

# Second Data Protection Principle - Purpose limitation

Purpose limitation means that an entity may not collect your information for one purpose and use it for another, incompatible purpose.

## **Example**

If you go to a doctor, you trust that your information will only be used to treat you and to bill you or your insurance company. The doctor may not sell your diagnosis and contact information to a pharmaceutical company, so they can market a new medicine to you. That would be an incompatible use of your data.

If you're interested in learning more about this topic, visit our [guidance for organisations](#).