

# CATEGORIES OF PERSONAL INFORMATION

The following are categories of information relating to an individual, whether it relates to their private, professional or public life. Categories are not exclusive. Data may transcend multiple information categories.



## INTERNAL



### PREFERENCE

Information about an individual's preferences or interests *Opinions, intentions, interests, favorite foods, colors, likes, dislikes, music*



### AUTHENTICATING

Information used to authenticate an individual with something they know *Passwords, PIN, mother's maiden name*



### KNOWLEDGE & BELIEF SENSITIVE

Information about what a person knows or believes *Religious beliefs, philosophical beliefs, thoughts, what they know and don't know, what someone thinks*



## EXTERNAL



### IDENTIFYING

Information that uniquely or semi-uniquely identifies a specific individual *Name, username, unique identifier, government issued identification, picture, biometric data*



### ETHNICITY SENSITIVE

Information that describes an individual's origins and lineage *Race, national or ethnic origin, languages spoken, dialects, accents*



### SEXUAL SENSITIVE

Information that describes an individual's sexual life *Gender identity, preferences, proclivities, fetishes, history, etc.*



### BEHAVIORAL

Information that describes an individual's behavior or activity, online or off *Browsing behavior, call logs, links clicked, demeanor, attitude*



### DEMOGRAPHIC

Information that describes an individual's characteristics shared with others *Age ranges, physical traits, income brackets, geographic*



### MEDICAL AND HEALTH SENSITIVE

Information that describes an individual's health, medical conditions or health care *Physical and mental health, drug test results, disabilities, family or individual health history, health records, blood type, DNA code, prescriptions*



### PHYSICAL CHARACTERISTIC

Information that describes an individual's physical characteristics *Height, weight, age, hair color, skin tone, tattoos, gender, piercings*

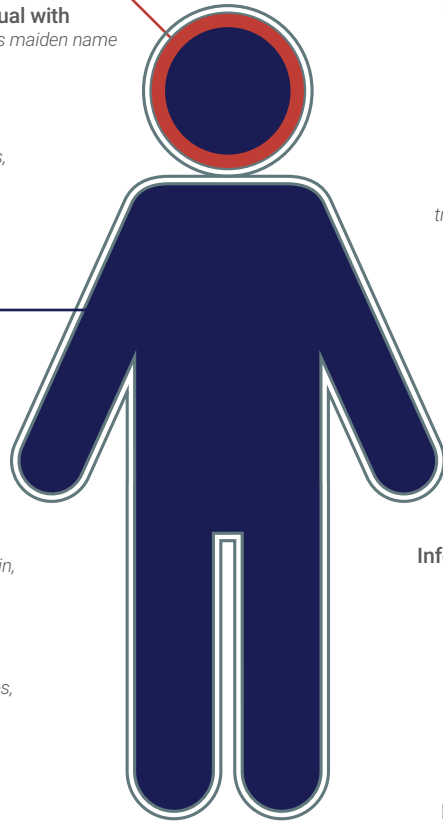


## HISTORICAL



### HISTORY

Information about an individual's personal history *Events that happened in a person's life, either to them or just around them which might have influenced them (WWII, 9/11)*



## FINANCIAL



### SENSITIVE ACCOUNT

Information that identifies an individual's financial account *Credit card number, bank account*



### OWNERSHIP

Information about things an individual has owned, rented, borrowed, or possessed *Cars, houses, apartments, personal possessions*



### TRANSACTIONAL

Information about an individual's purchasing, spending or income *Purchases, sales, credit, income, loan records, transactions, taxes, purchases and spending habits*



### CREDIT

Information about an individual's reputation with regards to money *Credit records, credit worthiness, credit standing, credit capacity*



## SOCIAL



### PROFESSIONAL

Information about an individual's educational or professional career *Job titles, salary, work history, school attendance, employee files, employment history, evaluations, references, interviews, certifications, disciplinary actions*



### SENSITIVE CRIMINAL

Information about an individual's criminal activity *Convictions, charges, pardons*



### SENSITIVE PUBLIC LIFE

Information about an individual's public life *Character, general reputation, social status, marital status, religion, political affiliations, interactions, communications meta-data*



### FAMILY

Information about an individual's family and relationships *Family structure, siblings, offspring, marriages, divorces, relationships*



### SOCIAL NETWORK

Information about an individual's friends or social connections *Friends, connections, acquaintances, associates, group membership*



### SENSITIVE COMMUNICATION

Information communicated from or to an individual *Telephone recordings, voicemail, email*



## TRACKING



### COMPUTER DEVICE

Information about a device that an individual uses for personal use (even part-time or with others) *IP address, Mac address, browser fingerprint*



### CONTACT

Information that provides a mechanism for contacting an individual *Email address, physical address, telephone number*



### LOCATION SENSITIVE

Information about an individual's location *Country, GPS coordinates, room number*