

What is Personal Information?

Personal Information (or Personal Data) is defined as any information that can be used to identify an individual (**Data Subject**) directly or indirectly by combining different sets of information.

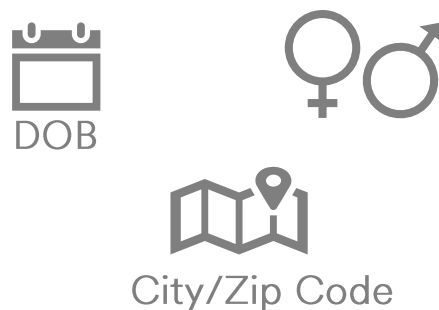
Direct Identifiers

Pieces of information that can be used to directly identify an individual



Indirect or Quasi Identifiers

May not help identify by itself but can do so when combined with other information



Sensitive Personal Information

A subset of Personal Information. Pose significant risk of misuse or disclosure and hence require higher level of protection

