



Purpose of Collection									
	Identifiers	Commercial	Internet Activity	Geolocation	Audio, Electronic, Visual	Professional or Employment	Inferences	Demographics /Protected Classifications	Other
Internal Analytics	X	X	X	X		X	X	X	X
Assessing Service Providers	X	X		X					
Audit, Compliance and Policy	X	X	X				X	X	X
Billing, Payment and Fulfillment	X	X	X			X			
Customer Claims and Fraud investigation and Prevention	X	X	X		X	X	X		
Customer Communications	X	X	X	X		X	X		X
Customer Relationship Management	X	X	X	X	X	X	X		X
Business Administration	X	X	X		X	X			
Marketing Products and Services	X	X	X	X		X	X		X
Financial Reporting	X	X	X			X			
Website Optimization and Maintenance	X		X			X	X	X	X
Systems and Data Security	X		X	X	X		X	X	X

Categories of Sources

	Identifiers	Commercial	Internet Activity	Geolocation	Audio, Electronic, Visual	Professional or Employment	Inferences	Demographics /Protected Classifications	Other
Customers	X	X	X	X		X	X	X	X
Affiliates						X			
Service Providers	X	X	X	X			X		
Nonaffiliated Companies									

Categories of Service Providers

	Identifiers	Commercial	Internet Activity	Geolocation	Audio, Electronic, Visual	Professional or Employment	Inferences	Demographics /Protected Classifications	Other
Affiliates	X		X	X	X	X	X	X	X
Marketing	X		X	X			X	X	
Social Media	X		X						
Technology	X		X	X	X	X	X	X	X
Analytics		X	X						
Security/Fraud Investigations	X	X	X		X		X		