WHAT IS PERSONAL DATA?

USERNAME + PASSWORD; DEVICE ID OR IP ADDRESS

NAME

HELLO

GOVERNMENT ID #

PHONE#

DATE OF BIRTH

MEDICAL RECORDS

RECOGNIZABLE IMAGE

EMAIL ADDRESS

BIOMETRIC DATA

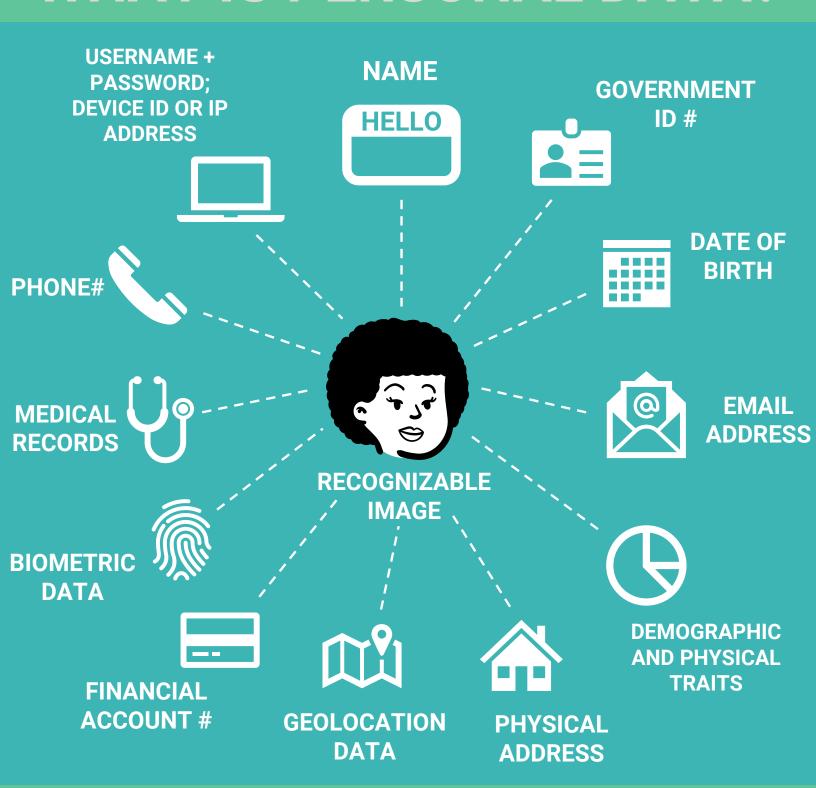DEMOGRAPHIC AND PHYSICAL TRAITS

FINANCIAL ACCOUNT #

GEOLOCATION DATA

PHYSICAL ADDRESS

PERSONAL DATA (also known as PII) is information that can be used on its own or with other information to identify, contact, or locate a single person. The graphic above gives some basic examples, but you should always be aware of other types of data that *seem* anonymous that can be used in context to identify someone.

Questions?
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