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| Classification |
| AT&T Proprietary (Internal Use Only) |
| AT&T Proprietary (Restricted) |
| AT&T Proprietary (Secure Restricted) |
| AT&T Proprietary (Sensitive Personal Information) |
| Driver's license Number |
| Taxpayer identification Number |
| U.S. Social Security Number (SSN) |
| Nationally-Issued Identification Number |
| State or Province-Issued Identification Number |
| Payment Card Number |
| Payment Card Security Data |
| Bank Account Number |
| Customer Authentication Credentials |
| Customer Authentication Credentials Hints |
| Location-Based Information |
| Location-Based Information (LBI) |
| Date of Birth |
| Date of Birth (DOB) |
| U.S. Social Security Number |
| Biometric Data |
| Criminal History |
| Racial or Ethnic Origin |
| Trade Union Membership |
| Information Related to Individual’s Political Affiliation |
| Religious Belief |
| Sexual Orientation |
| U.S. Protected Health Information |
| U.S. Protected Health Information (PHI) |
| Medical and Health Information |
| Customer Set Top Box Viewing History |
| Customer Web Browsing History |
| Digital Life Data |