AI Data Classification, Storage & Access Guide

UNC System Office – Amplify AI Pilot

This guide summarizes how to classify, store, and use data responsibly when working with Amplify GenAI. It draws from UNC System Office data governance policy and is designed for non-technical staff.

What Is Data Classification?

Data classification helps you understand what types of information can be safely used in Amplify. UNC categorizes data into three tiers:

Tier 1 – Public

- Approved for public use or publication.
- Examples: Press releases, published research, website content.
- ✓ **Safe for use in Amplify.**

Tier 2 – Internal

- Meant for internal use only. Not public-facing, but not highly sensitive.
- Examples: Internal memos, drafts, training materials, non-sensitive project data.
- ✓ **Safe for use in Amplify.**

Tier 3 – Confidential

- Regulated, legally protected, or personally identifiable information (PII).
- Examples:
  - Social Security Numbers (SSNs)
  - FERPA-protected student records
  - Health or medical records (PHI)
  - Financial information
  - System credentials and passwords
- ✗ **Not allowed in Amplify.** Use approved secure platforms instead.

Where Should Data Be Stored?

Data Tier	Storage Location	Use in Amplify?
Tier 1	SharePoint, Amplify, University Sites	✓ **Yes**
Tier 2	SharePoint, Amplify, Secure UNC tools	✓ **Yes**
Tier 3	AI Service Providers, External Servers, Web Access Tools	✗ **No**

Responsible Use Summary

- Use only Tier 1 and Tier 2 data in Amplify.

- Never input Tier 3 data.

- When in doubt, treat data as confidential.

- Contact your Data Steward or IT Security Officer if unsure.

If Something Goes Wrong

If you accidentally paste Tier 3 data into Amplify:
1. Stop using the conversation.
2. Report the incident to your department lead or IT security contact.

This guide should be used in conjunction with:

- UNC's full data governance policy

- The Responsible Use & Ethics guide for Amplify

Thank you for supporting safe, ethical use of AI at the UNC System Office.

If you have questions or suggestions please contact **ai@northcarolina.edu**.