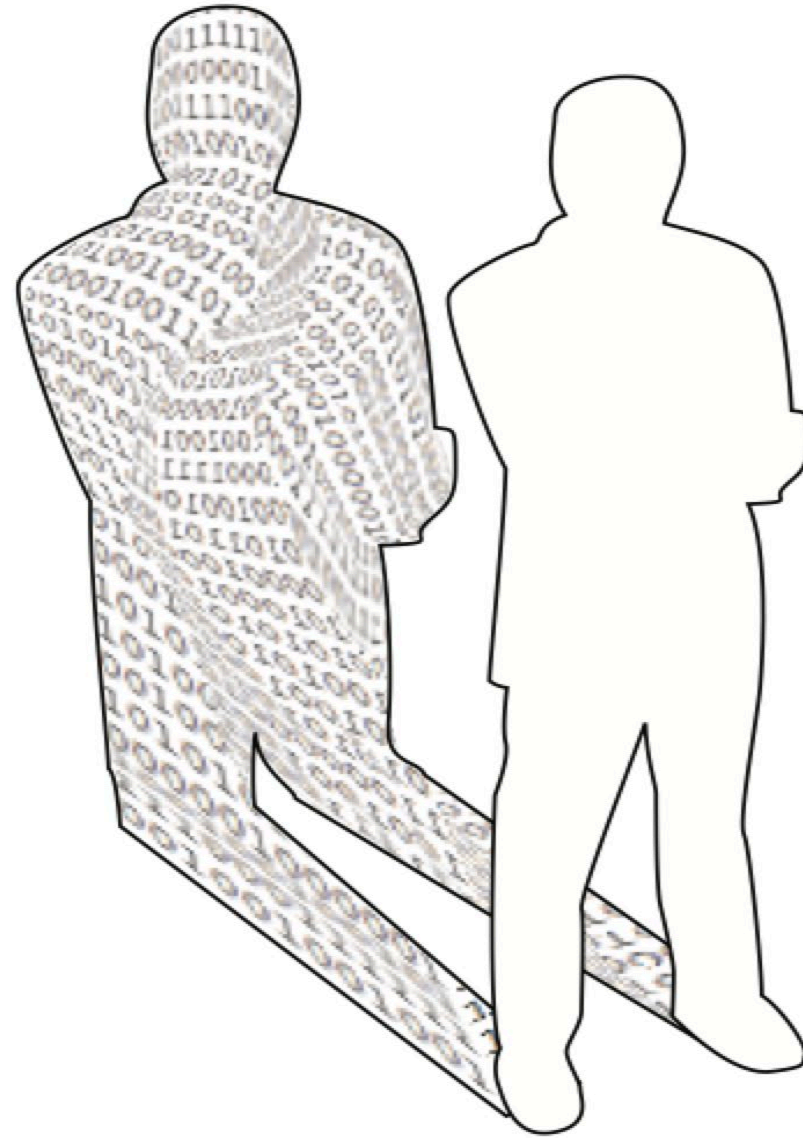


Personal Information Data Flow Overview

How Is Personal Information Collected, Sold, and Shared?

Ashkan Soltani, Executive Director
California Privacy Protection Agency
March 28, 2022

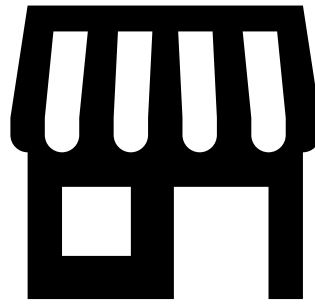
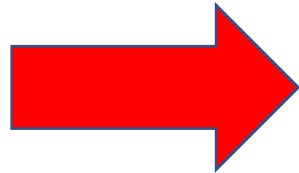
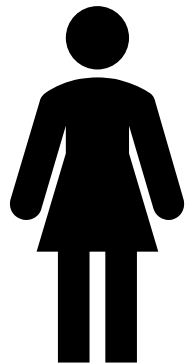
DATA FLOWS



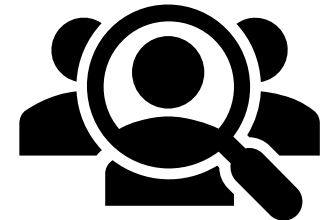
RETAIL

Service Provider
(Logistics Company)

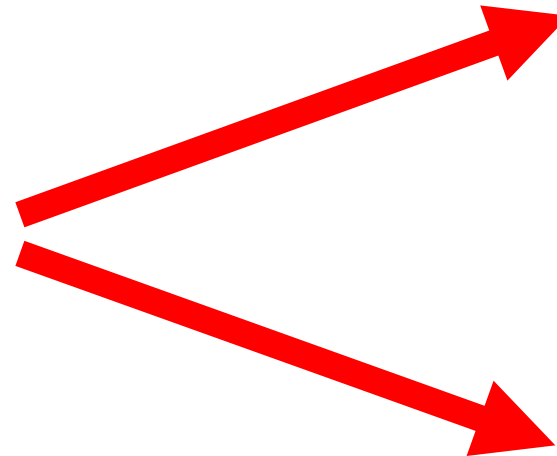
Business

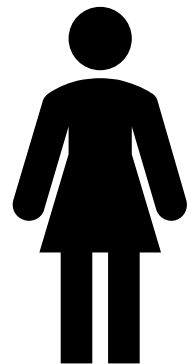


Third Party
(Data Broker)



Business's Database





janedoe@email.domain

WEB

www.dictionary.com/browse/data

DICTIONARY.COM THESAURUS.COM MEANINGS GAMES LEARN WRITING WORD OF THE DAY

DEFINITIONS data

Advertisement

Top Definitions Quiz Related Content Examples British

data [dey-tuh, dat-uh, dah-tuh] SHOW IPA ☆

See synonyms for data on Thesaurus.com

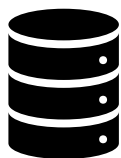
Elementary Level

noun

- 1 a plural of **datum**.
- 2 (used with a plural verb) individual facts, statistics, or items of information:
These data represent the results of our analyses.
- 3 (usually used with a singular verb) **Digital Technology**. information in digital format, as encoded text or numbers, or multimedia images, audio, or video:
The data was corrupted and can't be retrieved.
Data are entered by terminal for immediate processing by the computer.
- 4 (used with a singular verb) a body of facts; **information**:
Additional data is available from the president of the firm.

