

First-party collection	Third-party sharing	Access, edit, delete	Data retention	Data security	Specific audiences	Do not track	Policy change	Choice, control
Information type	Information type	Access scope	Information type	Security measure	Audience type	DNT policy	Change type	Choice type
Collection mode	Entity	Access rights	Ret. purpose				User choice	Choice scope
Purpose	Purpose	User type	Ret. period				Notification type	Information type
Does/does not	Does/does not							Purpose
Action	Action							User type
Identifiability	Identifiability							
User type	User type							
Choice type	Choice type							
Choice scope	Choice scope							

Browser controls  
 Don't use service  
 Opt-in  
 Opt-out link  
 ...

Contact information  
 Cookies  
 Financial  
 Generic PI  
 Health  
 IP address  
 Location  
 ...

Advertising  
 Analytics  
 Basic service  
 Legal requirement  
 Marketing  
 Personalization  
 Service operation  
 ...

Both  
 Collection  
 First party use  
 Third party sharing  
 ...