Directions:

• Please check all boxes that apply. References to “you” or “your” refer to your business/organization.

• “Personal information” means information that can be identified to a specific individual, such as an identifying number, home address or telephone number, physical characteristics, ethnicity, religious or cultural affiliations, medical information, income and financial information, etc.

• "Customer Data" means information about a customer that is other than personal information, and may include affiliations, purchasing preferences, website visits or other information about a customer's potential interests for purchasing or other transactions.

• Some space is provided for description/comment. Please feel free to use additional paper if more space is needed.

• Thank you for your participation. Please return the questionnaire by November 17, 1999, to the OIP at:

  Mail: 235 South Beretania, Room 304
        Honolulu, Hawaii 96813

  Fax: (808) 586-1412
  Email: oip@state.hi.us
1. YOUR BUSINESS/ORGANIZATION AND DATA TYPES:

A. Please indicate the primary sector(s) of business in which you are involved:

- [ ] Retail
- [ ] Wholesale
- [ ] Service Industry
- [ ] Marketing
- [ ] Media
- [ ] Insurance
- [ ] Other ____________________________

Comments:

B. Please indicate the size of your business/organization:

- [ ] Small
- [ ] Medium
- [ ] Large

C. Please identify those area(s) in which you use personal information:

- [ ] Human Resources
- [ ] Marketing
- [ ] Sales
- [ ] Financing
- [ ] Insurance
- [ ] Collections
- [ ] Judicial (bankruptcies, foreclosures, liens against, etc.)
- [ ] Credit
- [ ] Other __________

Comments:
D. Identify those area(s) in which you rely or anticipate relying upon electronic data processing and storage, and for each area indicate the extent or anticipated extent of reliance upon electronic processing and storage.

- [ ] Human Resources
- [ ] Marketing
- [ ] Sales
- [ ] Collections
- [ ] Credit
- [ ] Financing
- [ ] Insurance
- [ ] Other ____________

Comments:

E. Identify those area(s) in which you use paper as the media for processing and storage of data, and for each area indicate the extent of reliance upon paper as the media:

- [ ] Human Resources
- [ ] Marketing
- [ ] Retail
- [ ] Collections
- [ ] Credit
- [ ] Financing
- [ ] Insurance
- [ ] Other ____________
F. To what extent do you use personal information and customer data that is received from outside the USA or that depends upon the transmission of personal information to foreign countries:

☐ Great       ☐ Moderate       ☐ Minimal

If possible, please provide an approximate percentage of these types of transmissions: __________%.

G. Identify those areas in your business that depend upon personal information that comes from outside the USA or that depends upon the transmission of personal information to foreign countries:

☐ Human Resources       ☐ Collections
☐ Retail                 ☐ Credit
☐ Market                 ☐ Financing
☐ Insurance              ☐ Other _______________

Comments:

2. REGULATION:

A. Identify the federal (U.S.A.) laws that you are subject to that deal with personal information and customer data handling practices:

B. Please indicate the extent to which you are required to comply with the data protection laws of countries other than the U.S.A.:

☐ Extensively       ☐ Moderately       ☐ Somewhat       ☐ Very Little

If applicable, please specify which countries and which laws:

If applicable, please comment on your encounters with non-U.S.A. data-protection government regulators:
3. **COLLECTION:**

A. Identify your method(s) of data collection:

- [ ] In person
- [ ] Orally
- [ ] Form/Application
- [ ] Mail (Form/Application)
- [ ] E-mail
- [ ] Telephone
- [ ] Facsimile
- [ ] Internet
- [ ] Computer Network (other than internet)
- [ ] Other ___________________

B. Identify the type(s) of personal data collected:

- [ ] Name
- [ ] Home Address
- [ ] Age
- [ ] Income
- [ ] Social Security Number
- [ ] Home telephone Number
- [ ] Ethnicity
- [ ] Other ___________________

C. If you collect customer data, please describe what you collect in as much detail as possible:

D. Identify the source from which personal information or customer data is collected:

- [ ] The person to whom the data pertains (usually customer)
- [ ] A secondary source
- [ ] An electronic tracking method

If you receive personal information from a secondary source, please describe how the accuracy of the data is ensured:

If you receive personal information from an electronic tracking source, do you advise the customer of your collection practices?

