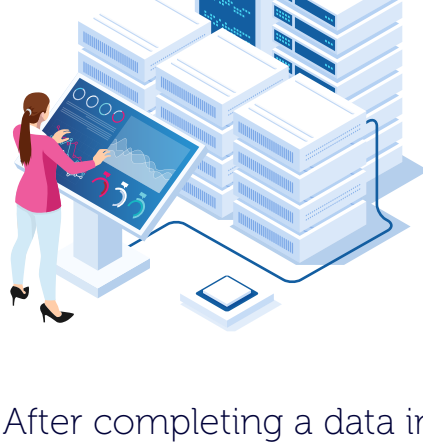




Your Data Inventory, Classified

Transform your privacy data map into a strategic risk tool



You've mapped your data — now what?

Your data inventory uncovered the “what” and “where.” Now it's time to figure out the “how risky.”

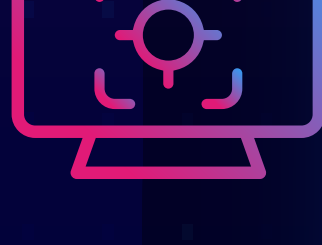
After completing a data inventory, you've identified the many ways personal data flows in and out of your organization. That's a crucial first step.

But knowing what data you have isn't enough. To truly manage risk and meet regulatory expectations, you need to understand the sensitivity of that data.

That's where **data classification** comes in.

What is data classification?

Your next step after inventory: understanding the sensitivity of your data.



Data classification is the practice of organizing and categorizing data elements based on predefined criteria like sensitivity, risk level, and compliance requirements.

Classifying your data helps you go from “we have it” to “we understand it and know what to do with it.”

Why It Matters

- ✓ Understand what types of data you have
- ✓ Know where data lives across systems
- ✓ Ensure handling complies with regulations
- ✓ Apply the right protections at the right levels
- ✓ Prioritize security investments with confidence



Confidentiality. Integrity. Availability.

This is the InfoSec team's lens.
Data classification brings privacy into focus.

Not all data is created equal. Some can take a punch, others break under pressure. Know the difference.

Privacy + Security = Better data decisions

Partner with InfoSec to get classification right.

Your Information Security team is already responsible for protecting all enterprise data, whether structured or unstructured, personal or not.

Collaborating with them on data classification ensures that:

- You align on **definitions and categories**
- Your efforts support **shared security objectives**
- Classification drives **smarter, more cost-effective controls**



Together, you can focus resources on the data that actually needs the strongest protections—and avoid overspending on what doesn't.

Define your categories

Use four smart buckets customized for privacy.



Public Data

Expressly made public. Low risk.
e.g., first name, ZIP code



Private/Confidential Data

PI with low to medium risk.
e.g., height, weight, salary



Sensitive Data

PI with high risk or legal protection.
e.g., SSN, financial accounts, location data



Highly Sensitive Data

GDPR “special category” data.
e.g., race, religion, biometrics, health info

Build your classification table

Now that your classification categories are clearly defined, it's time to bucket your data.

Start with your **Record of Processing Activities (ROPA)** and list all the data elements you've identified. Then, group them and assign each one a classification based on sensitivity.

Example:

We recommend creating a simple table with these three columns:

1. **Data Element** — e.g., First name, Social Security number
2. **Data Grouping** — e.g., Contact info, Financial info
3. **Classification** — Public, Confidential, Sensitive, or Highly Sensitive

Repeat this process across your ROPAs to develop a consistent view of how your organization handles—and should protect—different types of personal data.

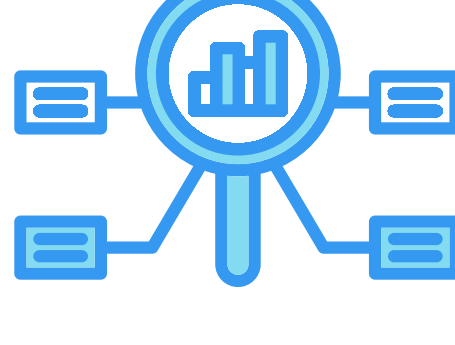
Example Classification Table

Data Element	Data Grouping	Classification
First name	Contact info	Public
Social Security number	Identification numbers	Sensitive
Religious preference	Personal preferences	Highly Sensitive
Height	Healthcare and physical traits	Confidential
Health diagnosis	Healthcare and physical traits	Highly Sensitive
Credit card number	Financial info	Sensitive

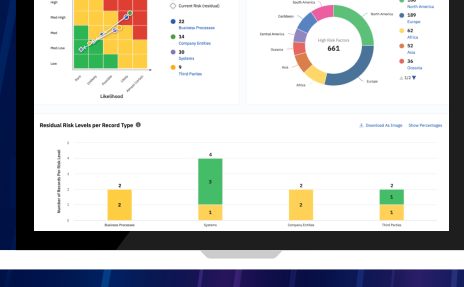
Classification is your bridge to smarter security

You'll know

- ✓ What data is highest risk
- ✓ Where to prioritize controls
- ✓ How to justify security budgets
- ✓ Where compliance blind spots are



TrustArc's Data Mapping & Risk Manager



Map personal data, classify it intelligently, and reduce risk in one streamlined workflow.

Data discovery, automated risk analysis, and ROPA management—all in one.

REQUEST A DEMO

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