

Přílohy

Příloha č. 1: Ilustrativní seznam osobních údajů, které mají data brokers k dispozici (seznam)

Převzato z:

EDITH, Ramirez; et al. *DATA BROKERS: A Call for Transparency and Accountability*.
str. 97-100

Identifying Data

- Name
- Previously Used Names
- Address
- Address History
- Longitude and Latitude
- Phone Numbers
- Email Address

Sensitive Identifying Data

- Social Security Number
- Driver's License Number
- Birth Date
- Birth Dates of Each Child in Household
- Birth Date of Family Members in Household

Demographic Data

- Age
- Height
- Weight
- Gender

- Race & Ethnicity
- Country of Origin
- Religion (by Surname at the Household Level)
- Language
- Marital Status
- Presence of Elderly Parent
- Presence of Children in Household
- Education Level
- Occupation
- Family Ties
- Demographic Characteristics of Family Members in Household
- Number of Surnames in Household
- Veteran in Household
- Grandparent in House
- Spanish Speaker
- Foreign Language Household (e.g., Russian, Hindi, Tagalog, Cantonese)

- Households with a Householder who is Hispanic Origin or Latino
- Employed - White Collar Occupation
- Employed - Blue Collar Occupation
- Work at Home Flag
- Length of Residence
- Household Size
- Congressional District
- Single Parent with Children
- Ethnic and Religious Affiliations

Court and Public Record Data

- Bankruptcies
- Criminal Offenses and Convictions
- Judgments
- Liens
- Marriage Licenses
- State Licenses and Registrations (e.g., Hunting, Fishing, Professional)
- Voting Registration and Party Identification

Social Media and Technology Data

- Electronics Purchases
- Friend Connections
- Internet Connection Type
- Internet Provider
- Level of Usage
- Heavy Facebook User
- Heavy Twitter User
- Twitter User with 250+ Friends

- Is a Member of over 5 Social Networks
- Online Influence
- Operating System
- Software Purchases
- Type of Media Posted
- Uploaded Pictures
- Use of Long Distance Calling Services
- Presence of Computer Owner
- Use of Mobile Devices
- Social Media and Internet Accounts including: Digg, Facebook, Flickr, Flixster, Friendster, hi5, Hotmail, LinkedIn, Live Journal, MySpace, Twitter, Amazon, Bebo, CafeMom, DailyMotion, Match, myYearbook, NBA.com, Pandora, Photobucket, WordPress, and Yahoo

Home and Neighborhood Data

- Census Tract Data
- Address Coded as Public/Government Housing
- Dwelling Type
- Heating and Cooling
- Home Equity
- Home Loan Amount and Interest Rate
- Home Size
- Lender Type
- Length of Residence
- Listing Price
- Market Value
- Move Date

- Neighborhood Criminal, Demographic, and Business Data
- Number of Baths
- Number of Rooms
- Number of Units
- Presence of Fireplace
- Presence of Garage
- Presence of Home Pool
- Rent Price
- Type of Owner
- Type of Roof
- Year Built

General Interest Data

- Apparel Preferences
- Attendance at Sporting Events
- Charitable Giving
- Gambling - Casinos
- Gambling - State Lotteries
- Thrifty Elders
- Life Events (e.g., Retirement, Newlywed, Expectant Parent)
- Magazine and Catalog Subscriptions
- Media Channels Used
- Participation in Outdoor Activities (e.g., Golf, Motorcycling, Skiing, Camping)
- Participation in Sweepstakes or Contests
- Pets
- Dog Owner