- [ ] Yes
- [ ] No
E. Identify, by job title or position, those within your business/organization who collect personal information and customer data:

F. Before or at the time you collect personal information, do you advise the person to whom the data pertains of:
   - The reason for collection of data? □ Yes □ No
   - How the data will be used? □ Yes □ No
   - An ability to: "opt-in" □ Yes □ No
     "opt-out" □ Yes □ No

G. Before or at the time you collect customer data, do you advise the person of:
   - The fact you are collecting the data? □ Yes □ No
   - How the data will be used? □ Yes □ No
   - Your electronic tracking practices? □ Yes □ No

4. DATA PROCESSING AND STORAGE:
   A. Data is processed: □ In-house □ By Outside Vendor/Contractor

      If data is processed outside, please describe the terms applicable to the outside processor regarding the use, sale, and redisclosure of information:

         The law of which jurisdiction governs the contract?

   B. How long do you keep:

       Personal information:

       Customer data:
5. INFORMATION USE WITHIN BUSINESS/ORGANIZATION:

A. Is access to personal information and customer data restricted to those persons with a business need to know?  ☐ Yes ☐ No

B. How is “business need to know” defined?

C. Indicate the purpose(s) for which personal information and customer data is used:

☐ Identification ☐ Communication (with person)
☐ Marketing & Sales/Updates on Services Offered
☐ Product Development ☐ Account Information
☐ Collections ☐ Risk Assessment
☐ Human Resources ☐ Other ____________________

D. Is personal information and customer data used for purposes other than those specified as the reasons for its collection?  ☐ Yes ☐ No

E. Please describe how personal information is shared, disclosed or disseminated within your business/organization and its subsidiaries:

F. Do you share personal information with affiliates?  ☐ Yes ☐ No

If so, please define affiliates: ________________________________

G. Do you obtain consent to share personal information with your affiliates?  ☐ Yes ☐ No

H. Some companies collect massive amounts of transactional data from their customers, and sometimes append it with data obtained from other sources. Then the data is “mined” to reveal patterns and trends which previously were not obvious.

Do you employ data warehousing and data mining of personal information and customer data?  ☐ Yes ☐ No

If so, please describe the purposes of your use of these technologies:
6. **PROTECTION OF DATA:**

A. Please describe how you ensure data is accurate, complete, and up-to-date:

B. Do you protect personal information and customer data against risks such as loss or unauthorized access? □ Yes □ No

If so, please describe safeguards in place:

C. Please describe how the accuracy and integrity of information is ensured during its electronic transmittal:

D. Do you educate employees, agents, contractors and temporary employees on protection of information? □ Yes □ No

If so, please describe your educational program:

Is the training periodic? □ Yes □ No

If so, what is the frequency? ____________________________

7. **DISSEMINATION/DISCLOSURE OF INFORMATION TO THIRD PARTIES:**

A. Do you share personal information or customer data with third parties? □ Yes □ No

If so, do you obtain consent to share personal information or customer data outside of your organization? □ Yes □ No

B. Do you sell, rent, or lease personal information or customer data? □ Yes □ No
If so, to what types of businesses?

Do you obtain consent to sell, rent or lease personal information or customer data?

☐ Yes  ☐ No

C. Do you place restrictions on the use or disclosure of the information by the third party?

☐ Yes  ☐ No

If so, please describe those restrictions in general terms:

D. Please provide the approximate percentage of your total revenues derived from the sale, rental, or lease of information: __________%.

8. OPENNESS AND ACCOUNTABILITY:

A. Are your personal information practices and policies readily available to the public?

☐ Yes  ☐ No

If so, please describe how they are made readily available:

B. Can an individual access and correct any personal information maintained by you about that individual?

☐ Yes  ☐ No

If so, please describe how an individual can access and correct information:

C. Do you have a designated person who is responsible for compliance with your information practice policies and for handling complaints?

☐ Yes  ☐ No

Comments: