



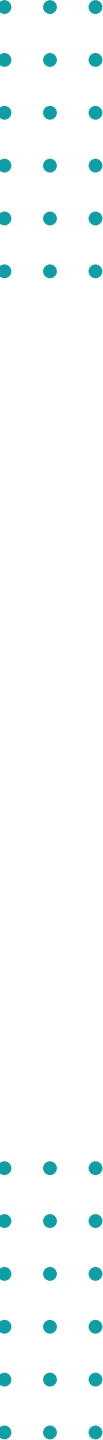
# Information Location / Data Labeling

CSCOUT

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Manager, IT Risk and Compliance





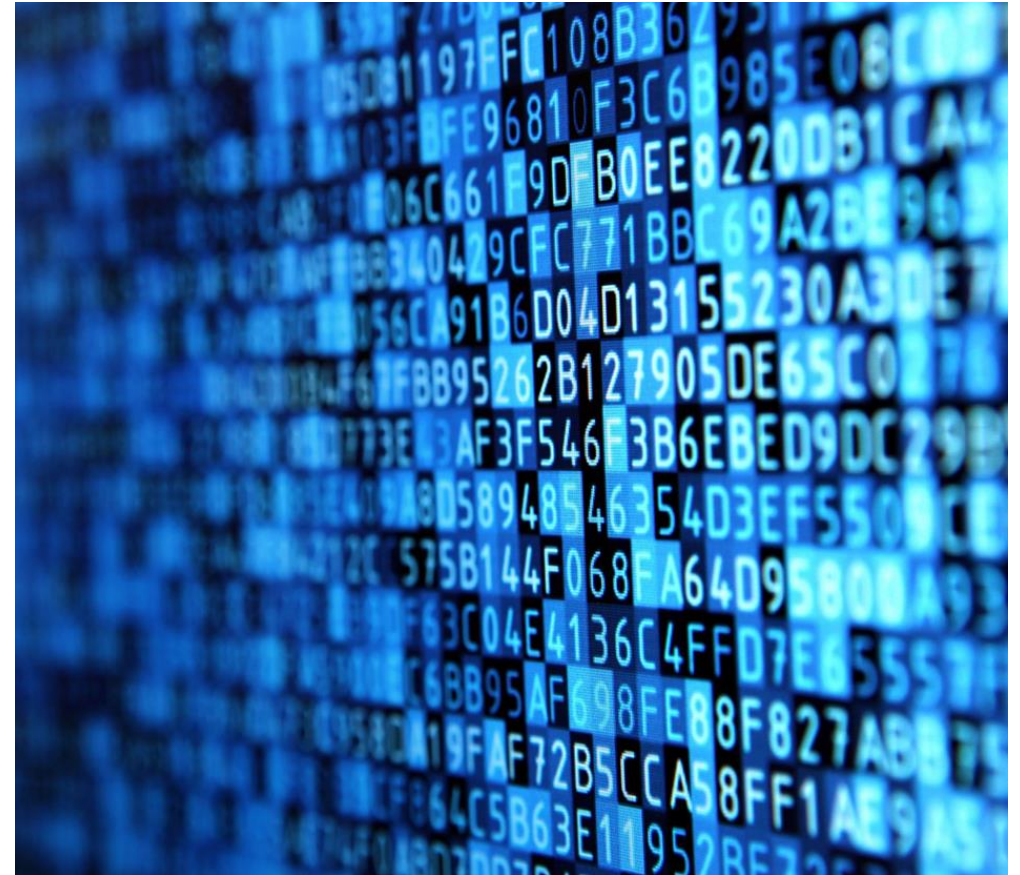
# Agenda

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- Information Location
- What is Data Labeling
- How to Manage Data
- When to Start
- Tips and Takeaways

# Information Location

- Understand where your information is located
  - What is the specific location where data is processed and stored
  - Type of data that is being processed or stored
  - Who has access to the data (which users)
  - Ensure that changes are documented
- Information location is important for policy management and records retention as well as ensuring security protections are in place.



# Difficulty in Managing Data

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Because of the volume of information used within an organization, it becomes difficult to manage expectations of each applicable regulation.

