A black and white photograph of a group of soccer players in blue jerseys, likely the French national team, cheering and celebrating. They are wearing armbands with the word "LIVING" and the FIFA logo. One player's jersey has the number 1 on it. The background shows a stadium with lights.

# COURTNEY KISSLER

---

VP NIKE DIRECT PLATFORM ENGINEERING

# ANNE BRADLEY

---

CHIEF PRIVACY OFFICER



@annebradley  
@chawklady

# COURTNEY KISSSLER

MY JOURNEY

COST -> SPEED

Nordstrom

EXECUTIVE  
TRANSITION

Starbucks

TODAY

Nike

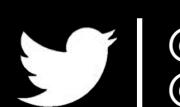


# ANNE BRADLEY

MY JOURNEY

HACKTIVIST

Slashdot / EFF



@annebradley  
@chawklady

```
$ open catfood
ble to open catfood
enied
$ cat > canopener.py
python
t
t.socket(socket.AF_INET,socket.SOCK_STREAM)
('127.0.0.1',770)
1'*1337
xFE\xEF\x08
en("msf-bindshell-8888.bin").read()
ash+eip+payload)

$ chmod +x canopener.py; ./canopener.py
$ nc -vv localhost 88
27.0.0.1] 8888 (?) open
od
cious catfood...
```

TECH LAWYER

Law School / Firms / Hulu

hulu



THE LODGE

JUST DO IT.

TODAY

Nike





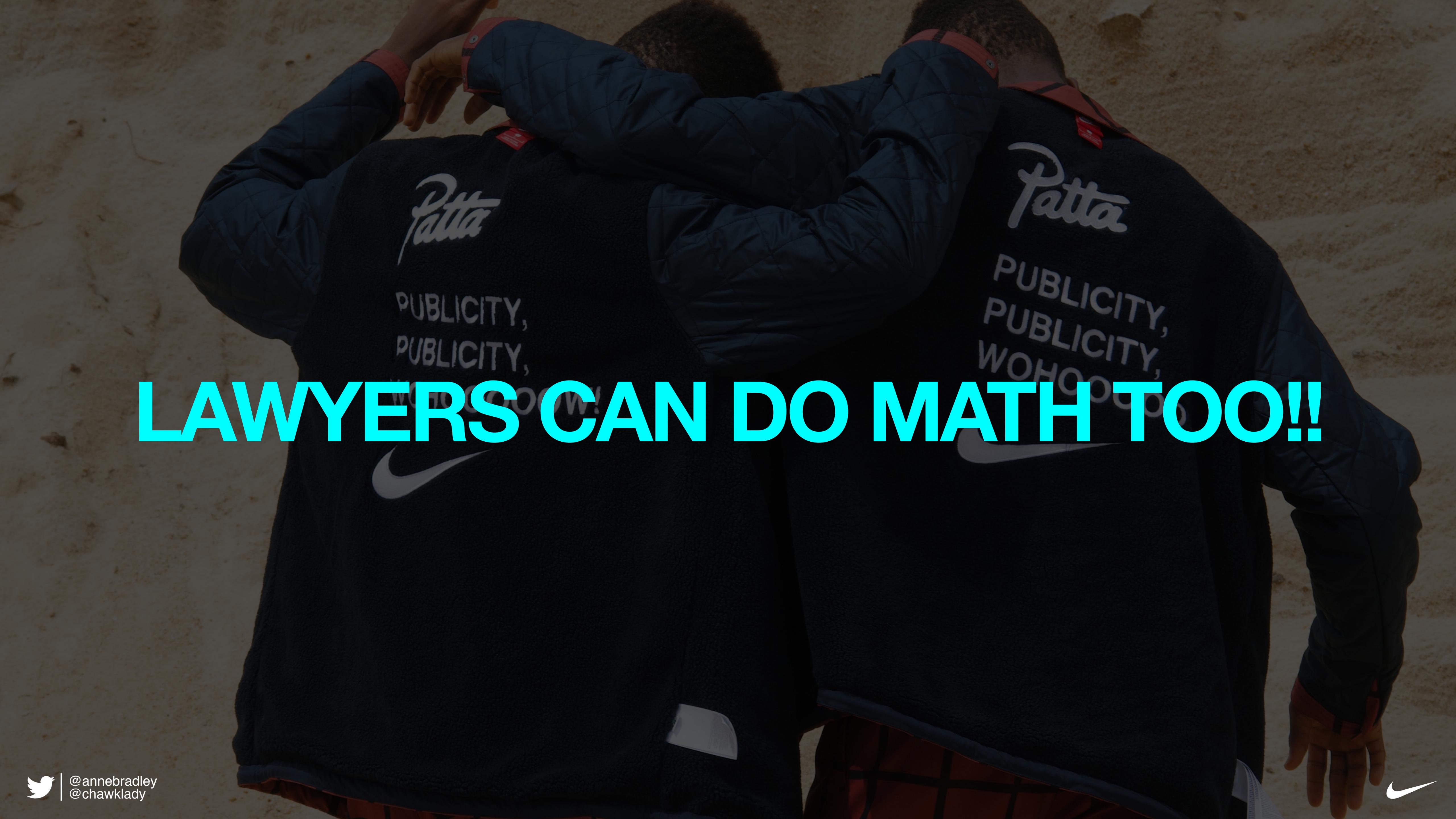
A dynamic photograph of three male runners in mid-stride on a grey asphalt track. The runner on the left wears a light blue tank top and black leggings. The middle runner wears a red tank top and black leggings. The runner on the right wears a white tank top and white leggings. They are all wearing light-colored running shoes with dark soles. In the background, there are green stadium seats and a person in a blue jacket standing near the stands.