- Political Leanings
- Assimilation Code
- Preferred Celebrities
- Preferred Movie Genres
- Preferred Music Genres
- Reading and Listening Preferences
- Donor (e.g., Religious, Political, Health Causes)
- Financial Newsletter Subscriber
- Upscale Retail Card Holder
- Affluent Baby Boomer
- Working-Class Moms
- Working Woman
- African-American Professional
- Membership Clubs - Self-Help
- Membership Clubs - Wines
- Exercise - Sporty Living
- Winter Activity Enthusiast
- Participant - Motorcycling
- Outdoor/Hunting & Shooting
- Biker/Hell's Angels
- Santa Fe/Native American Lifestyle
- New Age/Organic Lifestyle
- Is a Member of over 5 Shopping Sites
- Media Channel Usage - Daytime TV
- Bible Lifestyle
- Leans Left
- Political Conservative
- Political Liberal
- Activism & Social Issues

Financial Data

- Ability to Afford Products
- Credit Card User
- Presence of Gold or Platinum Card
- Credit Worthiness
- Recent Mortgage Borrower
- Pennywise Mortgagee
- Financially Challenged
- Owns Stocks or Bonds
- Investment Interests
- Discretionary Income Level
- Credit Active
- Credit Relationship with Financial or Loan Company
- Credit Relationship with Low-End Standalone Department Store
- Number of Investment Properties Owned
- Estimated Income
- Life Insurance
- Loans
- Net Worth Indicator
- Underbanked Indicator
- Tax Return Transcripts
- Type of Credit Cards

Vehicle Data

- Brand Preferences
- Insurance Renewal
- Make & Model
- Vehicles Owned
- Vehicle Identification Numbers
- Vehicle Value Index

- Propensity to Purchase a New or Used Vehicle
- Propensity to Purchase a Particular Vehicle Type (e.g., SUV, Coupe, Sedan)
- Motor Cycle Owner (e.g., Harley, Off-Road Trail Bike)
- Motor Cycle Purchased 0-6 Months Ago
- Boat Owner
- Purchase Date
- Purchase Information
- Intend to Purchase – Vehicle

Travel Data

- Read Books or Magazines About Travel
- Travel Purchase - Highest Price Paid
- Date of Last Travel Purchase
- Air Services - Frequent Flyer
- Vacation Property
- Vacation Type (e.g., Casino, Time Share, Cruises, RV)
- Cruises Booked
- Preferred Vacation Destination
- Preferred Airline

Purchase Behavior Data

- Amount Spent on Goods
- Buying Activity
- Method of Payment

- Number of Orders
- Buying Channel Preference (e.g., Internet, Mail, Phone)
- Types of Purchases
- Military Memorabilia/Weaponry
- Shooting Games
- Guns and Ammunition
- Christian Religious Products
- Jewish Holidays/Judaica Gifts
- Kwanzaa/African-Americana Gifts
- Type of Entertainment Purchased
- Type of Food Purchased
- Average Days Between Orders
- Last Online Order Date
- Last Offline Order Date
- Online Orders \$500-\$999.99 Range
- Offline Orders \$1000+ Range
- Number of Orders - Low-Scale Catalogs
- Number of Orders - High-Scale Catalogs
- Retail Purchases - Most Frequent Category
- Mail Order Responder - Insurance
- Mailability Score
- Dollars - Apparel - Women's Plus Sizes
- Dollars - Apparel - Men's Big & Tall
- Books - Mind & Body/Self-Help
- Internet Shopper
- Novelty Elvis

Health Data

- Ailment and Prescription Online Search
- Propensity
- Propensity to Order Prescriptions by Mail
- Smoker in Household
- Tobacco Usage
- Over the Counter Drug Purchases
- Geriatric Supplies
- Use of Corrective Lenses or Contacts
- Allergy Sufferer
- Have Individual Health Insurance Plan
- Buy Disability Insurance
- Buy Supplemental to Medicare/Medicaid Individual Insurance
- Brand Name Medicine Preference
- Magazines - Health
- Weight Loss & Supplements
- Purchase History or Reported Interest in Health Topics including: Allergies, Arthritis, Medicine Preferences, Cholesterol, Diabetes, Dieting, Body Shaping, Alternative Medicine, Beauty/Physical Enhancement, Disabilities, Homeopathic Remedies, Organic Focus, Orthopedics, and Senior Needs

