



Figure 50: Top Level Information Type Classes

- **Characteristic** pertains to any data that can be used to identify a person. Typically this means names, contact information, email addresses, gender, age, dates of birth and other demographic data.
- **Location** refers to items that depict location.
- **Temporal** refers to time stamps rather than specific dates and times such as dates of birth. However, depending upon the context, it may be that a given time is classified in both the Temporal and one of the Characteristic categories.
- **Health** includes both medical and personal health details such as exercise information such as heart rates.
- **Financial** includes information that pertains to monetary data including credit/debit cards, monetary amounts, account information, purchase transactions, receipts etc.
- **Identifier** includes user IDs, device IDs, sessions IDs etc. This category also includes certain kinds of addresses, specifically machine addresses such as IP.
- **Content** relates to user generated content generally of a free-form nature such as the body of an email, social network postings and various kinds of media, for example, photographs. This also takes into consideration structures such as events, log entries, passwords etc. This classification implies that the data has further structure.

These classifications can refer to both individual fields and structures, for example, the fields *lat, long, accuracy* would be classed together as being of the location type.

If fields have been encrypted or hashed, then these will be classified accordingly. For example, if a user identity is hashed then it *still acts as an identity* of some kind. This is critical to understand as transforming the representation of a field does not necessarily change the information type - this is a