



Information classification

Public

Can be openly shared on your website, discussed in public and with anyone. Does not require any additional controls when used.

Internal

Company-wide and should be protected with limited controls (policies, job descriptions, company-wide memos...). If disclosed, Internal information has a minimal impact to the business.

Confidential

Is **team-wide** and its use should be contained within the business. This information may include pricing, marketing materials, or contact information (CRM). If disclosed, confidential information could negatively affect your business and ultimately your brand.

Restricted

Highly sensitive and its use should be limited on a need-to-know basis. Typically protected with an NDA to minimize legal risk. If disclosed, there would be a significant financial or legal impact to the business.