Advertisement

Advertisement



Business's Database

WEB

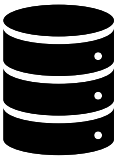
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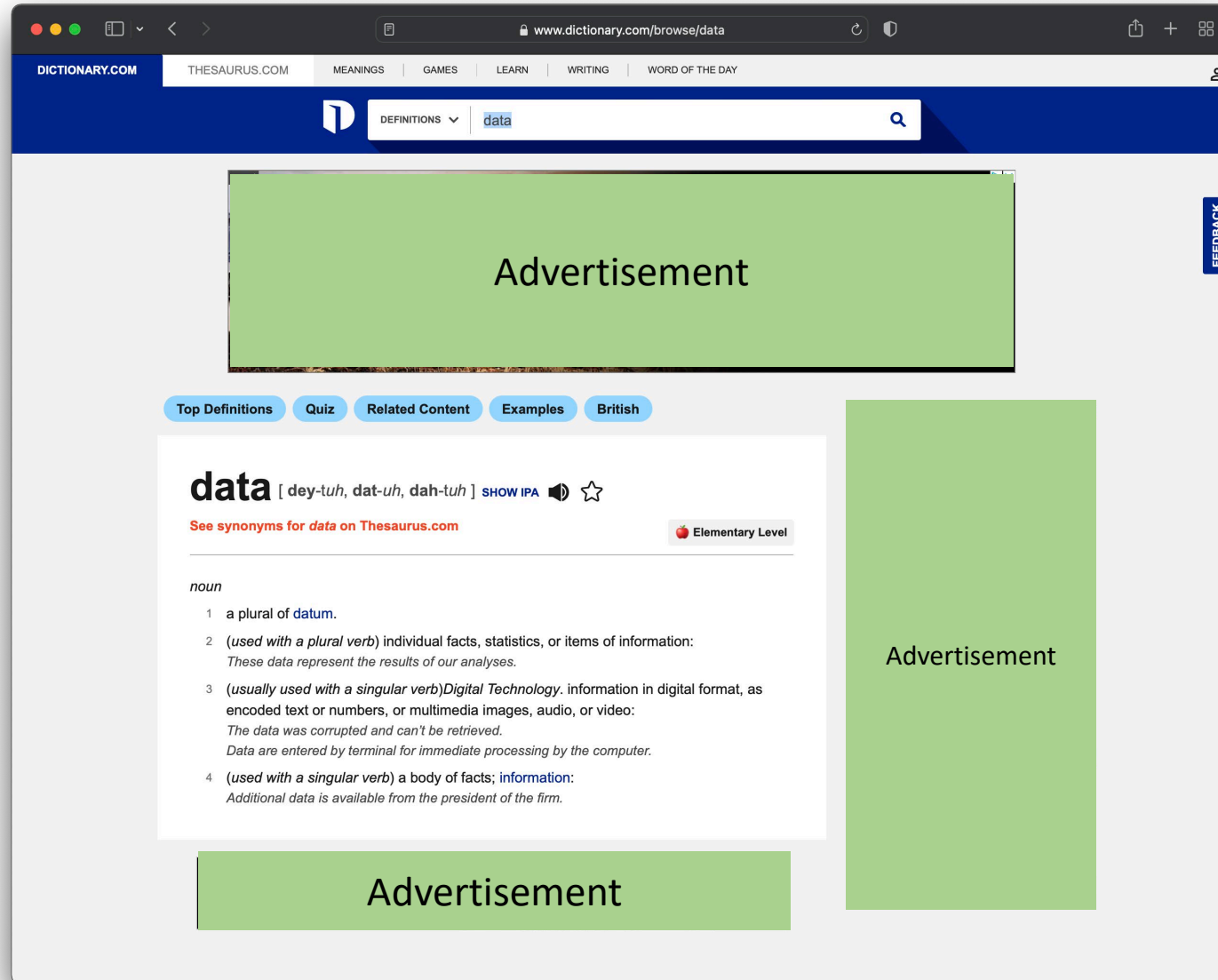
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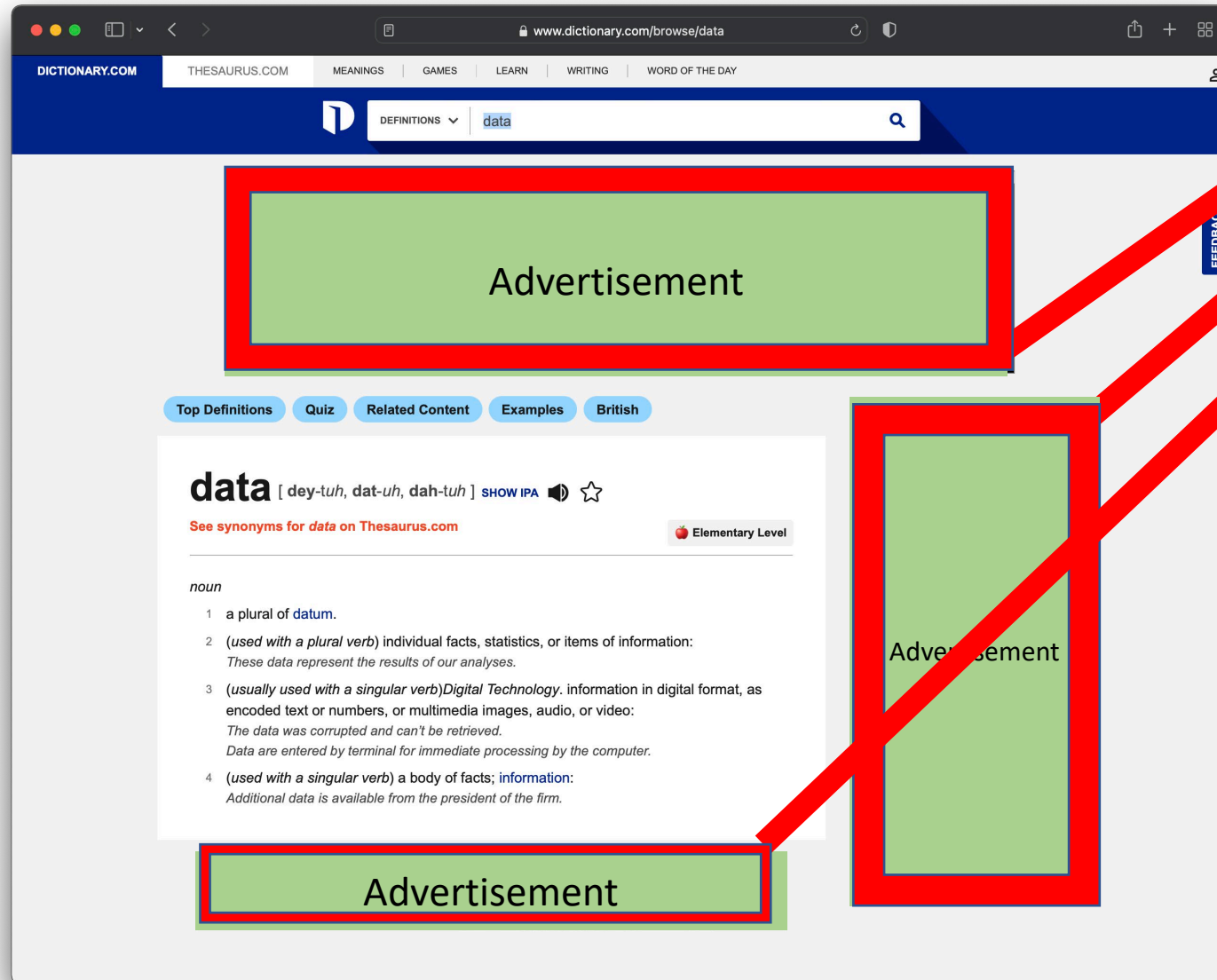
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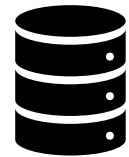
**Business's
Database**



