What Is "Personal Information"?

California Privacy Protection Agency

This document is for informational purposes only. It is not exhaustive and does not implement, interpret, or make specific the law enforced or administered by the CPPA, establish substantive policy or rights, or constitute legal advice. Nor does this document represent all of the potentially applicable law.

Personal information includes any data that identifies or is capable of being associated with a person or household. It includes sensitive personal information.

Personal Information includes:

- Your name or nickname
- Email address
- Purchase history
- Biometrics, like facial recognition
- Browsing history
- Location data
- Employment data
- IP address
- Profiles about you, including pseudonymous profiles (*"user1234"*)
- Sensitive personal information

Sensitive Personal Information includes:

- Social Security or passport number, driver's license or state ID
- Financial information
- Precise geolocation
- Racial or ethnic origin, immigration or citizenship status
- Religious or philosophical beliefs, or union membership
- Contents of messages (*e.g., emails, texts, chats*), unless it's directed at the business
- Genetic data
- Information concerning your health, sex life, or sexual orientation

Personal Information DOES NOT include:

- Publicly available information, such as court records
- Information you make available without restriction or that is available to a widely distributed audience
- De-identified or aggregated information

Consumers have the right to limit a business's use and disclosure of sensitive personal information to certain purposes. Consult an attorney for legal advice about any rights or obligations you may have under the law.

For more information

California Privacy Protection Agency
https://cppa.ca.gov/faq

The California Privacy Protection Agency's mission is to protect consumer privacy, ensure that businesses and consumers are well-informed about their rights and obligations, and vigorously enforce the California Consumer Privacy Act.

Supporting Resources: Civil Code § 1798.140(b), (m), (v), (w), (aa), (ae).