# [PII (Personally identifiable information)](https://www.khanacademy.org/computing/computers-and-internet/xcae6f4a7ff015e7d:online-data-security/xcae6f4a7ff015e7d:untitled-lesson-45/a/pii-personally-identifiable-information)

**Personally Identifiable Information** (**PII**) PII refers to any data that can directly (name, biometrics, social security number) or indirectly (age, race, location, medical data) identify individuals.

Organizations use PII to improve users' online experiences.

For example, an e-commerce website like Amazon stores PII (my shopping history) so that it can make better item recommendations.

Linkable PII, which refers to data that can be combined from separate sources to identify individuals.

E.g.- The phone number when linked with the phone book could indirectly identify someone.