WEB

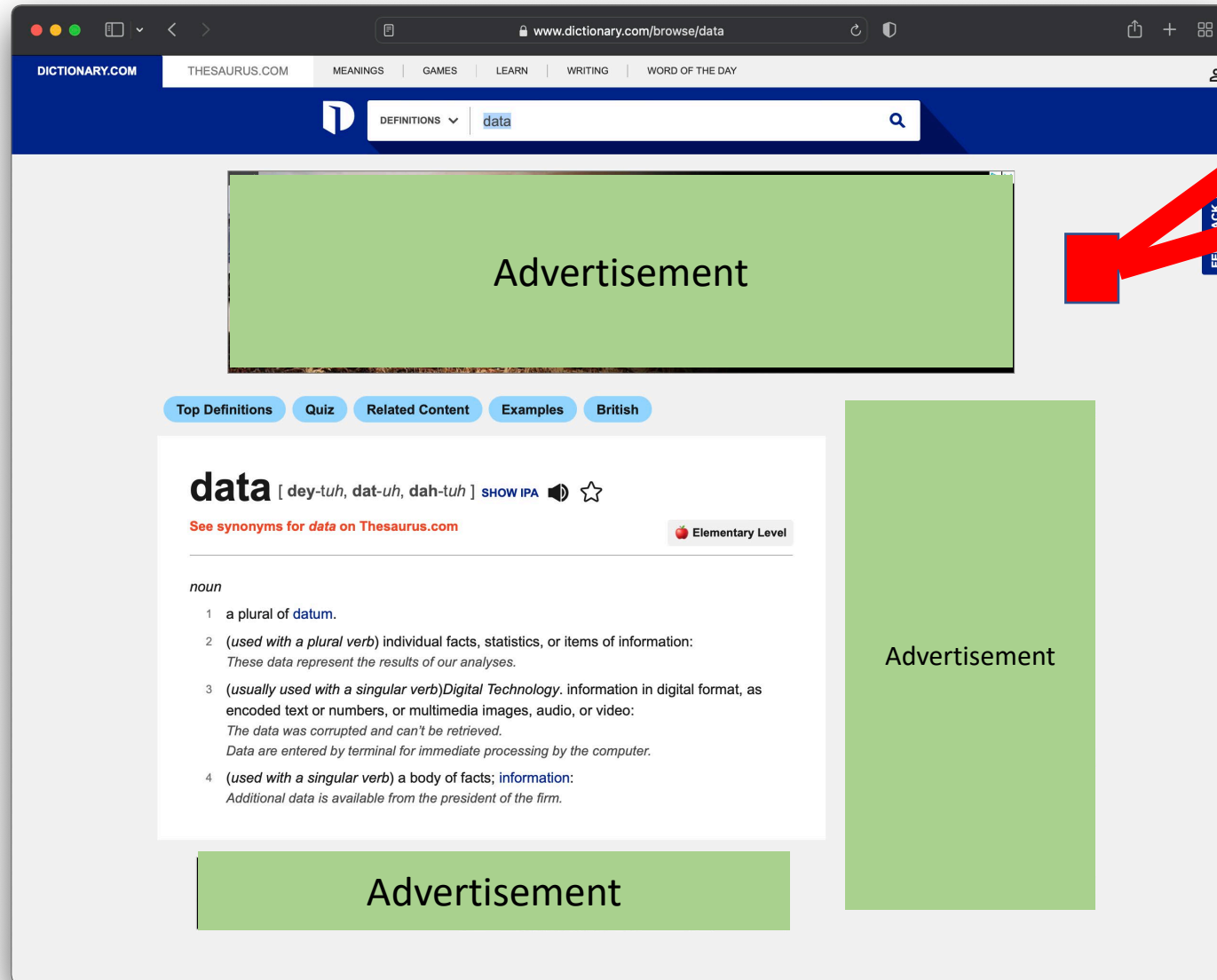


Third Party

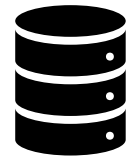


Service Provider

WEB



Third Party

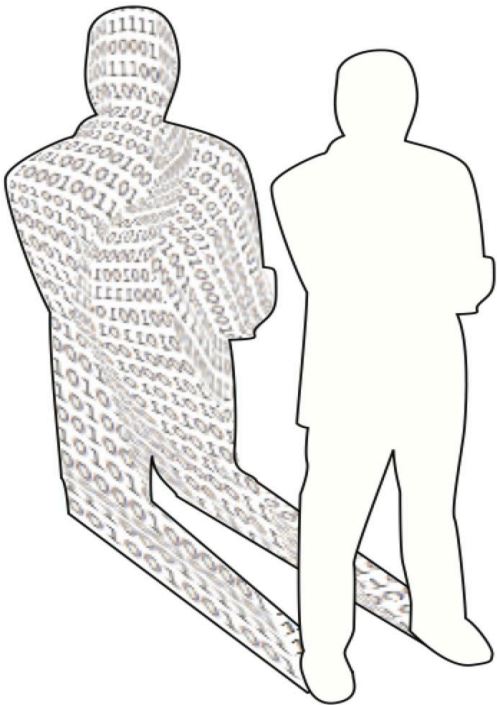


Service Provider

INDIVIDUALLY IDENTIFIABLE

First Name	Last Name	Phone	Phone2	Email	SSN	DEVICE_ID
Jane	Doe	202-555-1212	202-555-1212	janedoe@domain	15032934	a09sfva3093

9:41 AM 100%	
General	About
Model	993-14379LL/A
Serial Number	X0XXX0XXX0X
Wi-Fi Address	XX:XX:0X:XX:X0
Bluetooth	XX:XX:0X:XX:XX
IMEI	01 234567 890123 4
ICCID	0123456789012345678
MEID	01 234567 890123
Modem Firmware	
SEID	>



Ads
ADVERTISING ID
Your advertising ID 4c30c866-30d6-4418-a6dc-0f702737bf58
Reset advertising ID Generate a new random ID.
Opt out of interest-based ads Instruct apps not to use your advertising ID to build profiles or show you interest-based ads.
<input type="checkbox"/>
Learn more

