

# Automated Decision Making



# Consent



# Context



# Data Source



# Evaluation and Scoring



# Innovative Use of New Technologies



# Large Scale Processing



# Legal Basis





# Legal Entity



## **Authority**

**L** Data Protection Authority

## **Data Controller**

## **Data Protection Officer**

## **Data Subject**

**L** Child

**L** Vulnerable Data Subject

## **Recipient**

**L** Data Processor

**L L** Data Sub-Processor

**L** Third Party

## **Representative**

# Matching and Combining



# Personal Data Category



## Derived Personal Data

### External

- L Behavioral
- L L Attitude
- L L Authentication History
- L L Browsing Behavior
- L L Call Log
- L L Demeanor
- L L LinkClicked
- L L Personality
- L L Service Consumption Behavior
- L L L TV Viewing Behavior
- L Demographic
- L L Geographic
- L L Income Bracket
- L L Physical Trait
- L Ethnicity
- L L Ethnic Origin
- L L Language
- L L L Accent
- L L L Dialect
- L L Race
- L Identifying
- L L Biometric
- L L L Fingerprint
- L L L Retina
- L L Name
- L L Official ID
- L L Picture
- L L UID
- L L Username
- L MedicalHealth
- L L Blood Type
- L L Disability
- L L DNA Code
- L L Drug Test Result
- L L Health
- L L L Mental Health
- L L L Physical Health
- L L Health History
- L L L Family Health History
- L L L Individual Health History
- L L Health Record
- L L Prescription
- L PhysicalCharacteristic
- L L Age
- L L Gender
- L L Hair Color
- L L Height
- L L Piercing
- L L Skin Tone
- L L Tattoo

- L L Weight
- L Sexual
- L L Fetish
- L L Proclivitie
- L L Sexual History
- L L Sexual Preference

### Financial

- L Financial Account
- L L Account Identifier
- L L L Financial Account Number
- L L L Payment Card Number
- L L L L Credit Card Number
- L L Bank Account
- L L Payment Card
- L L L Payment Card Expiry
- L L L Payment Card Number
- L L L L Credit Card Number
- L Ownership
- L L Car Owned
- L L House Owned
- L L L Apartment Owned
- L L Personal Possession
- L Transactional
- L L Credit
- L L L Credit Capacity
- L L L Credit Record
- L L L Credit Standing
- L L L Credit Worthiness
- L L L L Credit Score
- L L Income
- L L Loan Record
- L L Purchase
- L L Purchases and Spending Habit
- L L Sale
- L L Tax
- L L Transaction

### Historical

- L Life History

### Internal

- L Authenticating
- L L Password
- L L PIN Code
- L L Secret Text
- L Knowledge and Beliefs
- L L Philosophical Belief
- L L Religious Belief
- L L Thought
- L Preference
- L L Favorite

# Personal Data Category



- L L L Favorite Color
- L L L Favorite Food
- L L L Favorite Music
- L L Intention
- L L Interest
- L L L Dislike
- L L L Like
- L L Opinion
- L L Privacy Preference

## Social

- L Communication
- L L Email Content
- L L Social Media Communication
- L L Voice Communication Recording
- L L Voice Mail
- L Criminal
- L L Criminal Charge
- L L Criminal Conviction
- L L Criminal Pardon
- L Family
- L L Family Structure
- L L L Divorce
- L L L Marriage
- L L L Offspring
- L L L Parent
- L L L Sibling
- L L Relationship
- L Professional
- L L Disciplinary Action
- L L Employment History
- L L Job
- L L Professional Certification
- L L Professional Evaluation
- L L Professional Interview
- L L Reference
- L L Salary
- L L School
- L L Work History
- L Public Life
- L L Character
- L L Communications Metadata
- L L General Reputation
- L L Interaction
- L L Marital Status
- L L Political Affiliation
- L L Religion
- L L Social Status
- L Social Network
- L L Acquaintance
- L L Association
- L L Connection
- L L Friend

