

HOW TO REMOVE YOUR REAL INFORMATION FROM DATA BROKER SITES

A Free, Comprehensive Guide to Taking Control of Your Personal Data Online

Published by DMCA512.com | April 2026 Edition

Introduction

Try this right now: open a search engine and type your full name in quotes, followed by your city and state. What you find may shock you. Your home address — current and previous. Your phone number. Your age. The names of your relatives. Sometimes even an estimate of your income or a map to your front door. All of it listed publicly on websites you have never visited, never signed up for, and never gave permission to.

These websites are run by companies called **data brokers**, and they have built a multi-billion-dollar industry on collecting, packaging, and selling your personal information to anyone willing to pay — or, in many cases, giving it away for free to drive advertising revenue.

This guide was created by **DMCA512.com** to give you a straightforward, actionable path to removing your personal information from these sites. You do not need to hire a paid removal service. You do not need to be a tech expert. Everything in this guide can be done by anyone with an internet connection, a web browser, and a little patience.

In the sections that follow, you will learn:

- What data brokers are and how they operate
- Why data brokers exist and how they profit from your information
- How to find and remove your listings — step by step
- Direct links to the opt-out and removal pages for the most common data broker sites
- How to monitor your information and keep it off these sites over time

Your privacy is worth protecting. This guide will show you how — for free.

What Are Data Brokers?

Data brokers are companies that collect, aggregate, and sell personal information about individuals. They operate largely behind the scenes, building detailed profiles on hundreds of millions of people — often without those people ever knowing they exist.

Data brokers compile their profiles by pulling information from a wide range of sources, including:

- **Public records** — property deeds, court filings, marriage and divorce records, voter registrations, and business filings
- **Social media** — publicly available posts, profile information, and connections
- **Purchase history** — transaction data obtained from retailers, loyalty programs, and data-sharing agreements
- **Online activity** — browsing behavior, search history, and app usage data collected through tracking technologies
- **Government databases** — census data, professional license registries, and other publicly accessible government records

The resulting profiles typically include some or all of the following:

Data Category	Examples
Identity	Full name, aliases, age, date of birth
Contact Information	Home address (current and past), phone numbers, email addresses
Relationships	Names of relatives, associates, roommates, and neighbors
Employment	Current and past employers, job titles
Property	Property ownership records, estimated home values
Legal	Court records, liens, judgments, and in some cases criminal records
Financial Estimates	Estimated income, net worth, credit range

Data brokers sell these profiles to marketers, advertisers, background check companies, skip tracers, private investigators, and anyone else willing to pay. Many people-search websites also display this information publicly and for free, monetizing through advertising and premium upsells.

Most people have no idea that their information is being collected, aggregated, and sold in this way.

Why Do Data Brokers Exist?

Data brokers exist because personal data is extraordinarily valuable. The data broker industry generates billions of dollars annually by serving as the invisible infrastructure behind targeted advertising, people-search engines, and background check services.

The business model works like this:

1. **Harvest** — Data brokers continuously collect personal information from public records, commercial databases, social media platforms, and online tracking systems.
2. **Aggregate** — They combine data from dozens of sources to build comprehensive individual profiles that are far more detailed than any single source could provide.
3. **Monetize** — These profiles are sold to paying customers or displayed on free people-search websites supported by advertising revenue. Advertisers pay for targeted consumer profiles. Background check companies pay for people-search results. Individuals pay for premium reports on other people.

This entire ecosystem is largely **legal in the United States** because much of the underlying data originates from public sources — court records, property filings, voter rolls, and other government databases that are, by law, open to the public.

Regulatory Landscape

While laws like the **CCPA** (California Consumer Privacy Act) and the **GDPR** (General Data Protection Regulation in Europe) have introduced important consumer protections, enforcement remains inconsistent. Most data brokers continue to operate with minimal oversight, and the burden of removal falls almost entirely on the individual. The result: your personal information is spread across dozens — sometimes hundreds — of websites without your knowledge or consent.