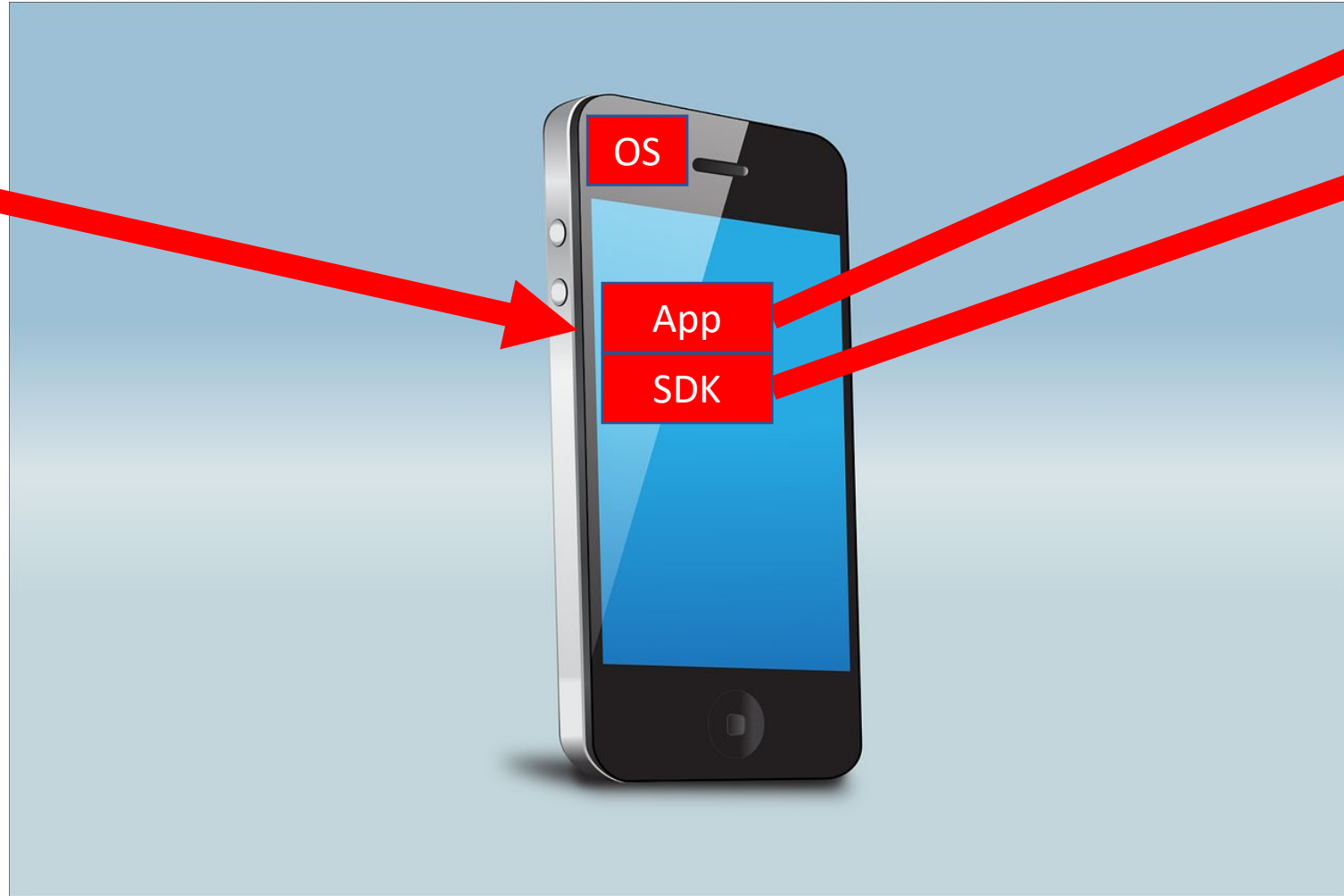
MOBILE

Third Party

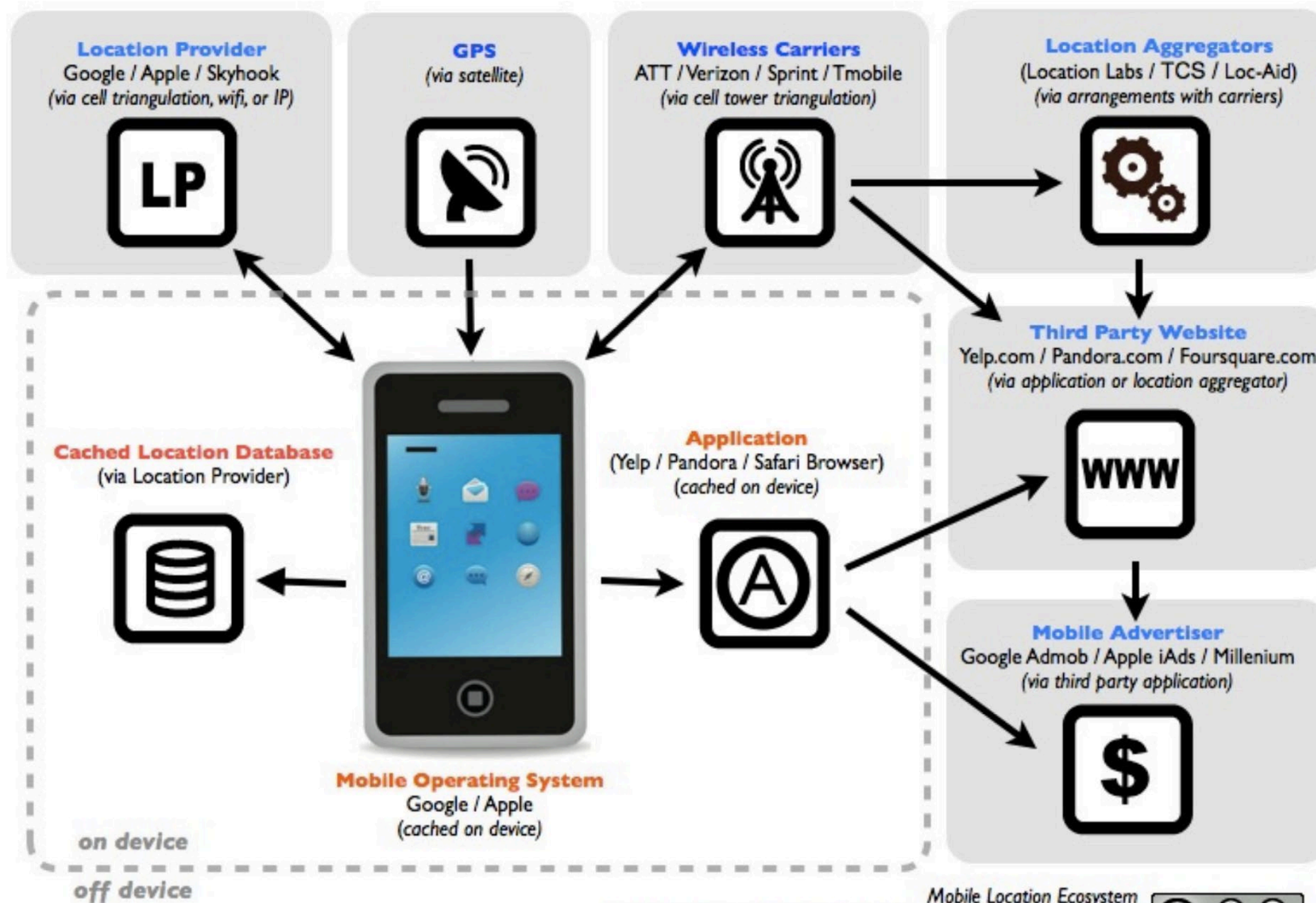


Service Provider

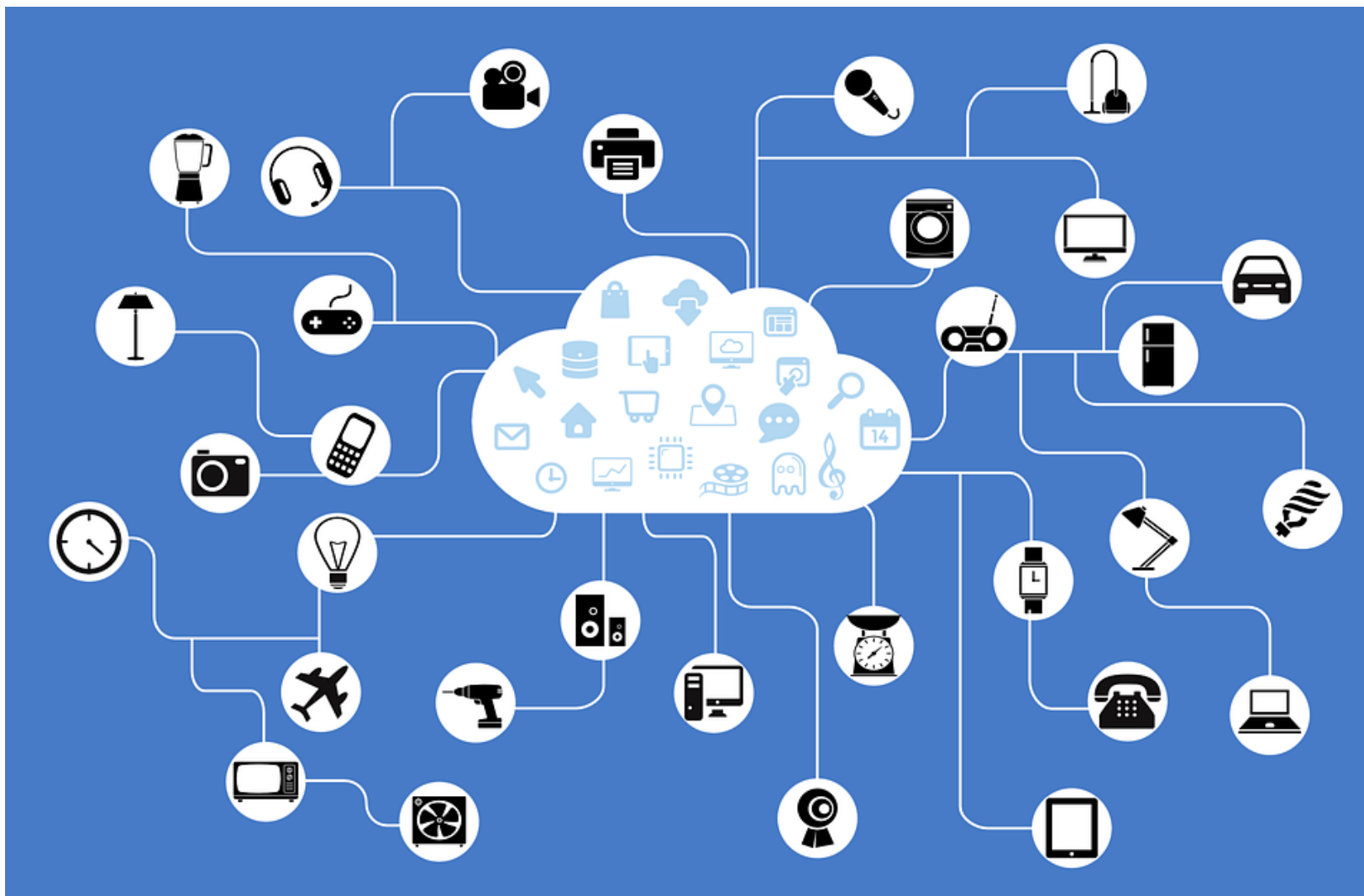
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Motion: active
Nearby Wifi: CPPA_Guest
Location:
Lat = 38.5816
Lon = 121.4944



