



Data and Privacy Category Guides

Apple ID account and device information

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Category Name	Where Apple gets this information	Purpose	Disclosures to Third Party Businesses
Identifiers (e.g., name, Apple ID, email address, mobile, Pay account numbers)	Your Apple ID account information such as name, email address, phone number from Apple systems; hardware identifiers, such as serial number, and IP address from your device	To create your account To provide you Apple services To backup and sync your information across devices To share content, at your direction	At your direction, your Apple ID or first and last name may be shared with certain third party apps that are iCloud-enabled
Protected classes (e.g., race, ethnicity, gender, elderly, marital status, sexual orientation)	Your age is collected from you	To create your account To provide you with relevant Apple services	None
Commercial information (e.g., order number, payment and billing information)	Payment methods are collected directly from you	To provide you the services you have requested To backup and sync your information across devices	None
Biometric information (e.g., faceprints, retina scans, identifiable gait patterns)	N/A	N/A	N/A
Network activity information (e.g., your activity on an app or website, your App Store searches)	iCloud usage data is collected from your device	To provide you with service and support To check your eligibility for service offers To improve the quality of the service	None
Geolocation data	N/A	N/A	N/A
Sensory data (e.g., heat imaging, microphone data)	N/A	N/A	N/A

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Employment information (e.g., qualifications, employer)	N/A	N/A	N/A
Education information (e.g., educational institution, student status)	N/A	N/A	N/A
Profile inferences (e.g., content recommendation, personalized settings)	N/A	N/A	N/A