Data and Privacy Category Guides

Other data

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Other data

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 To enable you to recover your Apple account from a trusted recovery device	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)	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

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Network activity information (e.g., your activity on an app or website, your App Store searches)	iCloud usage data and information is collected from your device and from Apple systems; for users with iOS 11.3 or later, information about your Maps search history and favorites is collected from your device	To provide you with service and support To check your eligibility for service offers To understand how you use our services and to improve their quality To prompt you with places you have selected as a favorite or frequently searched for in Maps	None
Geolocation data	N/A	N/A	N/A
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