

# Stay Sharp on Personal Data

**Personal data (also known as personally identifiable information, or PII)** is one of the most important concepts in privacy and data protection. However, our understanding of the concept of personal data must be flexible. That's because the privacy landscape is always changing, and people who want to cause privacy harm are always looking for new data to exploit, **and new ways to link pieces of anonymous data to identify or locate data subjects.** The graphics below will help you understand some of the basics of personal data.

## Personal Data Starter List

- ✓ Name
- ✓ Physical address
- ✓ Phone number
- ✓ Email address
- ✓ Government ID number
- ✓ Image / photograph
- ✓ Video of human subjects

**Data That Can Be Linked**

### External - Physical

- ✓ Voice recording
- ✓ Ethnicity
- ✓ Gender
- ✓ Age
- ✓ Physical traits
- ✓ Medical data



### Tracking

- ✓ School name
- ✓ Team name / number
- ✓ Region / country
- ✓ Building name
- ✓ Room number
- ✓ IP address
- ✓ MAC address

### Social

- ✓ Employment
- ✓ Education
- ✓ Social media
- ✓ Family relationships
- ✓ Friends / neighbors
- ✓ Memberships
- ✓ Religion



### Financial

- ✓ Credit card number
- ✓ Bank account
- ✓ Credit history
- ✓ Income information
- ✓ Vehicle registration
- ✓ Home ownership

Questions?  
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