

4 Major Data Classification Types



PUBLIC DATA

Public data is information that can be freely shared with anyone without concern. It's the least sensitive type and poses minimal risks when exposed.

- **Accessibility:** Available to everyone, easily shareable.
- **Sensitivity:** Low; no special controls needed.
- **Examples:** Job postings, press releases, marketing materials.
- **Use Case:** Ideal for public websites, blogs, and media.

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INTERNAL DATA

Internal data is meant for company-wide use and requires basic protection. While not highly sensitive, it's important to control access to avoid misuse.

- **Accessibility:** Used within the organization.
- **Sensitivity:** Medium; should be shared with limited controls.
- **Examples:** Employee handbooks, company policies, internal memos.
- **Use Case:** Shared among employees, contractors, and authorized personnel.

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CONFIDENTIAL DATA

Confidential data is more sensitive, typically restricted to specific teams or departments. Its exposure could cause reputational or financial harm.

- **Accessibility:** Limited to specific teams or departments.
- **Sensitivity:** High; requires stronger protection.
- **Examples:** Pricing strategies, marketing plans, business strategies.
- **Use Case:** Managed within specific internal groups with access controls.

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RESTRICTED DATA

Restricted data is the most sensitive and high-risk category. Its disclosure could have severe financial, legal, and reputational consequences.

- **Accessibility:** Only available to authorized personnel with a need to know.
- **Sensitivity:** Highest; protected with NDAs and legal agreements.
- **Examples:** Trade secrets, PII, health data, financial records.
- **Use Case:** Controlled by confidentiality agreements, often with legal implications.

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