

# A TAXONOMY OF PRIVACY

## INFORMATION PROCESSING



### Aggregation

**Combining of various pieces of personal information**

A credit bureau combining an individual's payment history from multiple creditors.



### Insecurity

**Carelessness in protecting information from leaks or improper access**

An ecommerce website allowing others to view an individual's purchase history by changing the URL (e.g. [enterprivacy.com?id=123](http://enterprivacy.com?id=123))



### Identification

**Linking of information to a particular individual**

A researcher linking medical files to the Governor of a state using only date of birth, zip code and gender.



### Secondary Use

**Using personal information for a purpose other than the purpose for which it was collected**

The U.S. Government using census data collected for the purpose of apportioning Congressional districts to identify and intern those of Japanese descent in WWII.



### Exclusion

**Failing to let an individual know about the information that others have about her and participate in its handling or use**

A company using customer call history, without the customer's knowledge, to shift their order in a queue (i.e. "Your call will be answered in the order [NOT] received")

## INFORMATION COLLECTION



### Surveillance

**Watching, listening to, or recording of an individual's activities**

A website monitoring cursor movements of a visitor while visiting the website.



### Interrogation

**Questioning or probing for personal information**

An interviewer asking an inappropriate question, such as marital status, during an employment interview.

Based on Dan Solove's  
A Taxonomy of Privacy

[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=667622](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=667622)

## Information Processing

Aggregation  
Insecurity  
Identification  
Secondary Use  
Exclusion

## Information Collection

Surveillance  
Interrogation

## INVASION



### Intrusion

**Disturbing an individual's tranquility or solitude**

An augmented reality game directing players onto private residential property.



### Decisional Interference

**Intruding into an individual's decision regarding her private affairs**

A payment processor declining transactions for contraceptives.

## Invasion

Intrusion  
Decisional Interference

## Information Dissemination

Breach of Confidentiality  
Disclosure  
Exposure  
Increased Accessibility  
Blackmail  
Appropriation  
Distortion

## INFORMATION DISSEMINATION



### Breach of Confidentiality

**Breaking a promise to keep a person's information confidential**

A doctor revealing patient information to friends on a social media website.



### Disclosure

**Revealing truthful information about a person that impacts her security or the way others judge her character**

A government agency revealing an individual's address to a stalker, resulting in the individual's murder.



### Exposure

**Revealing an individual's nudity, grief, or bodily functions**

A store forcing a customer to remove clothing revealing a colostomy bag.



### Increased Accessibility

**Amplifying the accessibility of personal information**

A court making proceeding searchable on the Internet without redacting personal information.



### Blackmail

**Threatening to disclose personal information**

A dating service for adulterers charging customers to delete their accounts.



### Appropriation

**Using an individual's identity to serve the aims and interests of another**

A social media site using customer's images in advertising



### Distortion

**Disseminating false or misleading information about an individual**

A creditor reporting a paid bill as unpaid to a credit bureau.