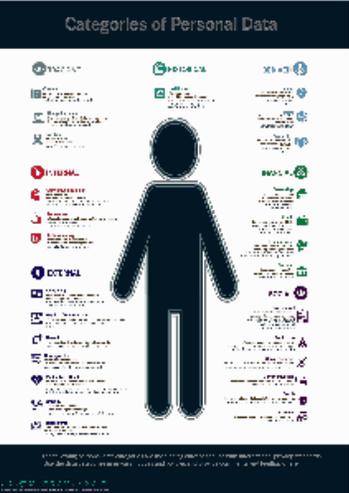


Personal Data Categories

i Document Information
Personal Data Categories maintained in conjunction with W3C DPV



The diagram illustrates various categories of personal data surrounding a central human figure. The categories listed include: IDENTIFIERS, CONTACT INFORMATION, PHYSICAL CHARACTERISTICS, LOCATION, COMMUNICATIONS, FINANCIAL, EDUCATION, EMPLOYMENT, SOCIAL MEDIA, INTERESTS, BEHAVIOR, and OTHER. Each category is represented by a small icon and a brief description of the data type.

[OpenConsent - Privacy Broadcasting](#)
[CATEGORIES OF PERSONAL DATA](#)

Categories of Personal Data for Privacy, Security and Identity

Introduction

Categories of personal data, has been a long standing work item developed and progressed in the Kantara Initiative; CISWG, it was an appendix in the v9.3 of the Consent Receipt Specification and has since moved from the specification to the CISWG, and worked on in with the [W3C DPV](#)

The work originally started as a list for CR v 0.05 and was contributed to by Richard Beaumont. The WG iterated on this list, then found the work from Jason Cronk, JD, IAPP Fellow of Information Privacy, which provided a much improved version to which this set is based on.

Inferred Data

<u>Category Name</u>	<u>Description</u>	<u>Examples</u>
<u>Interest</u>	Data about a consumer's interests based on the subject matter consumed via media content.	links clicked, hit counts, who you follow, time spent on page
<u>Intent</u>	Data about a person whose actions express intent to purchase a specific product or service.	site searches, marketing engagement, support engagement, content downloaded, purchases
<u>Personality</u>	Data about a person whose actions indicate a certain disposition or personality.	word usage, username choice, avatar choice, demeanour, attitude

Notes: **Derived data** are properties that are automatically calculated and set on a document during a session save. An example of **derived data** is the size of some (e.g. binary) property of a node. Such **derived data** might have to be stored on the node itself.

Historical

<u>Category Name</u>	<u>Description</u>	<u>Examples</u>
<u>Life History</u>	Data 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)

Internal

<u>Category Name</u>	<u>Description</u>	<u>Examples</u>
<u>Belief</u>	Data about what a person believes	Religious beliefs, philosophical beliefs, thoughts
<u>Knowledge</u>	What a person knows	what they know and don't know, what someone thinks
<u>Preference</u>	Data about an individual's preferences or interests	Opinions, intentions, interests, favorite foods, colors, likes, dislikes, music

External

<u>Category Name</u>	<u>Description</u>	<u>Examples</u>
<u>Identifying</u>	Data that uniquely or semi-uniquely identifies a specific individual	name, user-name, unique identifier, government issued identification, picture, biometric data,
<u>Authentication:</u>	Data used to authenticate an individual with something they know	Passwords, PIN, mother's maiden name
<u>Ethnicity</u>	Data that describes an individual's origins and lineage	race, national or ethnic origin, languages spoken, dialects, accents
<u>Sexual</u>	Data that describes an individual's sexual life	gender identity, preferences, proclivities, fetishes, history, etc
<u>Behavioral</u>	Data that describes an individual's behaviour or activity, on-line or of	browsing behaviour, call logs, links clicked, demeanor, attitude
<u>Demographic</u>	Data that describes an individual's characteristics shared with others	age ranges, physical traits, income brackets, geographic
<u>Medical and Health</u>	Data 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
<u>Physical Characteristic</u>	data that describes an individual's physical characteristics	height, weight, age, hair color, skin tone, tattoos, gender, piercings

Financial

<u>Category Name</u>	<u>Description</u>	<u>Examples</u>
<u>Account</u>	Data that identifies an individual's financial account	credit card number, bank account

<u>Ownership</u>	Data about things an individual has owned, rented, borrowed, possessed	cars, houses, apartments, personal possession
<u>Transactional</u>	Data about an individual's purchasing, spending or income	purchases, sales, credit, ncome, loan records, transactions, taxes, purchases and spending habits
<u>Credit</u>	Data about an individual's reputation with regards to money	credit records, credit worthiness, credit standing, credit capacity

Tracking

<u>Category Name</u>	<u>Description</u>	<u>Examples</u>
<u>Computer Device</u>	Data about a device that an individual uses for personal use (even part-time or with others)	IP address, Mac address, browser fingerprint
<u>Contact</u>	Data that provides a mechanism for contacting an individual	email address, physical address, telephone number
<u>Location</u>	Data about an individual's location	country, GPS coordinates, room number

Social

<u>Category Name</u>	<u>Description</u>	<u>Examples</u>
<u>Professional</u>	Data about an individual's educational or professional career	Job titles, salary, work history, school attended, mployee files, employment history, evaluations, references, interviews, certifications, disciplinary action
<u>Criminal</u>	Data about an individual's criminal activity	convictions, charges, pardons
<u>Public Life</u>	Data about an individual's public life	character, general reputation, social status, marital status, religion, political affiliations, interactions, communications meta-dat
<u>Family</u>	Data about an individual's family and relationships	family structure, siblings, offspring, marriages, divorces, relationships
<u>Social Network</u>	Data about an individual's friends or social connections	friends, connections, acquaintances, associations, group membership
<u>Communication</u>	Data communicated from or to an individual	Telephone recordings, voice mail, email

All the files needed to construct a graphic for Categories of personal data

Content by label

There is no content with the specified labels

