THE SEVEN CATEGORIES OF PRIVACY THAT EVERY ENTERPRISE MUST ADDRESS

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When considering approaches to address potential privacy threats, you must acknowledge that privacy has multiple dimensions, and those dimensions can be used to define taxonomies of privacy problems, intrusions or categories. Enterprises must consider and address these seven categories of privacy with security controls and with appropriate privacy practices. Keep in mind that these categories are not mutually exclusive; many of the examples and real-life situations, in general, will fall into more than one category. Risk related to each privacy category can be identified with the use of an effective privacy impact assessment (PIA).

1 PRIVACY OF PERSON

This privacy category is focused on a person's body and the right of being free from any unauthorized invasion, for example, forcing a person to provide blood for testing.

OTHER EXAMPLES INCLUDE:
- The use of implanted radio frequency identification (RFID) chips for authorization through security doors, authentication to systems or gaining access to computing hardware, and biometrics
- Genetic testing, drug testing or information about surgeries
- Passenger scanning devices at airports

2 PRIVACY OF BEHAVIOR AND ACTION

This privacy category is an extension of the privacy of person and is focused on thoughts and emotions before they are expressed to somebody, activities in public and private space, and targeted monitoring. This category includes issues related to personal activities, orientations and preferences that are sensitive in nature and could result in impacts on the associated individuals. Examples include sexual preferences, political views, religious beliefs and activities that occur in both public and private spaces that are monitored.

OTHER EXAMPLES INCLUDE:
- The use of red light cameras to catch drivers who commit traffic violations
- The use of police body cameras

3 PRIVACY OF COMMUNICATION

This privacy category involves protection of the ways in which individuals communicate with others using any type of communication media (printed, voice, visual and digital), for example, postal mail, telephone conversations, email and videoconferencing.

OTHER EXAMPLES INCLUDE:
- The use of communications interception tools, such as hidden microphones, and tools that copy communications, such as email and text messages
- A government collecting information about the activities of citizens without letting them know such surveillance occurs

4 PRIVACY OF DATA AND IMAGE (INFORMATION)

This privacy category covers the protection of personal information in all forms, including data, printed information and images. Activities within this category are concerned with establishing rules that govern the collection, use, sharing and handling of personal information. This is the most commonly considered type of category by enterprises to have privacy implications that involve protecting specifically referenced information items.

OTHER EXAMPLES INCLUDE:
- Breach of financial information (i.e., bank account numbers), medical information (i.e., health insurance account numbers), government records (i.e., Social Security numbers), records of a person's activities (i.e., through access logs) on the Internet
- Photos and videos taken and shared without consent

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5 PRIVACY OF THOUGHTS AND FEELINGS

This privacy category is focused on the protection of individuals to ensure their thoughts and feelings are not shared inappropriately with others, or they are not forced to share and have negative impacts against them in some way.

OTHER EXAMPLES INCLUDE:

- Being forced to provide social media passwords when applying for a job
- Being forced to reveal religious beliefs or political views when applying for a job

6 PRIVACY OF LOCATION AND SPACE (TERRITORIAL)

This privacy category is concerned with placing limits on the ability to intrude into an individual's location, space and general environment. The environment is not limited to the home; it also includes the workplace and public spaces. Invasion into an individual's territorial privacy typically takes the form of monitoring, such as video surveillance, the use of drones, identification checks and use of similar technology and procedures.

OTHER EXAMPLES INCLUDE:

- Flying a drone over an individual's property to take photos
- Recording individuals behind their property fence

7 PRIVACY OF ASSOCIATION

This privacy category addresses the right people have to associate with anybody they wish to, without unauthorized monitoring or marginalization. This category also addresses the types of groups that individuals belong to, for which they have no control, for example, ethnicity or ancestry.

OTHER EXAMPLES INCLUDE:

- DNA testing that demonstrates ethnicity or ancestry
- Denying membership of any kind after DNA testing revealed predisposition to an "undesirable" condition
- Employers using DNA testing to make termination decisions
- Any type of segregation based on religion, behavior, assembly or membership

For more information, go to *http://www.isaca.org/privacy-principles*.