Data Collection and Use Checklist

Basic Identity Information

- [ ] **Names**: Do you have records that include full names, first or last names only, or initials of individuals?

- [ ] **Dates of Birth**: Are you collecting birth dates for any reason, such as customer profiles, employee records, or user registrations?

Guidance: Basic identity information is often collected for identification purposes, customer management, or employee records. If you have any forms, databases, or records that include names or dates of birth, check these options.

Contact Information

- [ ] **Email Addresses**: Do you ask for email addresses in contact forms, newsletters sign-ups, or account registrations?

- [ ] **Phone Numbers**: Are phone numbers collected for customer service, order confirmations, or appointment settings?

Guidance: Contact information is crucial for communication with customers, employees, or users. If you communicate via email or phone for any part of your operations, you likely collect this data.

Financial Information

- [ ] **Credit Card Details**: Do you process payments that require credit card information?

- [ ] **Bank Account Numbers**: Are you involved in direct billing or payroll services that necessitate bank account details?

Guidance: Financial information is sensitive and requires high levels of protection. If your activities include any form of financial transactions or payroll processing, you're collecting this type of data.

Health Information

☐ **Medical Records**: Do you maintain records that include health history (mental or physical), treatment plans, information related to allergies, accessibility or medical diagnoses?

☐ **Health Insurance Details**: Are you collecting health insurance information for billing, claims, or employee benefits?

Guidance: Health information is often collected by healthcare providers, but it can also be relevant in employment contexts (e.g., for managing leave or insurance benefits). If you handle any health-related data, it's crucial to ensure its confidentiality and security.

Employment Information

☐ **Job Titles**: Do you keep records of employees' positions within your organization?

☐ **Work History**: Are you storing information about past employment, either for your employees or as part of recruitment processes?

☐ **Employer Details**: Do you collect information about where an individual is employed, for purposes such as references or professional associations?

Guidance: Employment information is typically collected as part of human resources management, including hiring, payroll, and employee administration. If you manage employees or job applicants, you will have this type of data.

Educational Information

☐ **Degrees Earned**: Do you collect information about the educational qualifications of individuals, such as degrees or certifications?

☐ **Schools Attended**: Are you gathering details about the schools or universities individuals have attended?

Guidance: Educational information is often collected during recruitment processes or for educational services. If you're involved in hiring, educational programs, or scholarship applications, you likely handle this type of data.

Online Identifiers

☐ **IP Addresses**: Do you track visitor IP addresses on your website for analytics or security purposes?

☐ **Cookies**: Are cookies used on your website to remember user preferences or track user activity?

☐ **Device IDs**: Do you collect unique device identifiers for mobile apps or online services?

Guidance: Online identifiers are key in digital environments for analytics, personalized services, or security. If you operate a website, app, or online platform, you're likely collecting this data.

Location Data

☐ **GPS Data**: Do you collect GPS or other location-based data through mobile apps or devices?

☐ **Location History**: Are you tracking the location history of individuals for services, analytics, or marketing?

Guidance: Location data is crucial for services that are dependent on or enhanced by a user's location. If your service offers location-specific content, recommendations, or security features, you collect this type of data.

Internet Activity

☐ **Browsing History**: Do you collect data on the websites or pages visited by individuals?

☐ **Search Queries**: Are you gathering information on what individuals are searching for online through your platforms or services?

☐ **Online Purchases**: Do you track purchase history or browsing behavior related to online shopping?

Guidance: Internet activity data is valuable for marketing, personalization of services, or improving user experience. If you analyze web traffic, user behavior, or e-commerce activities, you handle this data.

Cultural or Social Identity Information

☐ **Ethnicity**: Do you collect information on an individual's ethnicity for demographic analysis or diversity initiatives?

☐ **Religion**: Are you gathering data on religious beliefs for community services, surveys, or employee records?

☐ **Sexual Orientation**: Do you collect data on sexual orientation for research, support services, or diversity programs?

