

# WHAT IS PERSONAL INFO?

**Personal information is any information that can be used to identify a person or a business. This includes the information you may have of your customers, your employees, or service providers.**

## IDENTIFIERS



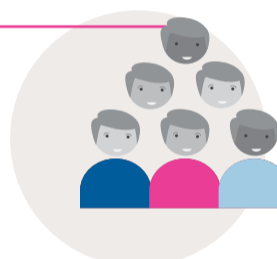
A name, identity number, staff number, account number, customer number, company registration number, tax number, photos and videos or any other 'assignment' to the person used to identify them.

## ACCESS CONTROL



Username and passwords

## DEMOGRAPHIC INFORMATION



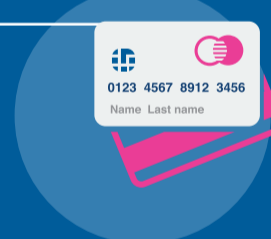
Race; gender; sex; pregnancy; marital status; national, ethnic or social origin; colour; sexual orientation; age; physical or mental health or well-being; disability; religion; conscience; belief; culture; language and birth.

## CONTACT DETAILS



Physical and postal addresses, e-mail addresses, telephone numbers, online identifiers (e.g. a person's twitter handle), location information.

## FINANCIAL INFORMATION



Bank and other account numbers, bank statements, salary information, financial statements.

## BACKGROUND INFORMATION



Educational, financial, employment, medical, criminal, or credit history.

## BIOMETRIC INFORMATION



This refers to techniques of identification that is based on physical, physiological or behavioural characterisation such as blood typing, fingerprinting, DNA analysis, retinal scanning and voice recognition.

## PERSONAL OPINIONS



A person's personal opinions, views and preferences.

## CORRESPONDENCE



Correspondence sent by the person that is of a private or confidential nature and any further correspondence that would reveal the contents of the original correspondence.