CATEGORIES OF PERSONAL INFORMATION WHICH WE MAY HAVE COLLECTED ABOUT YOU AND DISLOSED FOR A BUSINESS PURPOSE TO OUR BUSINESS PARTNERS

Last Updated: January 1, 2020

CONTACT DETAILS AND IDENTIFIERS: Identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, service tag number, email address, account name, social security number, driver's license number, passport number, or other similar identifiers.

ONLINE, PERFORMANCE AND TECHNICAL INFORMATION: Cookie and tracking information such as Internet Protocol address, web beacons, device identifier, Uniform Resource Locator, geolocation data, browser type and language, access times, other unique identifiers and other technical data that may uniquely identify the device, system or browser, server log records (including page requests), data collected by automated means to measure consumer response to online content, error reports and performance information, credentials, telemetry data, Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a resident's interaction with an internet website, application, or advertisement.

CUSTOMER SERVICES INFORMATION: Customer records containing personal information, such as name, address, telephone number, government issued IDs, education, employment, marital status, bank account number, credit card number, debit card number, or any other financial information, medical information, opinions and feedback collected from the various types of surveys, course attendance data, community site data.

PROTECTED CLASSIFICATIONS: Characteristics of protected classifications under California or federal law such as race, sex, age, date of birth, national origin, disability, citizenship status, and genetic information.

PURCHASE HISTORY AND ACCOUNT INFORMATION: Commercial information, including records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.

BIOMETRIC INFORMATION: physiological, biological or behavioural characteristics that can be used alone or in combination with each other to establish individual identity, voice recordings, health, and visual information.

EMPLOYMENT INFORMATION: Professional or employment-related information.

PROFILES AND INFERENCES: Inferences drawn from any of the information identified above to create a profile about a resident reflecting the resident's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes, demographic information, social media data.