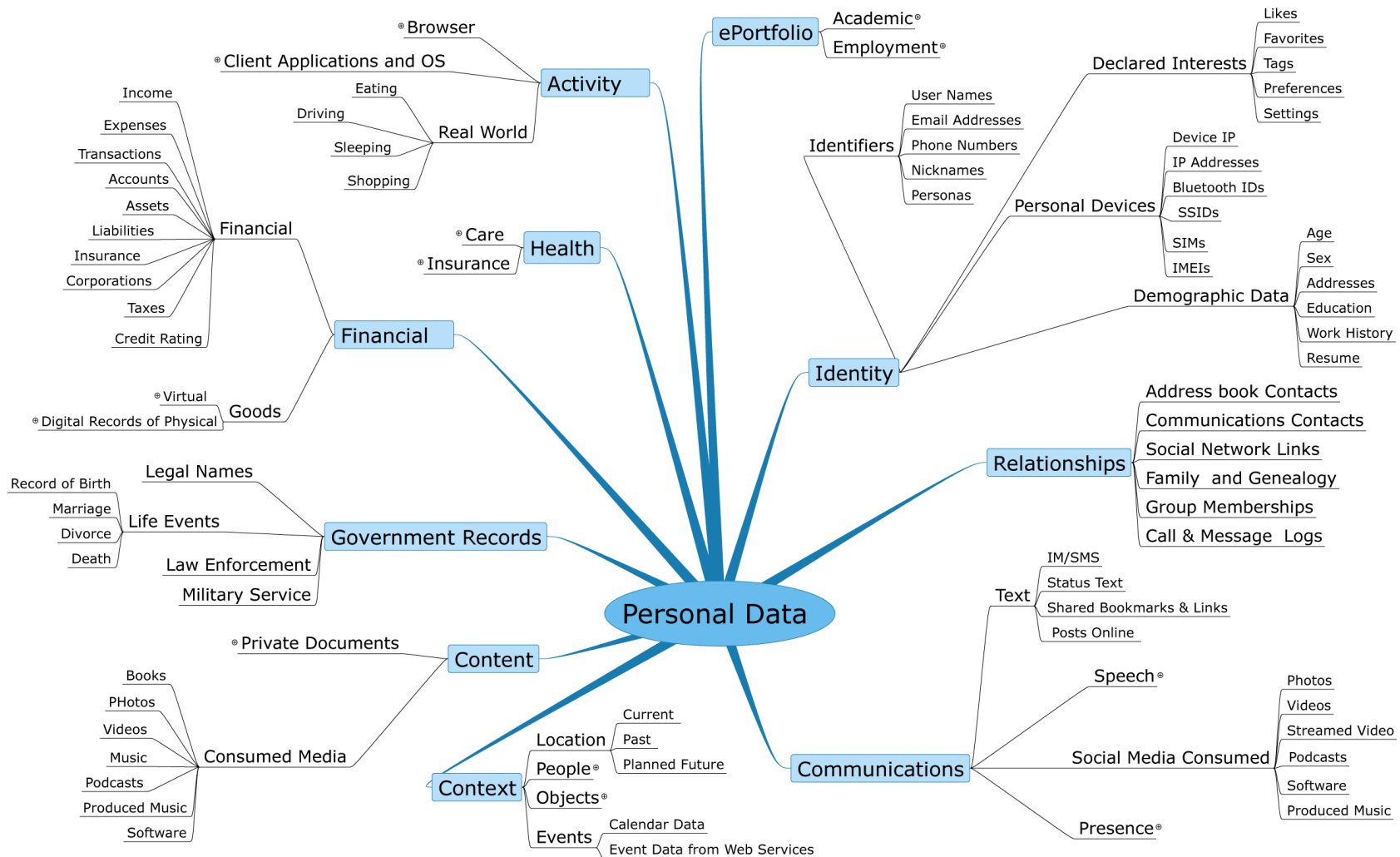


Types of Personal Data

Mapping by Kaliya Hamlin, Identity Woman for the Personal Data Ecosystem Consortium.



Personal data types in this diagram are drawn from the types identified in *Rethinking Personal Data Pre-Read Document* published by the World Economic Forum written by Marc Davis et al published in June, 2010.