

I looked myself up and attempted to remove my information from a random selection of the sites listed in the assignment, plus one.

Spokeo

I looked myself up using a few different combinations of information – full name, personal email, phone number, phone, and my old email from grad school. I was able to request that my full name results be removed, though they say that it takes 2-3 days so I'll have to check back. You have to enter an email address to remove info, so that leaves a lot of people out (and I don't like confirming it for them). As it happens, it found 15+ social networks and 12+ photos for my old grad school email address. But since you need to use that same email to verify your identity, I can't remove the info since I don't have access to it email any more.

Acxiom

Again, I don't like to give all that personal info. With Acxiom there are options for removing your email address, mailing address, and phone numbers. But when you request to remove all of them and then enter your info for each, you're essentially telling them that those pieces of info are linked. I could have done it as separate requests, but they all tie to an email anyway. There are terms and conditions you have to agree to but I am embarrassed to say that I didn't read them. And here again, it appears that you're out of luck if you don't have an email address.

PeekYou

This site has opt out link right on results page! They also have a username search, which I didn't see on any of the other sites I checked. They have options to remove all of your information or just your age. I wonder if that is for age-discrimination reasons. Here again, you need an email to remove your information.

Creepy things about PeekYou: On the bottom of their home page, there is a Recent Searches section filled with random people's names. And if you click on the Daily Searches link at the bottom of the home page, you'll see every search that happened that day (with archives for previous days).

Epsilon

They don't make the information about opting out easy to find. And once there, you have to email or mail them – there's no online form. They don't tell you what information to mail or email them, however, so I'm guessing my name and address. I'm submitting the Marketing Data Summary Request and am interested to see what they know (or think they know) about me.

Intelius

They have some incorrect info about me but are also the first search result. Again here, you need email. I appreciate that they say they'll email you when the request is complete.

ReferenceUSA (available through my library)

I found my address with no phone number listed. Their opt-out instructions are a bit buried in #7 of their [privacy policy](#). I sent an email to the address indicated so will check back to see if I'm removed. The site also provides links for the [Network Advertising Initiative](#) and [DAA's AboutAds program](#), both of which work by "caus[ing] one or more opt-out cookies to be set on your browser or device, to indicate that you have opted out." When I tried both of these links, they got stuck on the Third-Party Cookie Check – apparently since I have third party cookies blocked, they aren't able to set the opt-out cookie.