

CATEGORIES OF PERSONAL INFORMATION

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



INTERNAL



Knowledge and Belief

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



Authenticating

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



Preference

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



EXTERNAL



Identifying

Information that uniquely or semi-uniquely identifies a specific individual name, user-name, unique identifier, government issued identification, picture, biometric data



Ethnicity

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



Sexual

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, on-line 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

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

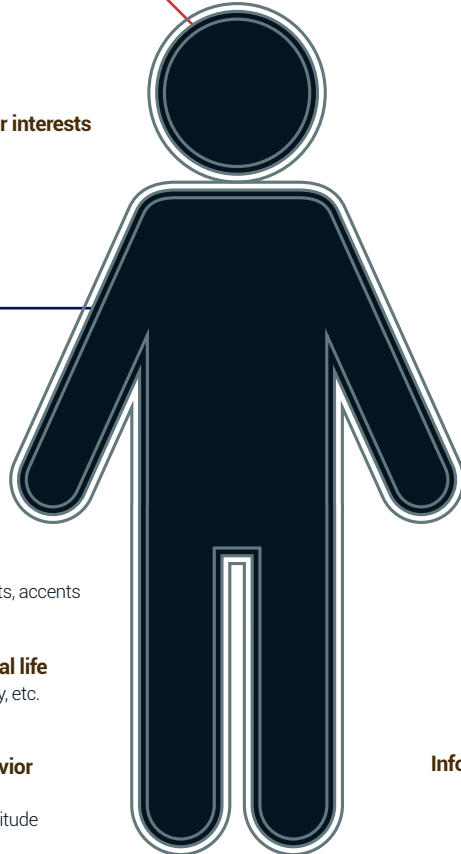


HISTORICAL



Life 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



Account

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



Ownership

Information about things an individual has owned, rented, borrowed, 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 attended, employee files, employment history, evaluations, references, interviews, certifications, disciplinary actions



Criminal

Information about an individual's criminal activity convictions, charges, pardons



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, associations, group membership



Communication

Information communicated from or to an individual telephone recordings, voice mail, 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

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