

## ISO 29100 Privacy Definitions

2.4

### **consent**

personally identifiable information (PII) principal's freely given, specific and informed agreement to the processing of their PII

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### **identify**

establish the link between a personally identifiable information (PII) principal and PII or a set of PII

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### **identity**

set of attributes which make it possible to identify the personally identifiable information principal

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### **personally identifiable information**

PII

any information that (a) can be used to establish a link between the information and the natural person to whom such information relates, or (b) is or can be directly or indirectly linked to a natural person

NOTE The "natural person" in the definition is the PII principal (2.11). To determine whether a PII principal is identifiable, account should be taken of all the means which can reasonably be used by the privacy stakeholder holding the data, or by any other party, to establish the link between the set of PII and the natural person.

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### **PII controller**

privacy stakeholder (or privacy stakeholders) that determines the purposes and means for processing personally identifiable information (PII) other than natural persons who use data for personal purposes

NOTE A PII controller sometimes instructs others (e.g., PII processors) to process PII on its behalf while the responsibility for the processing remains with the PII controller.

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### **PII principal**

natural person to whom the personally identifiable information (PII) relates

NOTE Depending on the jurisdiction and the particular data protection and privacy legislation, the synonym "data subject" can also be used instead of the term "PII principal".

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### **PII processor**

privacy stakeholder that processes personally identifiable information (PII) on behalf of and in accordance with the instructions of a PII controller

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### **privacy principles**

set of shared values governing the privacy protection of personally identifiable information (PII) when processed in information and communication technology systems

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### **privacy risk**

effect of uncertainty on privacy

NOTE 1 Risk is defined as the "effect of uncertainty on objectives" in ISO Guide 73 and ISO 31000.

NOTE 2 Uncertainty is the state, even partial, of deficiency of information related to, understanding or knowledge of, an event, its consequence, or likelihood.

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### **privacy impact assessment**

PIA

*(privacy risk assessment)*

overall process of identifying, analysing, evaluating, consulting, communicating and planning the treatment of potential privacy impacts with regard to the processing of personally identifiable information, framed within an organization's broader risk management framework

[SOURCE: ISO/IEC 29134:2017, 3.7, modified — "privacy risk assessment" has been added as an admitted term.]

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### **privacy stakeholder**

natural or legal person, public authority, agency or any other body that can affect, be affected by, or perceive themselves to be affected by a decision or activity related to personally identifiable information (PII) processing

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### **third party**

privacy stakeholder other than the personally identifiable information (PII) principal, the PII controller and the PII processor, and the natural persons who are authorized to process the data under the direct authority of the PII controller or the PII processor