

# Types of Personal Information

**Personal information** is defined in the *Information Privacy Act 2009* as:

*Information or an opinion, including information or an opinion forming part of a database, whether true or not, and whether recorded in a material form or not, about an individual whose identity is apparent, or can reasonably be ascertained, from the information or opinion.*

The diagram below provides examples of information elements that may be considered personal information, either on their own, or in a combination with other information. For some individuals, certain types of personal information may be more sensitive in the context.

Some types of personal information can overlap. Some examples include:

- Tracking information (e.g. location), spatial information (e.g. drone footage) and services sought (e.g. permitted application) may all be elements associated with council building and development approval processes.
- Identifying information (e.g. library card number), personal understanding information (e.g. a person's knowledge and beliefs) and family information (e.g. parent details) may be associated with a children's writing competition run by the council library.



## Outer Person

### Identifying

Identifies a person – e.g. name, image captured on CCTV, driver licence number, passport number, biometric (faceprint, fingerprint), library card number

### Physical

A person's physical features – e.g. age, DOB, gender, physical features captured by surveillance (e.g. hair type, skin tone, tattoos)

### Ethnicity

Describes or reveals a person's ethnic origins – e.g. nationality, language spoken

### Demographic

About a person's characteristics that are shared with others – e.g. income bracket

### Health

About a person's health – e.g. injury details, TPI pension membership number

### Sexual

About a person's sexual life or identity – e.g. transaction with council



## Service Sought or Supplied

### Interactions with council

About a person's dealings with council – e.g. access to services or benefits (e.g. special transport), permits and applications (e.g. building approval), mandatory payments (e.g. rates payment, dog registration payment), details of disputes and complaints



## Inner Person

### Authentication

A person's authenticating information – e.g. passwords, signature

### Opinions

Personal preferences, opinions or interests – e.g. preferred activities, survey opinions, petitioner details, feedback

### Personal Understanding

A person's knowledge or beliefs – e.g. religion, personal account of an event (e.g. animal sighting, report graffiti)



## Interactions

### Communications

A person's communications – e.g. phone recording, email communication

### Social Connections

About a person's friends or social connections – e.g. social media account name and details

### Family

About a person's family and relationships – e.g. emergency contact, parent details

### Public Life

About a person's public life – e.g. community group membership

### Occupation and Education

About a person's education or career – e.g. work role, work history, blue card number, school and class details

### Criminal

About a person's criminal history – e.g. criminal convictions, infringement details



## History

Significant events that happened in a person's life – e.g. Brisbane floods



## Finances

### Personal Possession

Things a person has owned, rented or borrowed – e.g. house ownership/rental information, vehicle registration number

### Account

About a person's financial accounts – e.g. credit card and bank information

### Credit

About a person's financial reputation – e.g. payment history

### Spending

About a person's purchases, spending or income – e.g. transactions with council



## Tracking

### Personal Device

About a personal device or its use – e.g. IP address, use of council webpages

### Contact

Details for contacting a person – e.g. email, postal address, phone

### Location

About a person's location – e.g. city/town, device location



## Spatial Information

Area occupied by a person, their dwelling or their land – e.g. RP/SP data, land surveys, drone footage, residential address