- L L Group Membership

## Special Category Personal Data

- L Biometric
- L L Fingerprint
- L L Retina
- L Ethnic Origin
- L MedicalHealth
- L L Blood Type
- L L Disability
- L L DNA Code
- L L Drug Test Result
- L L Health
- L L L Mental Health
- L L L Physical Health
- L L Health History
- L L L Family Health History
- L L L Individual Health History
- L L Health Record
- L L Prescription
- L Philosophical Belief
- L Political Affiliation
- L Race
- L Religion
- L Religious Belief
- L Sexual
- L L Fetish
- L L Proclivitie
- L L Sexual History
- L L Sexual Preference

## Tracking

- L Contact
- L L Email Address
- L L Physical Address
- L L Telephone Number
- L Device Based
- L L Browser Fingerprint
- L L Device Software
- L L L Device Applications
- L L L Device Operating System
- L L IP Address
- L L MAC Address
- L Location
- L L Country
- L L GPS Coordinate
- L L Room Number

# Personal Data Handling



# Processing



## Copy

### Disclose

- L Disclose by Transmission
- L Disseminate
- L Make Available
- L Share
- L Transmit

### Obtain

- L Acquire
- L Collect
- L Record

### Organise

- L Structure

### Remove

- L Destruct
- L Erase

## Store

### Transfer

- L Move

### Transform

- L Adapt
- L Align
- L Alter
- L Anonymise
- L Combine
- L Derive
- L Pseudo-Anonymise
- L Restrict

### Use

- L Analyse
- L Consult
- L Profiling
- L Retrieve

# Purpose



## **Commercial Interest**

- L Marketing
- L L Advertising
- L L L Personalised Advertising
- L L Direct Marketing
- L L Social Media
- L Sell Data to Third Parties
- L Sell Insights from Data
- L Sell Products to Data Subject
- L Sell Targetted Advertisements

## **Legal Compliance**

## **Research and Development**

- L Academic Research
- L Commercial Research
- L Non-Commercial Research

## **Security**

- L Access Control
- L Fraud Prevention and Detection
- L Identity Verification

## **Service Optimization**

- L Optimisation for Consumer
- L L Optimise User Interface
- L Optimisation for Controller
- L L Improve Existing Products and Services
- L L Improve Internal CRM Processes
- L L Increase Service Robustness
- L L Internal Resource Optimisation

## **Service Personalization**

- L Create Personalized Recommendations
- L L Create Event Recommendations
- L L Create Product Recommendations
- L Personalised Advertising
- L Personalised Benefits
- L User Interface Personalisation

## **Service Provision**

- L Analytics
- L Customer Care
- L L Communication for Customer Care
- L Payment
- L Registration and Authentication

# Right



**Data Subject Right**



# Risk



# Sector



# Systematic Monitoring



# Technical and Organisational Measure



## Organisational Measure

- L Authorisation Procedure
- L Certification and Seal
- L L Certification
- L L Seal
- L Consultation
- L L Consultation with Authority
- L Guidelines Principle
- L L Code of Conduct
- L L Design Standard
- L L Privacy by Default
- L Impact Assessment
- L L Data Protection Impact Assessment (DPIA)
- L L Privacy Impact Assessment
- L Legal Agreement
- L L Contract
- L L Non-Disclosure Agreement (NDA)
- L Risk Management Procedure
- L L Privacy by Design
- L L Regularity of Re-certification
- L L Staff Training

## Risk Mitigation Measure

### Technical Measure

- L Access Control Method
- L Authentication Protocols
- L L Single Sign On
- L Pseudonymisation and Encryption
- L L Encryption in Rest
- L L Encryption in Transfer
- L L Pseudo-Anonymization
- L L L Anonymization
- L L L De-Identification
- L Storage Restriction
- L L Storage Deletion
- L L Storage Duration
- L L Storage Location
- L L Storage Restoration