1. if we are storing confidential information such as credit card information or medical records we absolutely must store that data in a private cloud but when it comes to non-sensitive info, we can store it in a public cloud if it keeps costs down.
2. hybrid is combo of public and private some info is stored in shared cloud and some in private

**Hybrid Cloud:** Typical example of Hybrid cloud would be, Let's say that you have front (Web) and backend (DB) servers. For whatever reason, be it compliance or anything you want to keep DB in you on-premise, but you can still go for cloud and place your Front-end servers, i.e Web servers on public cloud take advantage of services available. A connection between On-prem to Public is called hybrid cloud.

Hybrid Cloud = Private Cloud/On-premise + Public Cloud   
Hybrid Cloud = Public Cloud + Public Cloud