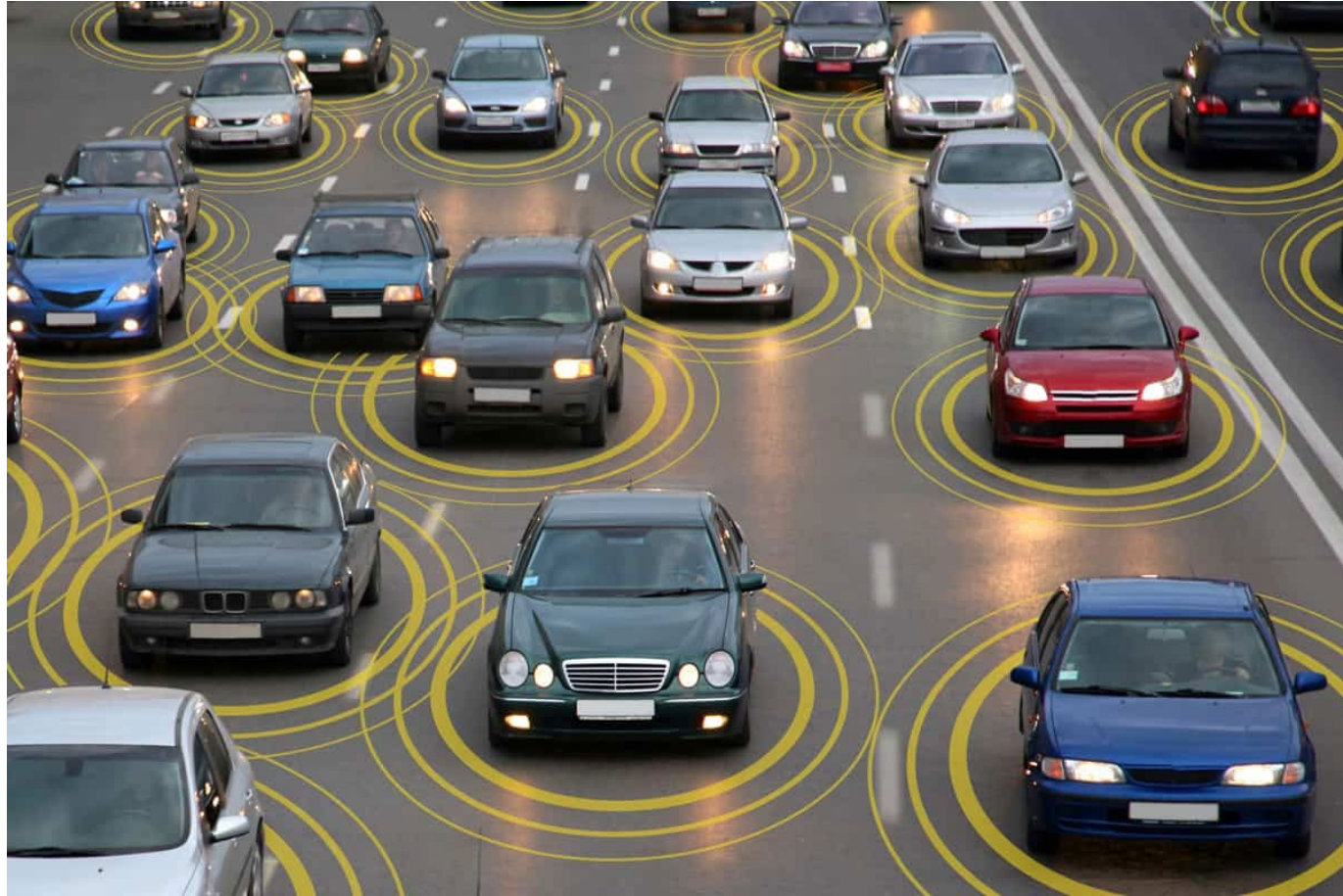
MOBILE



“Smart” devices and the Internet of Things

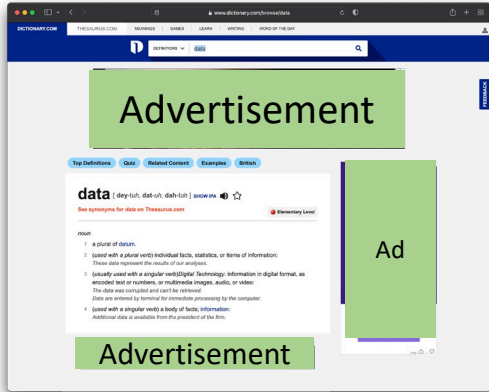


Connected Cars