TEAMWORK MAKES  
THE DREAM WORK



@annebradley  
@chawklady



A photograph of two men from behind, wearing dark-colored, quilted jackets. The jacket on the left features the word "Patta" in white script and "PUBLICITY, PUBLICITY, WOHOOO!!" in white block letters. The jacket on the right also features "Patta" in white script and "PUBLICITY, PUBLICITY, WOHOOO!!" in white block letters. Both jackets have a small red rectangular patch on the shoulder. A white Nike swoosh logo is visible on the lower left of each jacket. The man on the right is holding a basketball.

LAWYERS CAN DO MATH TOO!!



@annebradley  
@chawklady

X \$34.3B (\$1.74B IN REVENUE)

NEGATIVE<sup>5</sup> ROI IS REAL.

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# Personally identifiable information

From Wikipedia, the free encyclopedia

"*Private information*" redirects here. For the 1952 British film, see *Private Information*.

**Personal information**, described in United States legal fields as either **personally identifiable information (PII)**, or **sensitive personal information (SPI)**,<sup>[1][2][3]</sup> as used in **information security** and **privacy laws**, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. The abbreviation PII is widely accepted in the U.S. context, but the phrase it abbreviates has four common variants based on *personal / personally*, and *identifiable / identifying*. Not all are equivalent, and for legal purposes the effective definitions vary depending on the jurisdiction and the purposes for which the term is being used. (In other countries with privacy protection laws derived from the OECD privacy principles, the term used is more often "personal information", which may be somewhat broader: in Australia's *Privacy Act 1988* (Cth) "personal information" also includes information from which the person's identity is "reasonably ascertainable", potentially covering some information not covered by PII.)

Under European and other data protection regimes, which centre primarily around the **General Data Protection Regulation**, the term "personal data" is significantly broader, and determines the scope of the regulatory regime.<sup>[4]</sup>

NIST Special Publication 800-122<sup>[5]</sup> defines PII as "any information about an individual maintained by an agency, including (1) any information that can be used to distinguish or trace an individual's identity, such as name, social security number, date and place of birth, mother's maiden name, records and other information that is linked or linkable to an individual, such as medical, educational, financial, and employment information." So, for example, a user's address is not a PII, but it is classified as one if it is<sup>[6]</sup>

The concept of PII has become prevalent as information technology and the internet have made it easier to collect PII leading to a profitable market in collecting and reselling PII. PII can also be exploited by criminals to **stalk** or **steal** the identity of a person, or to aid in the planning of criminal acts.<sup>[7]</sup> As a response to these threats, many website **privacy policies** specifically address the gathering of PII,<sup>[citation needed]</sup> and lawmakers<sup>[who?]</sup> have enacted a series of legislation<sup>[which?]</sup> to limit the distribution and accessibility of PII.<sup>[citation needed]</sup>