Imagine that you received a request or complaint from a state attorney's office regarding the privacy practices of your organization.

- Do you know what data to pull for an investigation?
- Are you familiar with the laws in that state?
- Does the state law cover data associated with your employees as well as beneficiaries and providers?
- What are the timeframes to respond to the request or complaint?
- International Association of Privacy Professionals (IAPP): [US State Privacy Legislation Tracker](#)

# Case Example

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- HHS Office for Civil Rights Settles HIPAA Security Rule Investigation with USR Holdings, LLC Concerning the Deletion of Electronic Protected Health Information - January 8, 2025
- On February 8, 2019, a business associate, USR Holdings, LLC (USR), filed a breach report with OCR on behalf of three covered entities stating that from December 8, 2018, through January 9, 2019, it discovered that, from August 23, 2018, through December 8, 2018, a database containing the electronic protected health information (ePHI) of 2,903 individuals was accessed by unauthorized third-party individuals who were able to delete ePHI in the database.
  - i. USR impermissibly disclosed the ePHI of 2,903 individuals, when unauthorized individuals impermissibly accessed the database and deleted ePHI. See 45 C.F.R. § 164.502(a).
  - ii. USR has not conducted an accurate and thorough assessment of the potential risks and vulnerabilities to the confidentiality, integrity, and availability of the ePHI it holds. See 45 C.F.R. § 308(a)(1)(ii)(A).
  - iii. USR had not implemented procedures to regularly review records of information system activity, such as audit logs, access reports, and security incident tracking reports, at the time of the breach. See 45 C.F.R. § 164.308(a)(1)(ii)(D).
  - iv. USR did not establish and implement procedures to create and maintain retrievable exact copies of ePHI. See 45 C.F.R. § 164.308(a)(7)(ii)(A).

# Regulatory Requirements for Security and Privacy

Fair Information Practice Principles (FIPPs)	E-Government Act of 2002	Federal Information Security Modernization Act of 2014
Privacy Act of 1974	Freedom of Information Act (FOIA)	Executive Order 13556 – Controlled Unclassified Information (CUI)
Office of Management and Budget (OMB) Circular No. A-130, Managing Information as a Strategic Resource	Health Insurance Portability and Accountability Act (HIPAA)	HHS Rules of Behavior
CMS Business Partner System Security Manual (BPSSM)	CMS Acceptable Risk Safeguards (ARS)	CMS Information Systems Security and Privacy Policy (IS2P2)
National Institute of Standards and Technology (NIST) Special Publications (SP)	State privacy laws	And more...

# How to Manage Data

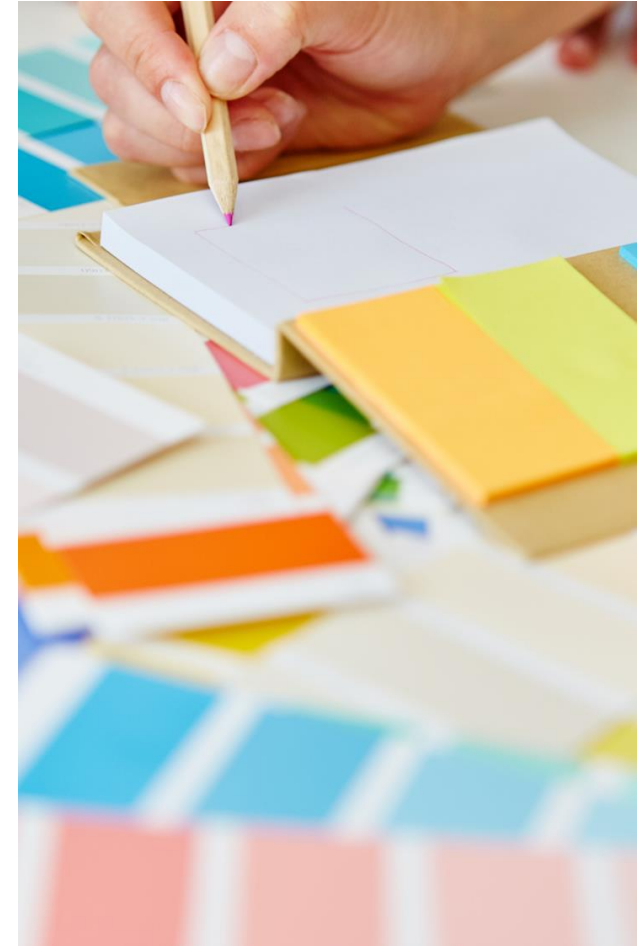
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Managing data starts with knowing what information you have and where it is located

