

## CCPA

# WHAT IS PERSONAL INFORMATION?

The California Consumer Privacy Act gives consumers in California more control over the personal information that businesses collect about them.

And it places legal requirements on businesses that collect and use personal information.

## WHAT IS “PERSONAL INFORMATION”

Information that:

- ① *identifies,*
- ① *relates to,*
- ① *describes,*
- ① is reasonably capable of being associated with or could reasonably be linked, directly or indirectly, to **a particular consumer or household.**




## CATEGORIES OF PERSONAL INFORMATION (“PI”)

### Basic identifying information, like:

- Name
- Email address
- Mailing address
- SSN
- Financial Account Information
- Signature
- Physical Characteristics
- Passport
- Driver’s License
- Sensitive personal information (*race, religion, ethnic origin, sexual orientation, etc.*)

### Internet activity, like:

- Search or Browsing History
  - Cookie Data
  - Interest Data
  - IP Addresses
  - Online Interactions
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## **Behavioral data, like**

- ⦿ Tendencies
- ⦿ Products/Services Considered
- ⦿ Inferences
- ⦿ Interest Data
- ⦿ Order History
- ⦿ Purchase History

## **AND**

- ⦿ Biometric information
- ⦿ Geolocation information
- ⦿ Professional / Employment-related information
- ⦿ Education-related information

There are even more categories - these are just some of the most common. The definition of “Personal Information” under the CCPA is very broad!