Guidance: Cultural or social identity information is sensitive and requires careful handling. If you're involved in activities that require demographic analysis, support services, or diversity and inclusion initiatives, you may collect this data.

Legal Information

☐ **Criminal Records**: Do you conduct background checks that include criminal history?

☐ **Legal Actions**: Are you collecting information about any legal actions involving individuals, such as litigation or disputes?

Guidance: Legal information is typically collected for security reasons, employment background checks, or legal services. If you perform background checks or are involved in legal services, you're likely to handle this data.

Commercial Information

☐ **Purchasing History**: Do you keep records of the goods or services purchased by individuals?

☐ **Product Preferences**: Are you tracking preferences, wish lists, or interests in specific products or services?

Guidance: Commercial information is key for customer relationship management, marketing, and sales. If you track customer interactions, sales history, or preferences for marketing purposes, you collect this type of data.

Biographical Information

☐ **Life Achievements**: Do you collect detailed information about an individual's life achievements, awards, or milestones?

☐ **Personal History**: Are you gathering comprehensive narratives or stories about individuals' personal backgrounds or life experiences?

Guidance: Biographical information is often collected for profiles, publications, or in-depth customer or member information. If you're creating detailed profiles or collecting in-depth personal stories, you handle this data.

Vehicle and Property Information

☐ **Vehicle Registration**: Do you collect details about vehicles owned or leased by individuals, such as registration numbers or vehicle types?

☐ **Property Ownership**: Are you gathering information on property ownership, including addresses and property values?

Guidance: Vehicle and property information is often collected for insurance purposes, financial services, or transactions involving these assets. If you deal with vehicle registrations, property transactions, or related services, you likely handle this data.

Membership Information

☐ **Club Memberships**: Do you keep records of individuals' memberships in clubs, associations, or organizations?

☐ **Association Affiliations**: Are you tracking affiliation with professional associations or societies?

Guidance: Membership information is relevant for organizations managing memberships, providing member benefits, or for networking purposes. If you manage or participate in membership-based services or communities, you collect this data.

Preferences and Interests

☐ **Preferences**: Do you gather information on individual preferences such as dietary restrictions, service preferences, or communication preferences?

☐ **Interests**: Are you collecting data on hobbies, activities, or areas of interest for marketing or personalization?

☐ **Behavior Patterns**: Do you analyze behavior patterns, such as shopping habits, content consumption, or usage patterns?

Guidance: Preferences and interests data is valuable for personalizing services, marketing, and improving user experience. If you tailor services or communications based on individual preferences or interests, you handle this data.

Identification Numbers

☐ **Social Security Numbers**: Do you collect social security numbers for identification, tax purposes, or employment?

☐ **Other Identification Numbers**: Are you gathering other unique identifiers, such as customer IDs or patient numbers?

Guidance: Identification numbers are critical for uniquely identifying individuals in many contexts, including financial, healthcare, and employment. If you use any unique identifiers for individuals, ensure their security and privacy.

Government-Issued Identifications

☐ **Driver's Licenses**: Do you collect copies or details of driver's licenses for verification or identification purposes?

☐ **Passports**: Are you gathering passport information for travel arrangements, identity verification, or legal compliance?

☐ **National ID Cards**: Do you require national ID cards for any services or transactions?

Guidance: Government-issued identifications are collected for a variety of reasons, including identity verification, legal compliance, and travel services. If you handle any government-issued IDs, strict privacy and security measures are essential.

Audiovisual Information

☐ **Photos:** Do you collect or store photographs of individuals for identification, marketing, or event purposes?

☐ **Videos**: Are you gathering video recordings, such as surveillance footage or event recordings?

☐ **Voice Recordings**: Do you record voice data for customer service, security, or other purposes?

Guidance: Audiovisual information can be sensitive, as it may reveal personal aspects of individuals. If you use photos, videos, or voice recordings in your operations, consider the privacy implications and secure consent where necessary.