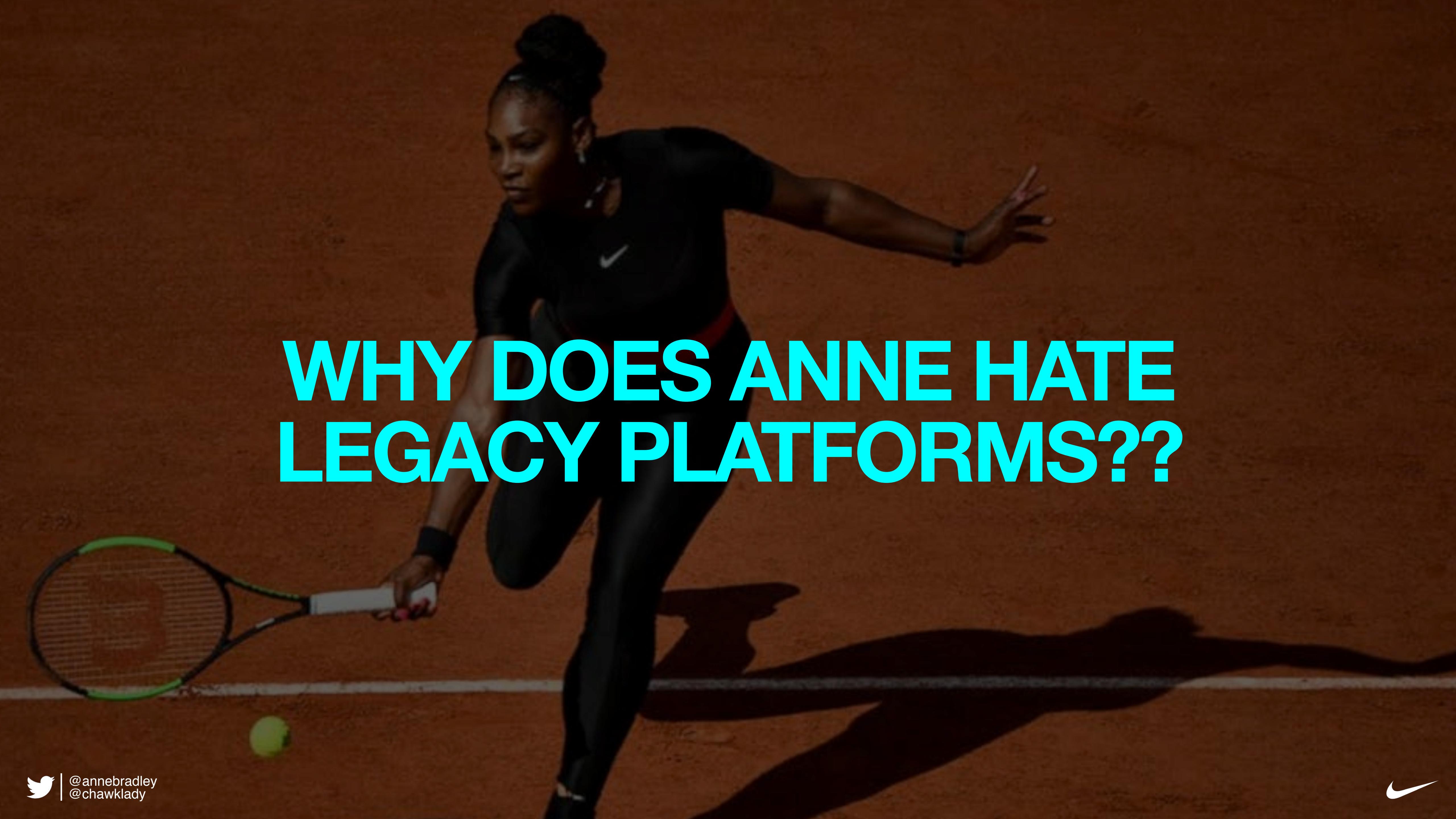
However, PII is a legal concept, not a technical concept, and as noted, it is not utilised in all jurisdictions. Because of the versatility and power of modern re-identification algorithms,<sup>[8][9][10]</sup> the absence of PII data does not mean that the remaining data does not identify individuals. While some attributes may not be uniquely identifying on their own, any attribute can be potentially identifying in combination with others.<sup>[11][12]</sup> These attributes have been referred to as **quasi-identifiers** or **pseudo-identifiers**.<sup>[13][14]</sup> While such data may not constitute PII in the United States, it is highly likely to remain personal data under European data protection law.<sup>[4]</sup>

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- 1 NIST definition
- 2 In privacy law
  - 2.1 Australia
  - 2.2 Canada
  - 2.3 European Union
    - 2.3.1 United Kingdom
  - 2.4 New Zealand
  - 2.5 Switzerland
  - 2.6 United States
    - 2.6.1 State laws and significant court rulings
    - 2.6.2 Federal law
  - 2.7 Other countries

A group of diverse women are cheering and running behind a yellow caution tape. They are wearing various athletic and casual clothing, including a pink top, a white shirt, and an orange skirt. The background shows a cloudy sky and some red and white striped barriers.

# WHAT WE DELIVERED

A woman with dark hair tied up in a bun is captured in mid-motion on a clay tennis court. She is wearing a black short-sleeved top and black leggings. Her right arm is extended forward, and her left arm is bent at the elbow. She is holding a tennis racket with both hands, and a tennis ball is visible near her feet. The background shows the textured surface of the clay court.

