Rank	Data	VUR
1	a video of you unclothed	95.97%
2	bank account information	95.91%
3	social security number	94.84%
4	video of you entering in your PIN	92.67%
5	a photo of you unclothed	92.59%
6	an incriminating/embarrassing photo of you	91.39%
7	username and password for websites	89.55%
8	credit card information	88.98%
9	an incriminating/embarrassing video of you	88.41%
10	a random (inward-facing) photo you at home	87.50%
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64	eye movement patterns (for eye tracking)	40.51%
65	when and how much you exercise	38.66%
66	when you are happy or having fun	34.75%
67	which television shows you watch	30.20%
68	when you are busy or interruptible	29.50%
69	music from your device	28.06%
70	your heart rate	27.50%
71	your age	24.29%
72	the language you speak	15.86%
73	your gender	15.00%

Table 1: The 10 most and least upsetting data types, across all recipients.