

# 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.

<b>Identifiers</b>	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 him or her.
<b>Access control</b>	Username and passwords
<b>Demographic information</b>	Race, gender, sex, pregnancy, marital status, or national, ethnic or social origin, colour, sexual orientation, age, physical or mental health or well-being, disability, religion, conscience, belief, culture, language and birth.
<b>Contact details</b>	Physical and postal addresses, email addresses, telephone numbers, online identifiers (e.g. a person's twitter handle), location information.
<b>Financial information</b>	Bank and other account numbers, bank statements, salary information, financial statements.
<b>Background information</b>	Educational, financial, employment, medical, criminal, or credit history.
<b>Biometric information</b>	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.
<b>Personal opinions</b>	A person's personal opinions, views and preferences.
<b>Correspondence</b>	Private or confidential correspondence and any further correspondence that would reveal the contents of the original correspondence.

