

When it comes to PII

It's all about the combination



Combining certain identifiers adds up to PII

◆ Direct Identifiers

- Name
- Social Security Number
- Date of Birth
- Home Address
- Email Address
- Phone Number
- Driver's License Number
- Passport Number
- Biometric Data
- Financial Information

◆ Indirect Identifiers

- Gender, Race, or Ethnicity
- Occupation
- Education Level
- Marital Status
- Medical Information
- IP Address
- Browser Cookies
- Purchase History
- Web Browsing History
- Social Media Activity
- Location Data, Zip Code
- Vehicle Registration