

# Personal Information



## DEFINITION OF 'PERSONAL INFORMATION'

Personal Information is any factual or subjective information, whether recorded or not, about an identifiable individual.

In today's digital economy, your personal information is the new currency.

Your preferences, likes and dislikes, and facts about you, when bundled up with thousands of other people all help marketers and businesses refine their products and services.

Oftentimes this information is helpful as it ultimately helps you, the consumer, to unknowingly shape a product, service, or website experience, but sometimes it can be used illegitimately or in a harmful way.

## Examples of Personal Information

Read the table below to learn about the different types of personal information that uniquely identify you.

Personal Information	
Personal Descriptors	Name, age, place of birth, date of birth, gender, weight, height, eye color, hair color, fingerprint
Identification Numbers	Health Card Number, Social Insurance Numbers (SIN), PIN numbers, debit and credit card numbers
Ethnicity	Race, colour, national or ethnic origin
Health	Physical or mental disabilities, family or individual health history, health records, blood type, DNA code, prescriptions
Financial	Income, loan records, transactions, purchases and spending habits
Employment	Employee files, employment history, evaluations, reference interviews, disciplinary actions
Credit	Credit records, credit worthiness, credit standing, credit capacity
Criminal	Convictions, charges, pardons
Life	Character, general reputation, personal characteristics, social status, marital status, religion, political affiliations and beliefs, opinions, comments, intentions
Education	Education history