# Rapid PII Identification

## Enabling prioritized PII review with H5 Matter Analytics℠

Data intrusion threatens everyone, no matter who you are, no matter how vigilant. In the event of a data breach, the ability to find **personally identifiable information (PII),** as quickly and accurately as possible, is critical. PII Identification with H5 Matter Analytics was built with that in mind.

## KEY BENEFITS

### Speed

→ Rapid identification of content indicative of personally identifiable information with pre-packaged PII types, skillfully engineered by H5 experts

→ Rapid insights into PII characteristics of a data population organized by supported PII types via detailed analysis reports

→ Results tiered by "likely" vs. "potential" PII, for immediate access to the most relevant documents first

### Accuracy

→ Highly effective linguistic models, developed, tested and measured by H5 experts for each supported PII type to confirm efficacy across diverse data populations and industries

→ Increased accuracy and precision through the power and sophistication of H5's proprietary search engine

### Efficiency

→ Ability to highlight or summarize PII markers in documents using H5's proprietary document viewers

→ Accelerated review of PII results within email communications using H5's proprietary email thread viewer

→ Ability to seamlessly analyze incoming rolling data and generate reports that target new data only

## H5MA PII IDENTIFICATION: ENHANCING INCIDENT RESPONSE MANAGEMENT

H5 has applied its well-known linguistic expertise to model the way in which different forms of supported personal data appear in data populations, and tested and enhanced it for high accuracy. We are confident that our scientific methodology has resulted in a fast and highly accurate means of identifying PII content — one that we know works.



You need it. We find it.

## H5 MATTER ANALYTICS:
## Built by experts for experts.

With H5MA PII Identification, legal and compliance professionals and their review teams have a way to quickly and more accurately identify likely PII content, prioritize and organize review activity, and contain review costs in the event of a cyber-breach incident.

### Essential Features

→ Rapid assessment of data sets, direct within Relativity® workspaces with pre-built, battle-tested PII categories

→ Built for both accuracy and broad coverage with H5's proprietary search technology and linguistics-based approach

→ Reduced downstream review costs with tiered result sets that enable prioritized review

### Two-tier results enable prioritization to speed up the workflow and reduce all-in review costs.

**"Likely PII"**
Narrow hits identify highly concentrated results to begin review

**"Potential PII"**
Broad hits identify expanded set of results for increased coverage

**Contact your TrustPoint.One representative for a demo.**

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## CURRENTLY SUPPORTED PII TYPES

### Identity Information
· Social Security numbers
· Passport numbers
· Drivers License or State ID
· Date of Birth
· Passwords and security questions

### Medical Information*
· Patient names
· Patient IDs
· Patient account/billing information
· Medical record numbers
· Explanation of benefits
· Medical history
· Insurance information

### Financial Information
· Credit Card numbers
· IRS forms and Taxpayer IDs
· Account and financial information

### Common Forms and Documents
· HR related info, resumes, and Standard Form 86
· General forms and contact information

### Personal Record Information
· Criminal conduct information
· Student information
· Customer information

*Examples of content used to indicate Medical Information

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