

Sensitivity Labels

WHAT ARE THEY AND HOW DO I USE THEM?

Data Classifications

Data Classification	Effect if Compromised	Examples
High Impact	Severe or catastrophic adverse effect if compromised.	Health information (PHI), PII, SSN, credit card information, financial account numbers, driver's license numbers, passport, visa information
Moderate Impact	Serious adverse effect if compromised.	Employee applications, personnel files, salary information, personal contact information, organizational finances and budgets, non-public internal policies, contracts, reports, and procedures
Low Impact	Limited or no adverse effect if compromised.	Job postings, employee contact information, publicly available information

Sensitivity Labels

(6) Restricted Internal

(5) Restricted External

(4) Confidential Internal

(3) Confidential External

(2) Internal

(1) Public

Data Classifications & Sensitivity Labels

Data Classification	Effect if Compromised	Examples	Sensitivity Label(s)
High Impact	Severe or catastrophic adverse effect if compromised.	Health information (PHI), PII, SSN, credit card information, financial account numbers, driver's license numbers, passport, visa information	-Restricted Internal -Restricted External
Moderate Impact	Serious adverse effect if compromised.	Employee applications, personnel files, salary information, personal contact information, organizational finances and budgets, non-public internal policies, contracts, reports, and procedures	-Confidential Internal -Confidential External -Internal
Low Impact	Limited or no adverse effect if compromised.	Job postings, employee contact information, publicly available information	-Public

Sensitivity Labels – What do they do?

- Classify and protect emails, documents, SharePoint sites, and Teams sites that may contain sensitive information
- Protects against sharing information with unauthorized parties
- Can limit guest invitations and external sharing with people outside of our organization
- Anything with an Internal label will not allow sharing or adding people who are not New River employees.

(6) Restricted Internal

- Should only be used by New River employees for internal resources and communications that contain confidential information AND/OR PII.
- Provides encryption and won't allow forwarding when used with email.
- Files can be downloaded by the recipient, and any information they contain can't be copied or captured in a screenshot.
- Attempts to forward the information directly will fail, and if the file is sent in a separate email to another person, they won't be able to open the document.
- Once opened in a program, a banner will appear stating that the content is restricted.
- Won't allow external sharing with anyone who is not a New River employee.

(5) Restricted External

- Should be used for both internal and external resources and communications that contain confidential information AND/OR PII.
- Provides encryption and won't allow forwarding when used with email.
- Files can be downloaded by the recipient, and any information they contain can't be copied or captured in a screenshot.
- Attempts to forward the information directly will fail, and if the file is sent in a separate email to another person, they won't be able to open the document.
- Once opened in a program, a banner will appear stating that the content is restricted.

(4) Confidential Internal

- Should only be used for internal resources and communications that contain confidential information with NO PII.
- Provides encryption with no forwarding restrictions when used with email.
- Files can be downloaded by the recipient, and any information can be copied, captured in a screenshot, or otherwise sent to others.
- Once opened in a program, a banner will appear stating that the content is restricted to New River employees.
- Won't allow external sharing with anyone who is not an NRCTC employee.

(3) Confidential External

- Should be used for both internal and external resources and communications that contain confidential information with NO PII.
- Provides encryption with no forwarding restrictions when used with email.
- Files can be downloaded by the recipient, and any information can be copied, captured in a screenshot, or otherwise sent to others.
- Once opened in a program, a banner will appear stating that the content is restricted.

(2) Internal

- Should be used only for internal resources and communications among New River employees.
- It won't allow external sharing to anyone who is not a New River employee.

(1) Public

- Should be used for both internal and external resources and communications that do NOT contain any confidential organizational information, PII, or other sensitive information.
- Data with this label may be publicly shared.

Quick Way to Determine Sensitivity Labels

PII	Confidential	Audience	Label
Yes	Yes/No	Internal	6 – Restricted Internal
Yes	Yes/No	External	5 – Restricted External
No	Yes	Internal	4 – Confidential Internal
No	Yes	External	3 – Confidential External
No	No	Internal	2 – Internal
No	No	External	1 – Public

Example 1

An Excel spreadsheet contains:

- Student IDs
- Student Names
- Final Grades
- Faculty Comments

You plan to send this spreadsheet via email to your Department Chair, Department Dean, and the Registrar's Office.

Answer the following questions, then determine what sensitivity label is appropriate for this scenario.

- Does it contain PII?
- Does it contain confidential institutional information?
- Who needs access?

Example 1 - Continued

An Excel spreadsheet contains:

- Student IDs
- Student Names
- Final Grades
- Faculty Comments

Concord University has reached out requesting this information for one student to assist with a transfer agreement.

Answer the following questions, then determine what sensitivity label is appropriate for this scenario.

- Does it contain PII?
- Does it contain confidential institutional information?
- Who needs access?

Example 2

A Word document contains next year's proposed departmental budget, staffing requests, and equipment purchases. It contains no employee names, salaries, or student information.

It is being shared via email and in-person with Cabinet members.

Answer the following questions, then determine what sensitivity label is appropriate for this scenario.

- Does it contain PII?
- Does it contain confidential institutional information?
- Who needs access?

Example 3

A financial advisor emails a student via the student's New River email discussing:

- Financial aid status
- Student ID
- Outstanding balance
- Required documents

Answer the following questions, then determine what sensitivity label is appropriate for this scenario.

- Does it contain PII?
- Does it contain confidential institutional information?
- Who needs access?

Example 3 - Continued

Suppose the financial advisor emails the student's New River email a message that contains only the following statement:

"Please stop by Financial Aid this week."

Would you recommend the same sensitivity label? Why or why not?

Example 4

A PowerPoint contains next year's strategic priorities and enrollment goals that haven't been announced.

It will be shared via email and in-person with the Board of Governors.

Answer the following questions, then determine what sensitivity label is appropriate for this scenario.

- Does it contain PII?
- Does it contain confidential institutional information?
- Who needs access?

Example 5

You are sharing a document that contains meeting minutes, where the team discussed:

- Upcoming software purchases
- Staffing changes
- Strategic objectives

No salaries, student information, or PII is included in the document.

Answer the following questions, then determine what sensitivity label is appropriate for this scenario.

- Does it contain PII?
- Does it contain confidential institutional information?
- Who needs access?

Open Q&A
