# **Categories of Personal Information**

Privacy is about the protection of personal information in accordance with privacy law. In Queensland, government agencies apply the Information Privacy Act 2009 (Qld).

The information elements set out below describe what could be personal information, whether on their own, or in combination with other information elements. Put simply, personal information is information that could identify a person (or could reasonably lead to them being identified). A subset of personal information is sensitive information, which includes health information. Privacy law requires that stonger protections be placed around sensitive information.

Legend: SI - Sensitive Information HI - Health Information

#### **Identifying**

Uniquely or semi-uniquely identifies a person E.g. name, username, unique identifier (TFN, Medicare number), government issued ID, picture, biometric data

#### Sexual SI

About a person's sexual life or identity E.g. gender identity, sexual preferences, fetishes

#### Demographic

About a person's characteristics that are shared with others E.g. age ranges, income brackets, geographic

## History

About a person's history E.g. events that happened in person's life (WWN, 9/11)

**History** 

### Ethnicity SI

Describes a person's ethnic origins E.g. race, national or ethnic in, languages, accents

### **Outer Person**

#### Health HI SI

About a person's health, medical conditions or health care E.g. physical and mental health, test abilities, treatments, family or individual health history

#### **Physical**

About a person's physical characteristics E.g.height, weight, age, hair colour, skin tone, tattoos,

### **Tracking**

#### **Personal Device**

About a device used for personal purposes Eg. IP address, MAC address, online activity

#### **Contact**

Details to contact a person E.g. email address, postal address, phone, mobile

#### Location

About a person's E.g. country, GPS coordinates, room number

#### **Opinions**

Personal preferences, opinions or interests E.g. Opinions, political opinions SI, intentions. interests, likes and dislikes

#### **Authenticating**

A person's authenticating information

E.g. passwords, PIN, first pet's name

#### **Inner Person**

## **Finances**

Spending bank account details About a person's purchases, spending or income E.g. purchases, sales, income, loan details, transactions, taxes, purchases and spending habits

**Personal Understanding** 

A person's knoweldge or beliefs E.g. religious beliefs SI , philosophical beliefs SI , thoughts, what they know

Possession

Things a person has

owned, rented, or

borrowed

E.g. cars, houses, personal

possessions

### **Interactions**

### Occupation

About a person's education or career E.g. job titles, salary, work history, membership of a professional/trade ssociation or trade union SI

#### Criminal SI

About a person's criminal activity E.g. criminal convictions, charges, pardons

### Communication

A person's communications E.g. phone recordings voicemail, email, SMS,

### Community

Credit A person's financial

reputation

E.g. credit records, credit

worthiness, credit capacity

Account

About a person's

financial account E.g. credit cord details,

About a person's friends or social connections E.g. friends, connections, acquaintances, associates, group membership

#### **Public Life**

About a person's public life E.g. reputation, social status,

marital status, religion SI political affiliations SI,

#### **Family**

About a person's family and relationships g. family structure, siblings, offspring, marriages, divorces