Abstract

Data brokers are companies that collect and sell personal information about individuals to businesses and organizations. They are extremely dangerous due to the privacy concerns they induce and the cybersecurity risk they create. Data brokers collect sensitive user information, such as critical financial data. This information can be used for identity theft or any such detrimental conduct. Furthermore, they pose a malignant cybersecurity risk as they store large amounts of data that cyber criminals target to obtain the critical personal information of many individuals. To counteract this problem, our team has developed a presentation with crucial information to provide people about data brokers with imperative information regarding the several opt-out processes. We have developed a web application using the Flask framework to help provide similar critical information and allow users to initialize the opt-out process by offering them a chance to give the application some information which we will use to send an email to a large assortment of data brokers. Our research process began with creating a presentation using the information provided by Information Challenge, filled with crucial information that would be beneficial for the general population to know and be aware of. Then we developed a website that more people could access and utilize. Then we created a way to begin the opt-out process through email to help many people initialize it while offering them the information they need to proceed with the opt-out process.