

Data Broker Opt-Out Checklist

A step-by-step checklist to remove your personal info from US data broker and people-search sites.

Know your rights

- Check if your state has a privacy law (CCPA/CPRA in CA, plus VA, CO, CT, TX and more) giving deletion rights.
- California residents: note the DELETE Act (SB 362) one-stop deletion request, rolling out via the CPPA.

Find where you're listed

- Search your name + city on Google to see which people-search sites rank for you.
- Check the big aggregators directly: Whitepages, Spokeo, BeenVerified, Intelius, Radaris, MyLife, PeopleFinders.
- Make a tracking sheet: site name, opt-out URL, date requested, confirmation received.

Submit opt-out requests

- Use each site's official opt-out/privacy page - never pay a 'removal' upsell to see your own data.
- Expect to verify by email (and sometimes a masked ID); use a dedicated email, not your main inbox.
- Opt out of the underlying data sources too: LexisNexis, Acxiom, Epsilon, Oracle Data Cloud.
- Record every confirmation; removals typically take 7-30 days to reflect.

Lock down and monitor

- Freeze your credit at Equifax, Experian, and TransUnion to block buyers of broker data.
- Re-check listed sites in 30-45 days - brokers often re-list from fresh public records.
- Set a recurring quarterly reminder to repeat the sweep, or use a reputable suppression service.

Source: seureshieldtips.com - Digital privacy & security guides. General guidance, not legal advice.