How to Remove Your Information

Removing your personal information from data broker sites is not complicated, but it does require methodical effort. The process involves three phases:

Phase 1: Search for Yourself

Google your full name (in quotes) along with your city and state. Visit the major people-search sites listed in Section 5 of this guide and search for yourself directly. Take note of every site where your information appears.

Phase 2: Submit Opt-Out Requests

Each data broker has its own removal process. Most require you to complete an online form, verify your identity via email or phone, and then wait for the listing to be removed. This guide provides direct links to the opt-out pages for the most common sites.

Phase 3: Monitor and Repeat

Data brokers continuously re-collect information from public sources. **Removal is not permanent.** You need to re-check these sites every 3 to 6 months and re-submit opt-out requests if your data reappears. Think of this as ongoing maintenance, not a one-time fix.

Practical Tips Before You Start

- **Use a dedicated email address** for all opt-out requests. Privacy-focused providers like ProtonMail or Tuta (formerly Tutanota) are good choices. This keeps your primary inbox safe and makes it easy to track confirmation emails.
 - **Use a secondary phone number** if phone verification is required. Google Voice or a similar service works well for this purpose.
 - **Keep a tracking spreadsheet** with columns for: Site Name, Profile URL, Date Submitted, Confirmation Received, Status, and Follow-Up Date.
 - **Be patient** — some sites process removals within hours, but others take up to 14 business days.
 - **Screenshot your listings** before submitting removal requests. This serves as documentation and proof of what was publicly listed.
-

Major Data Broker Opt-Out Links

The following tables list the most common data broker and people-search sites, organized by priority. Start with Tier 1 — these sites receive the most traffic and are the most likely to be used by someone searching for your information.

Tier 1 — High Priority (Do These First)

Site	Opt-Out URL	Method	Processing Time
Spokeo	spokeo.com/optout	Web form + email verification	24–72 hours
Whitepages	whitepages.com/suppression-requests	Web form + phone verification	~24 hours
BeenVerified	beenverified.com/app/optout/search	Web form + email verification	Up to 24 hours
PeopleConnect (covers Intelius, TruthFinder, Instant Checkmate, US Search, Classmates, ZabaSearch, and 10+ more)	suppression.peopleconnect.us/login	Web form	72 hours
Radaris	radaris.com/control-privacy	Web form + email verification	7–14 days
PeopleFinders	peoplefinders.com/opt-out	Web form + ID verification	5–7 business days
FastPeopleSearch	fastpeoplesearch.com/removal	Web form + CAPTCHA	72 hours

MyLife	mylife.com/ccpa/index.pubview	Web form or email	7–14 days
---------------	--	-------------------	-----------

These sites get the most traffic and are the most commonly used by people trying to find your personal information.

Tier 2 — Secondary Priority (Do Within a Week)

Site	Opt-Out URL	Method	Processing Time
TruePeopleSearch	truepeoplesearch.com/removal	Web form + CAPTCHA	Varies
Nuumber	nuumber.com/removal/link	Web form	24–48 hours
FamilyTreeNow	familytreenow.com/optout	Web form	24–48 hours
CheckPeople	checkpeople.com/opt-out	Web form	24–48 hours
That'sThem	thatsthem.com/optout	Web form	Varies
USPhoneBook	usphonebook.com/opt-out	Web form	Varies
CyberBackgroundChecks	cyberbackgroundchecks.com/removal	Web form	Varies
SmartBackgroundChecks	smartbackgroundchecks.com/optout	Web form	72 hours

Site	Opt-Out URL	Method	Processing Time
PeekYou	peekyou.com/about/contact	Web form + email	Varies
Social Catfish	socialcatfish.com/opt-out	Web form + email	Varies
InfoTracer	infotracer.com/optout	Form, mail, or fax	Varies
Acxiom	isapps.acxiom.com/optout	Web form	Varies
LexisNexis	consumer.risk.lexisnexis.com/request	Web form	Varies
Epsilon	epsilon.com/consumer-information	Web form	Varies
Oracle Data Cloud	datacloudoptout.oracle.com	Web form	Varies
LiveRamp	liveramp.com/opt_out	Web form	Varies

