ABSTRACT OF THE DISCLOSURE

A user is able to informatively control how contact information is provided to one or more applications through the use of a persona interface object (210), corresponding personas (220) and contact information, and an information picker interface (300). The persona interface (210) identifies available personas (220), each persona (220) having different contact information. The user can select a persona (220) to use in response to an applications request for information. The personas (220) can be modified and developed through the information picker interface (300), which can also be used to inform the user about what information is being requested and how it will be used.