

Types of Data Form

Personal data means data relating to a natural person (the data subject) who:

- can be identified from such data,
- may be identifiable from such data in combination with other data, or
- can be singled out or differentiated using such data, including through a unique identifier or through association with a device owned or used by that person.

Personal data includes IP addresses, unique identifiers, individual-level device or service usage data (even if de-identified).

Sensitive Data varies across global privacy laws and changes over time. The types listed under this category may require special handling.

*Indicates a GDPR special category

**Increasingly considered sensitive data by regulators

***Indicates other data types often in data breach notification laws

On the following page, please specify what types of personal data are processed. Select all that apply and/or attach a spreadsheet if appropriate:

Contact/Identification Data

Select all that apply:	
First Name/Initial	
Middle Name/Initial	
Last Name	
Alias	
Unique Personal Identifier	
Home Postal Address	
Home Telephone Number	
Personal Email Address	
Personal Cellular, Mobile, or Wireless Number	
Position/Job Title	
Work Postal Address	
Work Telephone Number	
Work Email Address	
Fax number	
Social Media Handle	
Instant Messenger Screen Name	
Birth Certificate	
Alien Registration Number	
National Identity Card	
National/State/Region Issued ID Number	
Government Identifiers for Professionals	
Government Sponsored Health or Food Plan Identifier	

Financial/Transactional Data

Select all that apply:	
Financial Transactions History	
Credit History or Credit Check	
Tax Information	
Income/Salary/Service Fees/Other Compensation	
Household Income Data	
Records of Personal Property	
Online purchases or transactions	
Offline activity data (e.g. offline purchases, etc.)	
Manually processed data (e.g. customer service call data, offline survey data)	
Customer Purchase History (e.g. products, rentals, returns)	
Products or Services Purchased, Obtained or Considered	
Purchasing or Consuming Histories or Tendencies	

Descriptive Data

Select all that apply:	
Height	
Weight	
Leisure and Interests	
Photographs	
Interests, favorites, or "likes"	
Age	
Date of Birth	
Educational grade level	
Behaviors and shopping preferences	
Audio, electronic, visual, thermal, olfactory, or similar information	
Inferences Drawn to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes	

Sensitive Data

Select all that apply:	
Race or Ethnic Origin*	
Political Opinions*	
Religious or Philosophical Belief*	
Trade Union Membership*	
Genetic Information*	
Biometric Information*	
Health Information*	
Sexual Orientation*	
Consumer's account log-in, financial account, debit card, or credit card number in combination with any required security access code, password, or credentials allowing access to an account***	
OR data collected or analyzed for purposes of identifying such information listed above	

Account Data

Select all that apply:	
Username	
Password, PIN, or similar credentials	
Mother's Maiden Name	

Device/Internet Data

Select all that apply:	
IP address	
MAC address, IMEI number, or other device identifiers	
Criminal Convictions	
Employee ID	
Employment Status	
Salary/Compensation	
Job History	
Resume	
Performance	
Licenses and Professional Membership	

Medical Data

Select all that apply:	
Diagnosis	
Disease / Disorder	
Diagnosis	
Test Results	
Photo Images / X-rays	
Diagnosis	
Disease / Disorder	
Diagnosis	
Test Results	
Photo Images / X-rays	
Sex Life*	
Signature**	
Telephone Number**	
Physical Characteristics or Description**	
Insurance Policy Number**	
Financial Information**	
Financial Institution Account Number**	
Credit card number**	
Debit Card Data**	
Payment Card PIN, Expiration, or Security Code**	
Any required Security Code, Access Code, or Passwords**	
Ancestry**	

Disability (mental or physical including HIV/AIDS, cancer, and genetic characteristics)**	
Request for Family Leave**	
Request for Leave for an Employee's Own Serious Health Condition**	
Request for Pregnancy Disability Leave**	
Retaliation for Reporting Patient Abuse in Tax-Supported Institutions**	
Age (over 40)**	
Federal Issued Identifier (e.g., Social Security Number)***	
Driver's or Operator's License Number***	
Passport Number***	
Payment Card Data***	
Any other unique IDs	
Device data (device name, browser / OS version, device configuration, settings, etc.)	
Diagnostic data / telemetry / error reports	
Identification derived from a unique mobile identifier (e.g. from name, MSISDN, IMSI, IMEI, ICCID)	
Mobile Device Location (current)	
Mobile Device Location (past)	
Mobile Device Content	
Online Identifiers (e.g., cookies, pixels, beacons)	
Browsing History	
Search History	
Information Regarding a Consumer's Interaction with an Internet Website, Application, or Advertisement	
Calling Line Identification (CLI)	
Web browsing (URLs viewed, clicks, time stamps, time spent on pages, order of pages viewed, etc.)	
Referring URLs	
Search terms / queries	
Cookie data, tags, beacons, pixels	
Other usage data (systems, software, apps)	
Other payment account details**	
Marital status**	
Sex/Gender (includes pregnancy, childbirth, breastfeeding, and/or other related medical conditions)**	
Gender Identity**	
Gender Expression**	
Medical Condition**	
Veteran Status**	
National origin**	

Education Data

Select all that apply:	
Degrees or Schooling	
Academic Record	
Education Information	
Student Identification Number	

Employment Data

Select all that apply:	
Background Checks	
Medical Record Number	
Health Plan Beneficiary Number	
Information related to Medical Payment	
Prescription Number	
Health Insurance Identification or Account Number	
Family Health or Morbidity	
Insurance Claim History	
Request for Leave for an Employee's Own Serious Health Condition	
Request for Pregnancy Disability Leave	
Retaliation for Reporting Patient Abuse in Tax-Supported Institutions	

Other Data

Select all that apply:	
Audio / voice recordings	
Video	
User-generated content (Word files, blog posts, comments, reviews etc.)	
Free text fields	
Number of Children	
Contacts / address book information	
Precise geo-location data	
Content of consumer's private communications (unless business was intended recipient)	
Criminal Convictions	
Exercise habits	

Sensitive Data

Select all that apply:	
Race or Ethnic Origin*	
Political Opinions*	
Religious or Philosophical Belief*	
Trade Union Membership*	
Genetic Information*	
Biometric Information*	
Health Information*	
Sexual Orientation*	
Consumer's account log-in, financial account, debit card, or credit card number in combination with any required security access code, password, or credentials allowing access to an account***	
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Other (List)