Tier 3 — Additional Sites (Sweep Within 30 Days)

Power Tip: PeopleConnect Covers Multiple Sites at Once

PeopleConnect's suppression portal is one of the most efficient single opt-outs available. A single submission covers **Intelius, TruthFinder, Instant Checkmate, US Search, Classmates.com, ZabaSearch, AnyWho, Addresses.com, PublicRecords.com, PeopleLookup**, and more — all from one form. Start here to maximize your impact with minimal effort.

California Residents: The DELETE Act (SB 362)

If you are a California resident, you have access to an additional powerful tool. The **DELETE Act (SB 362)** established the **DROP portal** at **deleteMyData.com**, which allows California residents to send a single authenticated deletion request to **500+ registered data brokers** — completely free. This is one of the strongest consumer privacy tools available anywhere in the country. If you live in California, use it.

Step-by-Step Removal Process

This section walks you through the complete removal process from start to finish. Follow these steps in order for the best results.

Step 1: Search for Yourself

Open a **private or incognito browser window** (this prevents your search history and cookies from affecting results). Perform the following searches:

- Your full name in quotes plus your city and state — for example: "**Jane Smith** **Mission Viejo CA**"
- Your phone number (with and without dashes)
- Your email address
- Any previous names or addresses you have used

Then visit each of the major people-search sites listed in Section 5 and search for yourself directly on those sites. Many of them will show a preview of your listing even without a paid account.

Step 2: Document What You Find

For every site where your information appears:

1. **Take a screenshot** of your listing (this serves as proof and documentation)
2. **Copy the URL** of your profile page on that site
3. **Log it in a tracking spreadsheet** with the following columns:

Site Name	Profile URL	Date Submitted	Confirmation Received	Status	Follow-Up Date
<i>(Example)</i> Spokeo	<i>spokeo.com/Jane-Smith/abc123</i>	<i>04/19/2026</i>	<i>Yes — 04/19/2026</i>	<i>Removed</i>	<i>07/19/2026</i>

Step 3: Set Up a Dedicated Email

Create a new email address that you will use **exclusively** for opt-out requests. This serves two purposes:

1. It keeps your primary email address safe from being exposed to additional data brokers
2. It creates a centralized inbox where all confirmation and verification emails will arrive

Privacy-focused email providers like **ProtonMail** or **Tuta** (formerly Tutanota) are recommended because they offer end-to-end encryption and do not scan your emails for advertising purposes.

Step 4: Start with Tier 1 Sites

Begin with the eight highest-priority sites listed in the Tier 1 table. For each site:

1. Find your listing on the site
2. Navigate to the opt-out or removal page (use the URLs provided in Section 5)
3. Follow their specific process — this typically involves filling out a form and providing the URL of your listing
4. Confirm via email or phone when required
5. Log the submission in your tracking spreadsheet

Important Warning

Some data broker sites will ask you to create an account or provide additional personal information as part of the opt-out process. **Provide only the minimum information required** to complete the removal. If a site asks for your Social Security number or financial information to process an opt-out, do not provide it — that is not a legitimate requirement for removal.

Step 5: Work Through Tiers 2 and 3

After completing the Tier 1 sites, continue through the Tier 2 and Tier 3 sites at your own pace. Many follow a similar pattern: web form, email confirmation, wait. You can realistically complete Tier 2 within a week and Tier 3 within 30 days.

Step 6: Check for Confirmation

Most sites will send a confirmation email after your opt-out request is submitted. Some require you to **click a verification link** to complete the removal — if you skip this step, your request may not be processed. Check your dedicated email inbox regularly during the first week after submitting requests.

After the stated processing time has passed, revisit each site and search for yourself again to verify that your listing has been removed.

