

# WHAT IS PERSONAL DATA?



- Name
- Social Security Number
- Driver's license numbers
- Passport numbers
- Taxpayer ID numbers
- Identifying photographs
- Handwriting or signature samples



- Racial or ethnic information
- Gender
- Sexual orientation
- Religious beliefs or affiliations
- Political beliefs or affiliations
- Other demographic data



- Email addresses
- Screennames or usernames
- IP addresses
- Passwords
- Digital signatures



- Biometric data
- DNA profile
- Fingerprints
- Retina or iris scan
- Voice signature
- Facial geometry
- Height and weight



- Banking information
- Financial information
- Payment card information
- Product purchases
- Order history



- Employment information
- Personnel file information
- Trade union memberships



- Physical addresses
- Individuals' zip codes
- Place of birth
- Phone and fax numbers



- Date of birth
- Medical information and records
- Health insurance information



- Educational information



- Mother's maiden name
- Information collected from children