

CCPA Personal Information

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Personal information may mean different things to different people. Fortunately, California law gives us a clear definition. Under the California Consumer Privacy Act, personal information includes any data that identifies, relates to, or could reasonably be linked to you or your household, directly or indirectly.

Personal information includes:

- Name or nickname
- Email address
- Purchase history
- Browsing history
- Location data
- Employment data
- IP address
- Profiles businesses create about you, including pseudonymous profiles ("user1234")

Sensitive personal information

What is sensitive personal information?

Sensitive personal information is a specific subset of personal information that describes certain types of personal information that are more sensitive in nature. You have the right to limit a business's use and disclosure of your sensitive personal information to only certain purposes under the law.

Sensitive personal information includes:

- Social security or passport number, driver's license, or state ID
- Financial account credentials
- A consumer's precise geolocation
- Racial or ethnic origin, citizen or immigration status, religious or philosophical beliefs, or union membership
- Contents of messages (e.g., emails, texts, chats), unless it's directed to the business
- Genetic data
- Biometrics, like facial recognition
- Information concerning your health, sex life, or sexual orientation

How does a business get my personal information?

Businesses can collect information about you in several ways, such as:

- You provide it directly to the business.
- The business collects your information in the background.
- The business collects information about the actions you take online, including via smart devices.
- The business buys information about you.