



Data and Privacy Category Guides

Marketing communications, downloads, and other activity

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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 understand your marketing preferences and send you marketing communications	None
Protected classes (e.g., race, ethnicity, gender, elderly, marital status, sexual orientation)	N/A	N/A	N/A
Commercial information (e.g., order number, payment and billing information)	Information about your purchased and downloaded content is collected directly from you or Apple systems	<p>To allow you to re-download your content and access your subscriptions</p> <p>To allow other members of Family Sharing to access your purchased content</p> <p>To send you relevant marketing communications</p>	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)	Information about your device, including serial number and hardware identifiers are collected from your device, as is device registration data	<p>To associate your devices with your Apple ID account</p> <p>To send you relevant marketing communications and understand the effectiveness of marketing campaigns</p>	None
Geolocation data	N/A	N/A	N/A

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Sensory data (e.g., heat imaging, microphone data)	N/A	N/A	N/A
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