Step 7: Monitor and Repeat

This is the step most people skip — and it is the most important one for long-term protection.

Set a calendar reminder to re-check these sites every 3 months. Data brokers continuously re-collect information from public sources, so your listings can and will reappear. When they do, simply re-submit your opt-out request. Over time, some sites may stop re-listing you, but others will continue indefinitely.

A Realistic Expectation

Removing your information from data broker sites is an **ongoing process, not a one-time fix**. Think of it like maintaining your home — it requires periodic attention. The initial sweep takes the most effort. After that, quarterly check-ins typically take 30 to 60 minutes.

Why Removal Matters

Some people wonder whether removing their information from data broker sites is worth the effort. The answer is unequivocally yes. Having your personal information publicly accessible on these sites creates real-world risks that affect real people every day.

Stalking and Harassment

Abusers, stalkers, and harassers routinely use people-search websites to find their victims' home addresses, phone numbers, and the names of their relatives. For domestic violence survivors, a single publicly listed address can be the difference between safety and danger.

Identity Theft and Fraud

The more personal information about you that is publicly available, the easier it is for criminals to impersonate you, open accounts in your name, or pass security verification questions. Data broker listings provide a ready-made dossier for identity thieves.

Scams and Phishing

Scammers use data broker information to craft highly convincing, targeted phishing attacks. When a scammer knows your full name, address, relatives' names, and past employers, their fraudulent emails and phone calls become far more believable.

Doxxing

Activists, journalists, public figures, and everyday people who express opinions online are increasingly targeted with doxxing — the malicious publication of someone's personal details. People-search sites make doxxing trivially easy.

Employment and Reputation

Background check companies pull information from data broker sites. Outdated, inaccurate, or misleading information — including records belonging to someone else with the same name — can affect your job prospects, housing applications, and professional reputation.

Physical Safety

Domestic violence survivors, law enforcement officers, judges, prosecutors, social workers, teachers, and others in sensitive positions face genuine physical danger when their home addresses are publicly searchable. For these individuals, data broker removal is not a matter of convenience — it is a matter of personal safety.

The Bottom Line

Taking control of your personal information is not paranoia — it is self-defense in the digital age. Every listing you remove is one less opportunity for someone to misuse your data. You deserve to decide who has access to your personal information, and this guide gives you the tools to make that happen.

About DMCA512.com

DMCA512.com is dedicated to online privacy protection and digital rights. The site provides free educational resources, guides, and tools to help individuals take control of their personal information online.

DMCA512.com believes that **privacy is a fundamental right — not a luxury** — and that everyone deserves access to clear, actionable information about protecting themselves in the digital world. The complexity of the data broker ecosystem should not be a barrier to personal safety.

DMCA512.com operates independently and transparently:

- We do **not** sell data
- We do **not** promote paid removal services
- We do **not** monetize user information

Our mission is simple: empower individuals with the knowledge and tools they need to protect their privacy, their families, and their digital lives.

For more information, visit **DMCA512.com**.

Legal Disclaimer

This guide is provided for **informational and educational purposes only** and does not constitute legal advice.

DMCA512.com makes no guarantees regarding the completeness, accuracy, or effectiveness of the information, links, or removal processes described in this guide.

Important Notice Regarding Third-Party Links

The opt-out links and removal processes referenced in this guide are maintained by third-party websites and are **subject to change at any time**. Links may go offline, URLs may change, and data brokers may modify or discontinue their opt-out procedures without notice. DMCA512.com is not responsible for broken links, changed processes, or the actions of third-party data broker websites.

Users are encouraged to **verify all links and processes at the time of use**.

Removal of personal information from data broker sites is **not guaranteed to be permanent**. Data may be re-collected from public sources and re-listed at any time.

DMCA512.com is **not affiliated with, endorsed by, or connected to** any of the data broker companies listed in this guide.

For legal questions regarding your specific privacy rights, consult a **qualified attorney in your jurisdiction**.

© DMCA512.com — All rights reserved.