

Tier 1

Tier 2.a

Tier 2.b

More Conservative

Information Type	
Politics	-33
SSN	-100
Friends	-33
Location	-100
Health	-100
Religion	-93
Shopping	7
Mean	-65
Sensitivity Tier 1	

	Dr	Insurance	Online	Work	Library	Education	Store	non.	com.	Mean
Politics	-100	-100	-82	-95	-100	-100	-100	-94	-100	97
SSN	-100	-25	-100	-100	-100	-100	-100	-100	-79	-89
Friends	-100	-100	-72	-78	-78	-75	-75	-66	-99	-82
Location	-40	-75	-75	-85	-100	-80	-100	-66	-93	-79
Health	0	-30	-100	-100	-100	-100	-100	-71	-80	-76
Religion	-25	-100	-80	-75	-75	-80	-100	-53	-100	-76
Shopping	-75	-75	-50	-75	-62	-92	-75	-62	-82	-72
Mean	-63	-72	-80	-87	-88	-90	-93	-73	-90	-82
	Actor							Use		

Less Conservative

Information Type	Dr	Insurance	Online	Work	Library	Education	Store	non.	com.	Mean
Politics	-75	-75	-100	-75	-45	-70	-30	-34	-100	-67
SSN	-25	-25	-100	-75	-100	-75	-75	-43	-93	-68
Friends	-78	-75	-85	-75	15	-75	-100	-52	-83	-68
Location	-82	-92	-75	-75	-10	-25	-78	-32	-93	-62
Health	0	0	-75	-25	-75	-100	-75	-7	-93	-50
Religion	-18	-92	-80	-78	-10	-25	-12	-4	-83	-45
Shopping	-2	-88	-75	-35	2	-20	-88	6	-93	-44
Mean	-40	-64	-84	-62	-32	-56	-65	-24	-92	-58
	Actor							Use		

Less Conservative

**Dr. Tompkins** carefully collected the necessary documents from his patient, John, which included his **social security number**. He required it as part of his new diagnostic procedure, something revolutionary in medical examinations. The doctor assured John that this was merely to better **diagnose and treat** his mysterious condition. He guaranteed no misuse, only absolute confidentiality with the assimilation of his personal information.

Your **social security number** is collected by **your doctor** in order to **diagnose and treat** your condition.