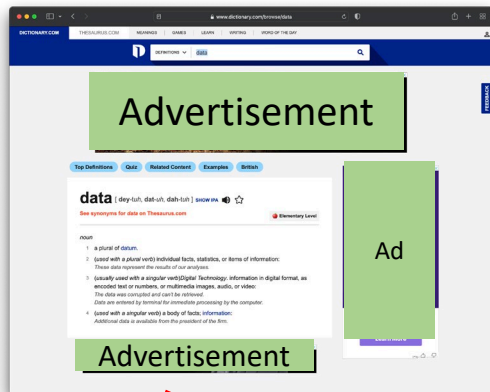


PROFILING

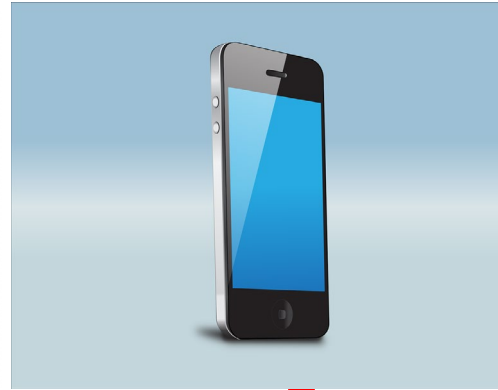
Website 1



Website 2



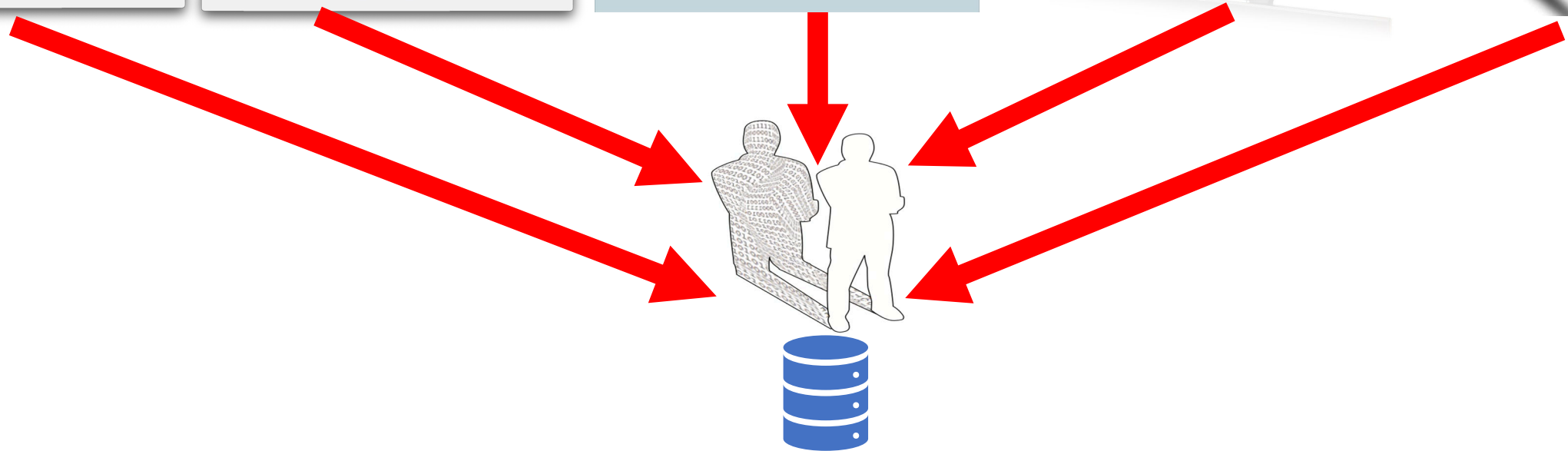
Mobile App



SmartTV

