

Definition of personally identifiable information (PII) Any information that can be used to distinguish or trace an individual's identity, either via direct or indirect means. It usually consists of a combination of two or more attributes, such as a name, mailing address, phone number, social security number, or email address. Personal user preferences tracked by a website via a cookie are also considered personally identifiable when linked to other personally identifiable information provided by a user online. For questions contact Duke Privacy via email [privacy@duke.edu](mailto:privacy@duke.edu).

### Examples of direct PII attributes include:

#### Name

- Full name (First, Middle, Last Name)
- Maiden name
- Mother's maiden name
- Alias

#### Personal identification number

- Social Security number (SSN), including only last four SSN digits
- Passport number
- Driver's license number
- State identification number
- Taxpayer or employer identification number (TIN or EIN)
- Patient identification number (medical record number or MRN)
- Financial account number (e.g. bank account or financial institution)
- Credit/debit card number

## **Address information**

- **Street address (including town and zip code)**
- **Email address**
- **IP addresses that consistently link to a particular person**

## **Telephone numbers**

- **Personal number**
- **Mobile number**

## **Personal characteristics**

- **Photographic image (face or other distinguishing characteristics)**
- **Fingerprints**
- **Retina scan**
- **Voice signature**
- **Facial geometry**

## **Information about an individual that is linked or linkable to one of the above to identify a specific individual (indirect identifiers)**

- **Date of birth**
- **Place of birth**
- **Race**
- **Religion**
- **Employment information**
- **Medical and psychiatric information/records**
- **Educational information (non-directory)**
- **Financial information**