

Team IC23062

## Project 9

In a world where data is abundant on the Internet, there is a need to inform ourselves on how to prevent the wrong people from having access to our sensitive data. However, there is a big privacy concern present in the web that we, the end users of many sites in the internet, might fall victim of, this is data brokers. Any and all of the digital footprints of each user is compiled by data brokers who sell this information. Usually the buyers big companies that are interested in your online activity in order to show as personalized ads, calculate prices of services such as health insurance, or even stipulate financial parameters like our credit scores. Most of the time, we inadvertently accept to our data being collected by accepting to cookies policies in websites, nonetheless, data brokers are required to delete data if requested by an individual, yet this is a tedious and overwhelming task to do, luckily there are companies that offer their services to help people withdrawing their data form brokers sites. This blog will provide a list of the most common data brokers and the links to their page, as well as detailed steps on how to complete the opt-out process to remove personal information off brokers platforms. There will be information on the difficulty of opting out, what information is needed to opt out, and which data brokers are high priority for opting out.