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Types of information	provide service & maintain site	research & development	marketing	profiling	other companies	researchers	Government upon request
demographic information	-1  0	+1  -1	+1  -1	0  +1	+2  -1	+1  -1	-1  -1
	0  +1	 +1	-1  +1	+1  0	-1  +1	 +1	0  +1
health information	+1  0	+1  -1	+1  -1	0  +1	+1  -2	+2  -2	-1  -2
	0  +1	-1  +1	-2  +1	+1  0	-2  +1	-2  +2	-2  +3
purchasing information	+1  -1	+2  -2	+2  -2	+2  -1	+2  -2	+1  -1	-1  -2
	+1  -1	+1  -1	-2  +1	+1  -1	-2  +1	-1  +1	-1  +1
contact list	0  0	+1  -1	+1  -3	0  +1	+1  -2	+1  -1	-1  -2
	-1  +1	-1  +1	-2  +2	+1  0	-2  +2	-1  +1	+0  +1
your activity on this site	+1  -1	+2  +1	+1  -1	+2  -1	+2  -2	+1  -1	-1  -2
	+1  -1	+1  0	-1  +1	0  +1	-2  +2	-1  +1	-1  +1
your location	+1  -1	+2  -2	+2  -2	+1  -1	+2  -2	+2  -2	-1  -2
	+1 0	+1 0	-2 +2	+1 -1	-2 +2	-1 +1	-1 +1