## 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
- **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
- **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
- **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

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