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Cohort - 2018
LFI - Week 19

Assignment: Look for your personal info on data broker websites and try to remove it. Talk about what you learned.

- http://www.spokeo.com/opt_out/new

Pretty easy. Hate that I had to give them my email address to remove it. I visit this website annually and remove family member's info as well. "Spokeo aggregates publicly available information from third party sources. Therefore, removing a listing from our directory **will not** remove your information from its original source and therefore your information might still appear on other directory sites. You may have multiple listings on Spokeo, each of which is identified by a unique URL and must be removed individually. Also, since we continually receive new and updated records, please regularly check Spokeo for additional listings that may appear."

- <http://www.peakyou.com/about/contact/optout/index.php>

This website said my email address had already been used and would not let me proceed with the second listing removal. I had two profiles and had to use a third email account to request removal. This website requires that you reply to their email confirmation. Ridiculous. "Your removal request has been received and will be reviewed. To confirm your request for removal, a verification email has been sent to the email address you provided with your request. To finalize your request, please read and reply back to the email you receive. Your request will expire in 10 days if we do not receive your verification." 24 hours later, one listing has been approved for removal.

- <https://us.epsilon.com/marketing-data-summary-request>

I think there is a way to opt-out of Epison, but I've requested the report first. Will watch the mail.

Success!

Thank you for requesting your Marketing Data Summary.

We will mail your Marketing Data Summary to the address you provided within 14 business days.

Please contact our Consumer Care team if you have any other questions.

They can be reached Monday through Friday between 10:00 am – 6:00 pm ET at:

Telephone: 1.888.780.3869

Email: privacy@epsilon.com

Epsilon:
Privacy
PO Box 1478
Broomfield, CO 80038

- <https://isapps.acxiom.com/optout/optout.aspx>

Ugh. I really hate putting all of my information in one place. If they didn't have it all before (or associated all together), they have it now. Entering something in each field was required to proceed.

Thank you for submitting your Opt-Out Request to Acxiom.

You will receive an email that will contain a link that you must either click or copy and paste into your web browser to complete your Opt-Out request. Once this step is completed, you will be directed to a confirmation screen and receive a reference number indicating you have been successfully opted out from Acxiom's marketing data products.

Should you have any questions regarding this request please contact Acxiom's Consumer Care Advocate at consumeradv@acxiom.com or via telephone at (877) 774-2094 or (501) 342-3122.

Thank you for contacting Acxiom.

- <https://www.intelius.com/optout.php>

There were two profiles - one that was definitely me, and another that had a bunch of my information, but was the wrong age and current location. I felt conflicted about removing it, so I did not. Supposedly the "verified" profile will be removed in 72 hours.

- <http://www.beenverified.com/opt-out-instructions>

I did this one pre-morning caffeination, but I started laughing because the results seemed intentionally wrong up at the top. Why would they rank different spellings of my first and last name higher than what I entered? Anywho, I went through the process of opting out. Along the right side of the confirmation page, I saw that it says:

How Do You Use the Email Address I Submit Along With My Opt-Out Request?

We will only use your email address to send you an email to verify your request to opt out. We will not sell the email address that you provide as part of the opt-out process, or use it for any other purpose, without your prior consent.

I'm not sure I believe it, but it was the most clear and prominent information like this that I noticed during these removals.

I also noticed that the associated data on this listing included family members that are not immediate. I tried to think of the places I have connected with them. A few years ago,

people in my family were designating family associations on Facebook, and I didn't even think about it. The main reason I kept Facebook for so long was that it is an easy way to check in on family members, see pictures of my cousins doing their thing, watch my nieces and nephews grow up, etc. I went and deleted those designations a few years ago because I thought about what could happen with that information, but based on this listing, it doesn't matter that I took them down. Once the relationships were entered on FB, it was saved somewhere and now lives on in advertising wonderland.

- Did you find your data on other sites? What was the opt-out process like?

I tried searching for just my email address, or just my phone number, and didn't find me per se, but I did find my number associated with someone who wasn't me. That took me to a site (truepeoplesearch.com) and I didn't find my own information on there. That website pushed me to truthfinder.com where my information was located, and I completed their [opt-out form](#). I am going to stop looking for a bit to see if removing my information from the other sites will help.