

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 him or her.
Access control	Username and passwords
Demographic information	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.
Contact details	Physical and postal addresses, email 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	Private or confidential correspondence and any further correspondence that would reveal the contents of the original correspondence.

