLY SENSITIVE	SENSITIVE	INTERNAL	PUBLIC
Google Drive, Dropbox, iCloud	✗	✗	✗	✗
Other UVA Messaging Services (Voicemail, Text, Slack)	✗	✗	✓	✓
UVACanvas	✗	✓	✓	✓
UVA Microsoft Products UVABox	✗	✓	✓	✓
UVA Zoom Cloud	✓	✓	✓	✓
ITS Storage for HSD Qualtrics for HSD	✓	✓	✓	✓

For more information, please contact: it-policy@virginia.edu.

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