# 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.









# Knowledge and Belief

Information about

Authenticating

opinions, intentions, interests

Preference

what a person knows or believes

Information used to authenticate

passwords, PIN, mother's maiden name

favorite foods, colors, likes, dislikes, music

an individual with something they know

religious beliefs, philosophical beliefs, thoughts, what they know and don't know, what someone thinks



# 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)



# Ownership

Information about things an individual has owned, rented, borrowed, possessed

credit card number, bank account





personal possessions

# Transactional

Information about an individual's

purchases, sales, credit, income, loan records,







# **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

Information about an individual's preferences or interests



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

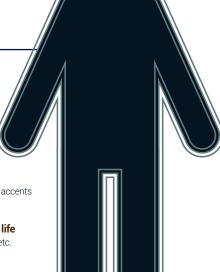
physical and mental health, drug test results, disabilities, family or individual health history, health records, blood type, DNA code, prescriptions



### Physical Characteristic

Information that describes an individual's physical characteristics

height, weight, age, hair color, skin tone, tattoos, gender, piercings



purchasing, spending or income

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



# **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

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.