

# UW-Madison Policy on Collection of Personal Identity Information via Email

## Policy

UW-Madison units and contractors may not collect personal identity information including restricted information and passwords via email.

## Background

Phishing scams continue to be a problem at UW-Madison. Despite various information security awareness programs, a significant number of students and staff still disclose personal financial or identity information in response to fraudulent emails and web sites.

The CIO's Office, in conjunction with a working group of the Madison Technical Advisory Group (MTAG), has put systems in place to minimize the risks associated with phishing scams. Part of the challenge, though, is that the phishing attempts often look like legitimate communications, with senders posing as University departments or other official businesses.

Awareness and education are critically important in our efforts to protect the UW-Madison community from phishing scams. We cannot tell campus users it's not okay to disclose their identity information in some places, but that it's okay to do it for the University. Not only does this send a mixed message, but it overlooks the fact that email scams can so convincingly spoof our efforts.

After coordinating with several campus leadership groups, the CIO's office has released a promotional campaign that informs the UW-Madison community that "The UW won't ask you to reveal personal identity information via email." (See: <http://www.cio.wisc.edu/security/scams.aspx>.)

## Authority

This policy is issued by the UW-Madison CIO and Vice Provost for Information Technology.

## Enforcement

Failure to comply may result in disciplinary action up to and including termination of employment.

## Related Documents

The glossary is an extension of the policy.

See: <https://wiki.doit.wisc.edu/confluence/display/POLICY/Glossary>

Definition of restricted information.

See: <http://www.cio.wisc.edu/security/uwdata.aspx#restricted>.

## Contact

Please direct questions about this policy to [policy@cio.wisc.edu](mailto:policy@cio.wisc.edu).

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