# WHY DOES ANNE HATE LEGACY PLATFORMS??



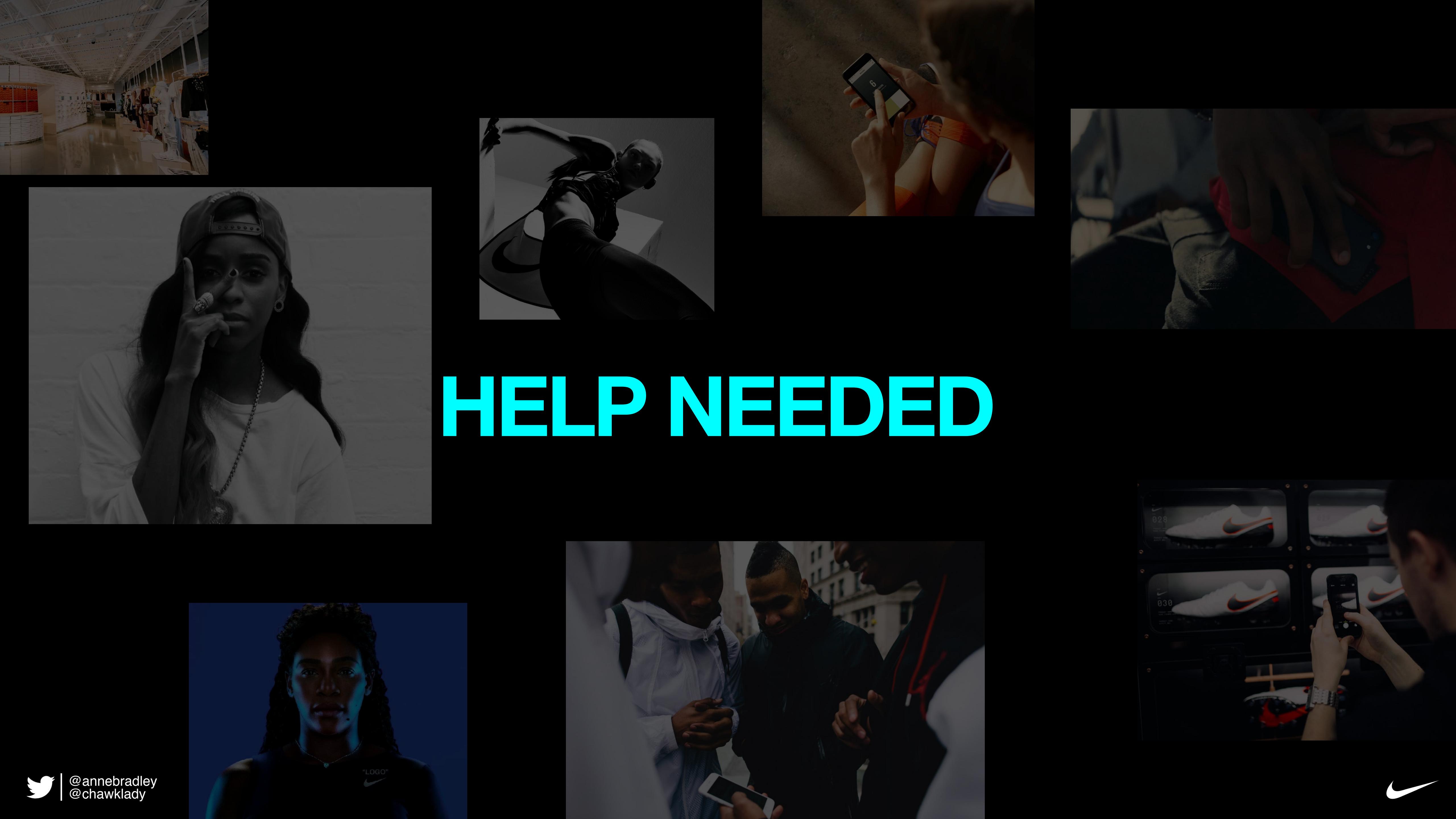
@annebradley  
@chawklady



# SO WHAT'S NEXT...



# HOW CAN YOU BUILD YOUR BIGGER TEAM?



The background of the image is a collage of nine smaller photographs arranged in a grid-like pattern. The images include: a store interior with displays; a woman in a white t-shirt and cap; a runner in motion; a person using a smartphone; a close-up of a hand holding a phone; a woman with braided hair; two men looking at a phone; a display of Nike shoes; and a person taking a photo of a display.

# HELP NEEDED



JUS  
T  
DO  
IT.

EVERY  
DAMN  
DAY