CATEGORIES OF PERSONAL INFORMATION

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

INTERNAL

KNOWLEDGE & BELIEF `SENSITIVE`
Information about what a person knows or believes. *i.e. 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. *i.e. Passwords, PIN, mother's maiden name.*

PREFERENCE
Information about an individual's preference or interests. *i.e. Opinions, intentions, preferences or interests.*

EXTERNAL

IDENTIFYING
Information that uniquely or semi-uniquely identifies a specific individual. *i.e. Name, username, unique identifi-er, government-issued identification, picture, biometric data.*

ETHNICITY `SENSITIVE`
Information that describes an individual's origins and lineage. *i.e. Race, national or ethnic origin, languages spoken, dialects, accents.*

SEXUAL `SENSITIVE`
Information that describes an individual's sexual life. *i.e. Gender identity, preferences, proclivities, fetishes, his-tory, etc.*

BEHAVIORAL
Information that describes an individual's behavior or activity, online or off. *i.e. Browsing behavior, call logs, links clicked, demeanor, attitude.*

DEMOGRAPHIC
Information that describes an individual's characteristics shared with others. *i.e. Age ranges, physical traits, in-come brackets, geographic.*

MEDICAL AND HEALTH `SENSITIVE`
Information that describes an individual's health, medical conditions or health care. *i.e. 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 appearance. *i.e. Height, weight, age, hair color, skin tone, tattoos, gender, piercings.*
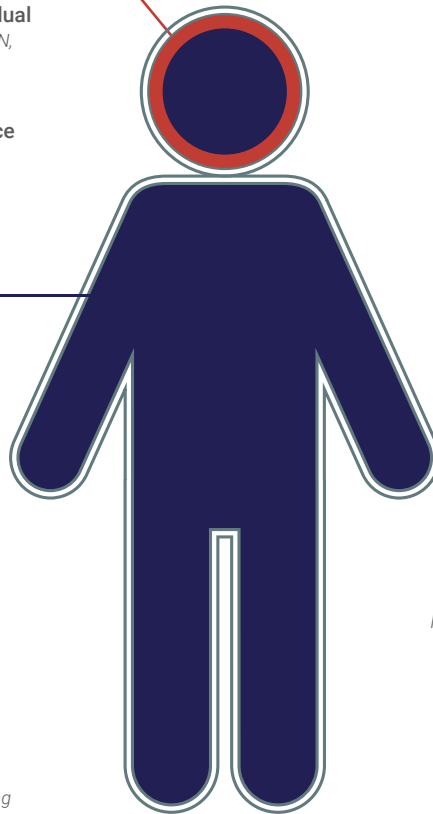
HISTORICAL

HISTORY
Information about an individual's personal history. *i.e. Events that happened in a person's life, either to them or just around them which might have influenced them (WWII, 9/11).*

TRACKING

COMPUTER DEVICE
Information about a device that an individual uses for personal use (even part-time or with others). *i.e. IP ad-dress, Mac address, browser fingerprint.*

CONTACT
Information that provides a mechanism for contacting an individual. *i.e. Email address, physical address, tele-phone number.*

LOCATION `SENSITIVE`
Information about an individual's location. *i.e. Country, GPS coordinates, room number.*

FINANCIAL

`SENSITIVE` ACCOUNT
Information that identifies a individual's financial account. *i.e. Credit card number, bank account.*

OWNERSHIP
Information about things an individual has owned, rented, borrowed, or possessed. *i.e. Cars, houses, apart-ments, personal possessions.*

TRANSACTIONAL
Information about an individual's purchasing, spending or income. *i.e. Purchases, sales, credit, income, loan rec-ords, transactions, taxes, purchases, and spending habits.*

CREDIT
Information about an individual's reputation with regards to money. *i.e. Credit records, creditworthiness, credit standing, credit capacity.*

SOCIAL

PROFESSIONAL
Information about an individual's educational or professional career. *i.e. Job titles, salary, work history, school attendance, employee files, employment history, evaluations, references, interviews, certifications, disciplinary actions.*

`SENSITIVE` CRIMINAL
Information about an individual's criminal activity. *i.e. Convictions, charges, pardons.*

`SENSITIVE` PUBLIC LIFE
Information about an individual's public life. *i.e. 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. *i.e. Friends, connections, acquaintances, associates, group membership.*

`SENSITIVE` COMMUNICATION
Information communicated from or to an individual. *i.e. Telephone recordings, voicemail, email.*

"The [SENSITIVE] label denotes categories of personal data that are more likely to be used by a threat actor or where such use may be more impactful to a person. Many of these categories are designated as higher risk in laws and regulations, worldwide."

Come take our FREE COURSE to come learn more about personal data!