

HOW YOUR **PRIVATE** INFORMATION ENDS UP ON GOOGLE

1. You live life



Get married
Buy a house
Receive a professional license



Open a bank account
Have a credit card



Watch a movie trailer online
Read online content
Browse goods and services online
Enter to win a prize



2. Your actions are turned into data sources

Financial records

Demographic and behavioral modeling

Public records

- Street address
- Phone number
- Email
- Date of birth
- Political party affiliations
- Family members
- Income range
- Credit levels
- Much more

3. Data aggregators collect and store this information

Aggregators pull from thousands of sources to build master databases of regulated (e.g., credit report) and unregulated (e.g., marketing) data

72%

of Americans are “very concerned” or “extremely concerned” about online privacy

81%

of people feel they have little or no control over the data collected and distributed about them

Source:
Security Magazine (2021)
Pew Research Center (2019)



4. People-search sites buy your unregulated data, optimize it for Google, and sell to anyone who searches for it

PrivacyRights.org confirms that people-search sites are largely unregulated

AnyWho

PeopleLooker

addresses.com

INSTANT checkmate mylife

spyfly whitepages radaris

ZABASEARCH BeenVerified

SPOKEO INTELIOUS

ClustrMaps

200+

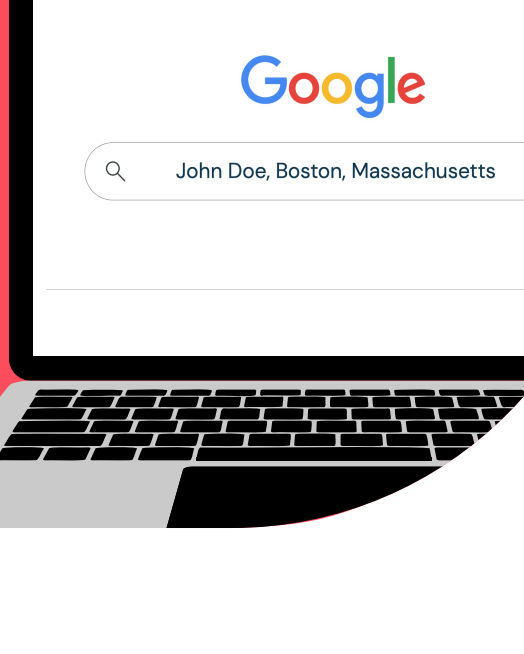
other sites

5. Google indexes billions of people-search site pages, making your personal information easily discoverable

People search Google

300 MILLION

times per day for personal names



Your employees can be protected

[Learn more](#)