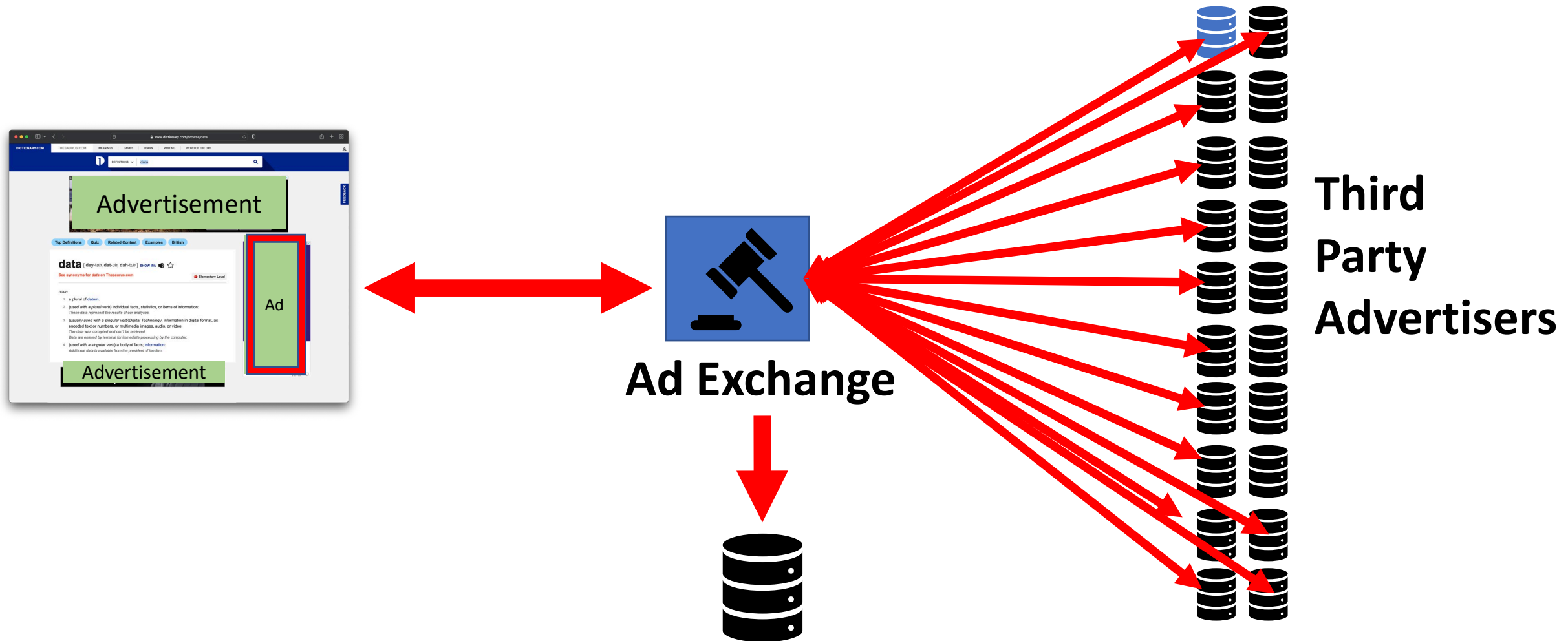


Wearable

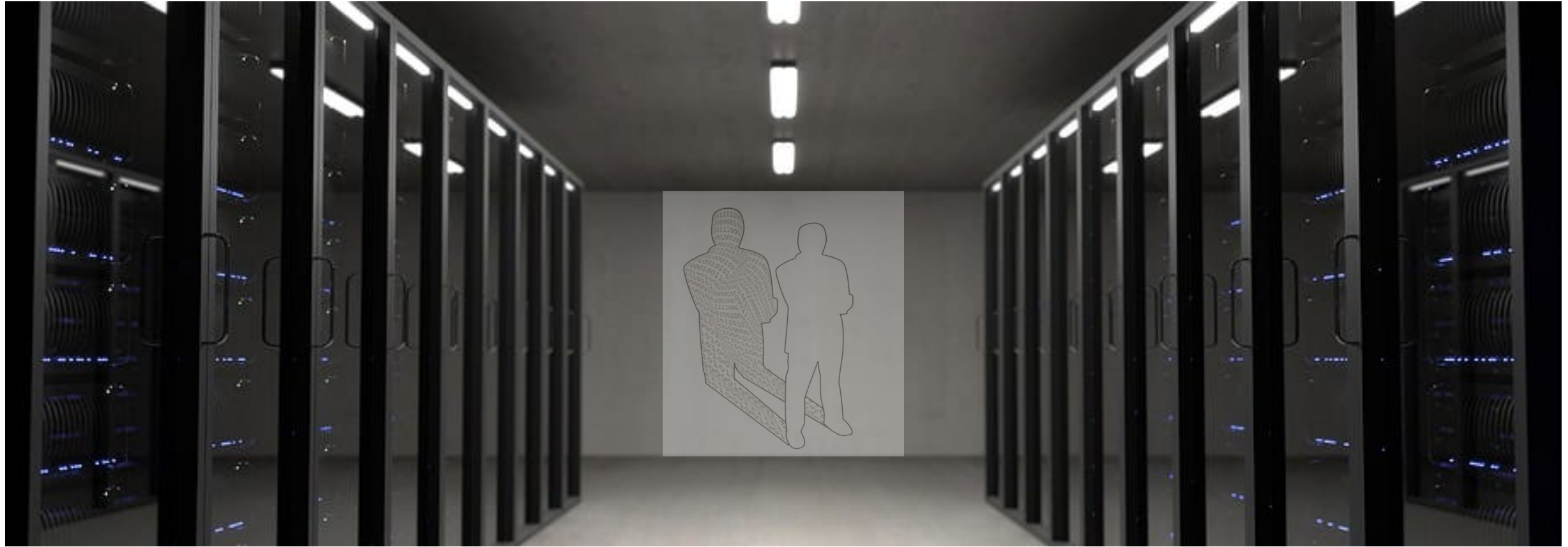


Third Party

Real Time Bidding (RTB Auction)



Data Broker



END