- Personal information
- Social Security Numbers
- Protected Health Information
- Credit card information
- Bank routing and account numbers
- Tax identifiers (EIN, SSN, TIN)
- Medical identification numbers
- User credentials
- Driver's license or passport
- Types of medication
- Physical addresses
- Confidential
- Proprietary
- Classified
- Controlled Unclassified Information (CUI)
- Passwords

# What is Data Labeling

- Data labeling is a process of adding meaning and context to information that is contained within files and folders used by your organization.
- MACs store a lot of data for CMS and their own business.
  - Personally Identifiable Information (PII)
  - Protected Health Information (PHI)
  - Federal Tax Information (FTI)
  - Information system components
  - Other CMS sensitive information



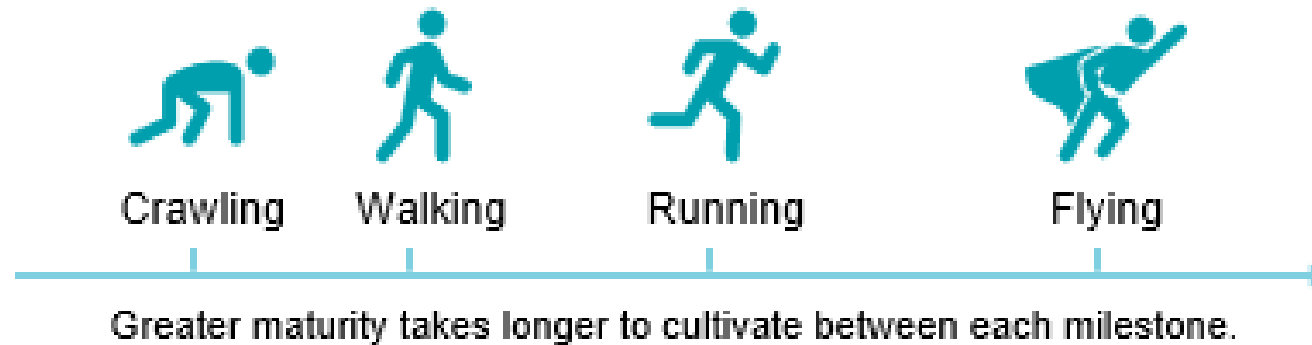


# How to Label Data

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## Important Notes:

- Methods can be simple or more advanced
- Solutions do not have to cost a fortune
- Data labeling can progress over time





# Software Solutions

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- Spreadsheets and databases
- Data Loss Prevention (DLP)
- Productivity applications
- Records management software
- File management
- Data labeling software

# Don't Forget Paper and Other Media

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- Traditional records management processes include labeling of boxes and retention periods, particularly for offsite storage.
- Labeling for onsite storage (e.g., file cabinets) can depend on the person performing the filing.
- Imagine going to a file cabinet filled with papers, CDs, etc.
  - Are the papers in file folders
  - Are the file folders labeled?
  - Are CDs, DVDs and other media labeled correctly?
  - Where are they stored?
  - Do you know what is on each CD or DVD?



# When to Start Data Labeling

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- **YESTERDAY**

- Data Loss Prevention (DLP)
- Records Management

- **NOW**

- Review existing applications for any sensitivity identification capability
- Develop an application to track basic information such as where all PII and PHI are located (e.g., application, file cabinets, etc.)

- **FUTURE**

- Start researching solutions for more advanced records management or specific applications that perform data labeling
- Budget for more advanced solutions for data labeling

# Final Tips and Takeaways

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- Data must be well organized to meet regulatory requirements.
- Start now in building plans to advance your data labeling.
  - Use what you have now or start with simple solutions such as spreadsheets or applications.
- Keep refining and developing your solutions.
- Don't stop at just one method.
- Regulatory environment will become more complex.

# Questions

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# Thank You

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