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. This includes 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. This includes passwords, PIN, mother’s maiden name.
- Preference: Information about an individual’s preferences or interests. This includes opinions, intentions, interests, favorite foods, colors, likes, dislikes, music.

EXTERNAL
- Identifying: Information that uniquely or semi-uniquely identifies a specific individual. This includes name, user-name, unique identifier, government issued identification, picture, biometric data.
- Ethnicity: Information that describes an individual’s origins and lineage. This includes race, national or ethnic origin, languages spoken, dialects, accents.
- Sexual: Information that describes an individual’s sexual life. This includes gender identity, preferences, proclivities, fetishes, history, etc.
- Behavioral: Information that describes an individual’s behavior or activity, on-line or off. This includes browsing behavior, call logs, links clicked, demeanor, attitude.
- Demographic: Information that describes an individual’s characteristics shared with others. This includes age ranges, physical traits, income brackets, geographic.
- Medical and Health: Information that describes an individual’s health, medical conditions or health care. This includes 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. This includes height, weight, age, hair color, skin tone, tattoos, gender, piercings.

HISTORICAL
- Life History: Information about an individual’s personal history. This includes 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. This includes credit card number, bank account.
- Ownership: Information about things an individual has owned, rented, borrowed, possessed. This includes cars, houses, apartments, personal possessions.
- Transactional: Information about an individual’s purchasing, spending or income. This includes purchases, sales, credit, income, loan records, transactions, taxes, purchases and spending habits.
- Credit: Information about an individual’s reputation with regards to money. This includes credit records, credit worthiness, credit standing, credit capacity.

SOCIAL
- Professional: Information about an individual’s educational or professional career. This includes job titles, salary, work history, school attended, employee files, employment history, evaluations, references, interviews, certifications, disciplinary actions.
- Public Life: Information about an individual’s public life. This includes character, general reputation, social status, marital status, religion, political affiliations, interactions, communications meta-data.
- Family: Information about an individual’s family and relationships. This includes family structure, siblings, offspring, marriages, divorces, relationships.
- Social Network: Information about an individual’s friends or social connections. This includes friends, connections, acquaintances, associations, group membership.
- Criminal: Information about an individual’s criminal activity. This includes convictions, charges, pardons.

TRACKING
- Contact: Information that provides a mechanism for contacting an individual. This includes email address, physical address, telephone number.
- Location: Information about an individual’s location. This includes county, GPS coordinates, room number.
- Computer Device: Information about a device that an individual uses for personal use (even part-time or with others). This includes IP address, Mac address, browser fingerprint.

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