

Privacy Definitions

Privacy¹

The rights and obligations of individuals and organizations with respect to the collection, use, retention, disclosure and disposal of personal information.

Information that is about, or can be related to, an identifiable individual and is sometimes referred to as Personally Identifiable Information, or PII. Most information collected by an organization about an individual is likely to be considered personal information if it can be attributed to an identified individual.

Some personal information requires an extra level of protection and a higher duty of care. For example, some jurisdictions may require explicit consent rather than implicit consent for the collection and use of some types of personal information. Examples of personal information are:

Name	Religious or philosophical beliefs
Home or email address	Trade union membership
Identification number (Social Security #)	Sexual preferences
Physical characteristics	Information related to offenses or criminal convictions
Consumer purchase or billing history	Image, audio or video recording
Household information	Driver's license information
Information on medical or health conditions	Biometric data
Financial information	Birthdate
Racial or ethnic origin	Location information
Political opinions	GPS

Privacy Review Implications

If your project deals with any sensitive information, you will need to complete a Privacy Threshold Analysis form with your Privacy Champion. A review of that form will determine if a more involved Privacy Impact Assessment is necessary or if you may use Toolkit resources to meet privacy commitments.

¹http://www.aicpa.org/InterestAreas/InformationTechnology/Resources/Privacy/GenerallyAcceptedPrivacyPrinciples/DownloadableDocuments/GAPP_BUS_%200909.pdf