

Sensitive Attribute Policy

Definition

Sensitive attributes include health status, religion, sexual orientation, political opinions, union membership, precise geolocation.

Prohibitions

Do not target or infer segments based on sensitive attributes or proxies.

Allowed with Guardrails

Pet ownership (dog/cat) may be used when lawfully collected and cohorts remain ≥ 50 ; do not combine with other traits to infer health conditions.